

Travel to Riverina Tourism Region

Year ended June 2023

Source: National Visitor Survey, TRA.



OVERVIEW

	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	% Change YE Jun23 vs YE Jun22
DOMESTIC (overnight & daytrip)											
Visitors ('000)	2,278	2,622	2,254	2,535	2,764	2,704	2,455	2,370	1,930	2,915	51.0%
Nights ('000)	2,487	2,473	2,858	2,850	2,687	2,955	2,881	2,774	2,377	3,101	30.4%
Expenditure (\$ million)	\$610	\$648	\$560	\$620	\$639	\$683	\$606	\$717	\$613	\$1,024	67.1%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	% Change YE Jun23 vs YE Jun22
Visitors (000)	889	1,052	1,063	1,034	1,129	1,177	1,034	990	995	1,260	26.6%
Nights (000)	2,487	2,473	2,858	2,850	2,687	2,955	2,881	2,774	2,377	3,101	30.4%
Average Length of Stay	2.8	2.4	2.7	2.8	2.4	2.5	2.8	2.8	2.4	2.5	3.0%
Expenditure (\$ million)	\$369	\$387	\$361	\$368	\$415	\$466	\$376	\$477	\$395	\$610	54.6%
Spend per visitor per night (\$)	\$148	\$156	\$126	\$129	\$154	\$158	\$130	\$172	\$166	\$197	18.5%
Intrastate visitors (000)	580	620	656	633	678	723	674	702	628	781	24.4%
Interstate visitors (000)	309	431	408	401	450	455	360	289	367	479	30.4%
Intrastate nights (000)	1,517	1,376	1,717	1,676	1,492	1,794	1,845	1,907	1,320	1,846	39.9%
Interstate nights (000)	970	1,098	1,141	1,174	1,195	1,161	1,036	868	1,057	1,254	18.7%
Intrastate expenditure (\$ million)	\$261	\$252	\$234	\$233	\$222	\$304	\$260	\$319	\$252	\$386	52.8%
Interstate expenditure (\$ million)	\$108	\$135	\$127	\$135	\$192	\$162	\$116	\$158	\$143	\$225	57.8%

Purpose of Visit

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Holiday	235	354	313	320	234	334	245	268	247	332	34.8%
Visiting Friends & Relatives	321	377	396	341	433	419	361	311	394	469	19.0%
Business	211	186	237	257	312	312	305	300	212	302	42.2%
Other	126	139	118	120	153	112	130	115	144	160	10.8%
Total	889	1,052	1,063	1,034	1,129	1,177	1,034	990	995	1,260	26.6%

	Nights (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Holiday	516	841	637	658	443	901	560	644	488	694	42.3%
Visiting Friends & Relatives	977	1,032	1,238	1,025	1,181	1,143	936	772	1,167	1,319	13.0%
Business	709	372	700	851	796	742	1,089	1,071	409	770	88.4%
Other	285	229	282	315	267	169	296	287	314	317	1.0%
Total	2,487	2,473	2,858	2,850	2,687	2,955	2,881	2,774	2,377	3,101	30.4%

Origin

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Regional NSW	418	460	455	456	454	442	422	471	423	504	18.9%
Sydney	162	161	201	177	225	280	252	231	205	277	35.6%
Total Intrastate	580	620	656	633	678	723	674	702	628	781	24.4%
Victoria	165	211	204	243	240	246	205	168	191	248	29.8%
Queensland	n/p	n/p	n/p	n/p	81	74	n/p	n/p	n/p	n/p	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	61	n/p	-
Other Interstate	64	91	75	58	78	81	n/p	n/p	n/p	n/p	-
Total Interstate	309	431	408	401	450	455	360	289	367	479	30.4%
Grand Total	889	1,052	1,063	1,034	1,129	1,177	1,034	990	995	1,260	26.6%

Age

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
15-29	134	197	216	212	241	226	230	170	246	304	23.7%
30-39	122	123	163	126	131	140	179	152	118	215	82.4%
40-49	193	169	183	187	195	192	130	147	141	110	-21.6%
50-59	168	205	249	163	168	233	190	191	164	239	45.7%
60-69	144	254	191	213	212	218	182	217	186	222	19.6%
70+	128	104	62	133	182	168	123	113	141	170	20.1%
Total	889	1,052	1,063	1,034	1,129	1,177	1,034	990	995	1,260	26.6%

