

Riverina Visitor Profile

Year ending June 2024

Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia



Total Visitation to Riverina (Domestic & International)

VISITORS



2.9m

NIGHTS



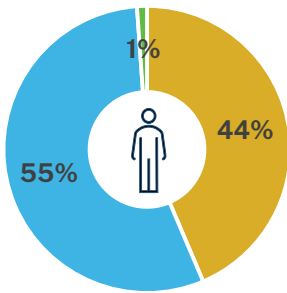
4.8m

EXPENDITURE

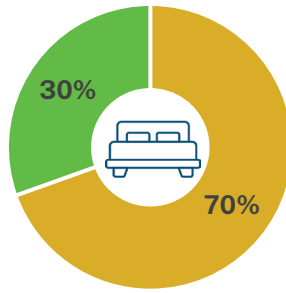


n/p

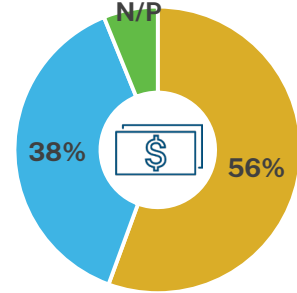
Share by visitor type



Share by visitor type

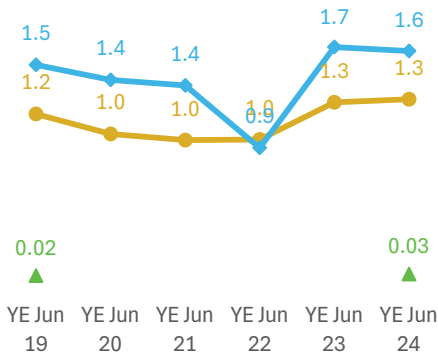


Share by visitor type

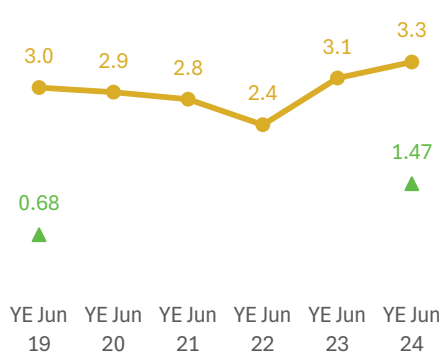


Domestic overnight Domestic day International

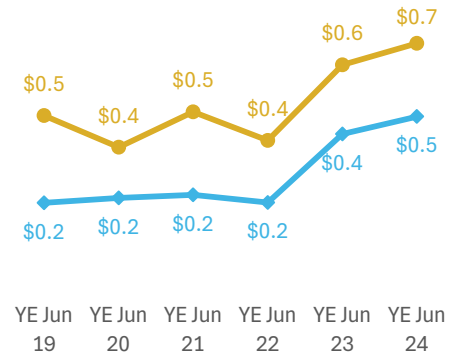
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



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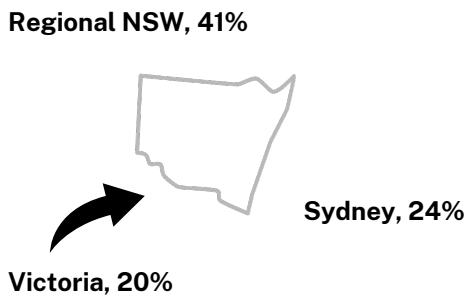
Domestic Overnight Travel

Visitors: 1.3m (+1.8% YOY)	Average spend	Average length of stay	Ranking in Regional NSW
Nights: 3.3m (+8.0% YOY)	\$201 per night	2.6 nights	9th for visitors
Expenditure: \$672.5m (+10.1% YOY)	\$525 per visitor		9th for nights
			11th for expenditure

Purpose of visit - % share of total

Visitors	Nights	Expenditure
Holiday 25%	Holiday 24%	Holiday 22%
VFR 36%	VFR 36%	VFR 25%
Business 