Travel to Riverina Tourism Region

Year ended June 2023

Source: National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Travelling alone	313	302	350	315	397	374	352	394	356	423	19.0%
Adult couple	274	327	300	283	313	363	251	259	299	322	7.7%
Family group - parents and children	121	179	145	132	196	141	134	132	126	152	20.7%
Friends or relatives travelling together with(out) children	121	171	197	186	160	168	171	146	179	266	48.2%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	117	117	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	889	1,052	1,063	1,034	1,129	1,177	1,034	990	995	1,260	26.6%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Eat out / dine at a restaurant and/or cafe	449	576	550	556	543	637	551	503	505	678	34.2%
Visit friends & relatives	398	420	419	377	489	491	398	276	302	408	35.2%
Pubs, clubs, discos etc	215	276	282	305	237	342	284	218	275	374	36.0%
Sightseeing/looking around	161	185	138	199	157	216	148	162	170	215	26.4%
Go shopping for pleasure	151	150	153	150	138	141	107	126	182	113	-38.0%

Top 3 types of Accommodation used (sorted by the latest year)

	Nights (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Friends or relatives property	982	994	1,339	931	1,163	1,292	1,026	932	1,129	1,223	8.4%
Standard hotel/motor inn (below 4 star)	574	659	502	642	727	781	594	757	643	957	48.9%
Caravan or camping - non commercial	n/p	258	187	111	152	164	159	197	n/p	n/p	-

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Private vehicle or company car	770	953	955	894	934	1,022	894	908	923	1,120	21.4%
Aircraft	n/p	n/p	n/p	n/p	118	n/p	73	n/p	n/p	n/p	-
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	% Change YE Jun23 vs YE Jun22
Visitors (000)	1,389	1,570	1,191	1,500	1,635	1,527	1,420	1,380	935	1,655	77.1%
Expenditure (\$ million)	\$241	\$261	\$199	\$252	\$224	\$217	\$231	\$240	\$218	\$414	89.6%
Spend per visitor (\$)	\$173	\$166	\$167	\$168	\$137	\$142	\$162	\$174	\$233	\$250	7.1%

Main Purpose of Trip

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Holiday	511	652	499	567	668	616	511	381	352	595	68.9%
Visiting Friends & Relatives	320	n/p	n/p	329	443	n/p	294	n/p	n/p	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	416	404	346	412	318	414	352	456	n/p	541	-
Total	1,389	1,570	1,191	1,500	1,635	1,527	1,420	1,380	935	1,655	77.1%

Origin

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,230	1,424	1,036	1,259	1,402	1,363	1,245	1,234	879	1,515	72.3%
Total Intrastate	1,265	1,461	1,087	1,374	1,445	1,457	1,284	1,313	885	1,567	77.1%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,389	1,570	1,191	1,500	1,635	1,527	1,420	1,380	935	1,655	77.1%

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Age

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
15-29	n/p	n/p	n/p	n/p	n/p	n/p	n/p	407	n/p	n/p	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
40-49	n/p	395	n/p	n/p	394	n/p	n/p	n/p	n/p	n/p	-
50-59	244	293	n/p	n/p	n/p	n/p	255	n/p	n/p	n/p	-
60-69	270	263	n/p	322	243	221	254	286	n/p	n/p	-
70+	n/p	160	126	176	253	186	n/p	n/p	n/p	n/p	-
Total	1,389	1,570	1,191	1,500	1,635	1,527	1,420	1,380	935	1,655	77.1%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Eat out / dine at a restaurant and/or cafe	615	749	526	764	811	665	606	599	429	619	44.3%
Go shopping for pleasure	453	510	394	617	464	465	374	326	346	491	41.9%
Visit friends & relatives	430	410	n/p	425	486	343	388	n/p	n/p	n/p	-
Sightseeing/looking around	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Pubs, clubs, discos etc	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

Top types of Transport used (sorted by the latest year)

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Private vehicle or company car	1,338	1,557	1,156	1,455	1,605	1,517	1,389	1,313	929	1,597	71.9%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	-	n/p	-	n/p	-
n/a	-	n/p	n/p	n/p	n/p	n/p	-	n/p	-	n/p	-

n/p = not publishable; '-' = not available

Riverina includes: Griffith, Gundagai, Hay, Leeton, Temora and Wagga Wagga.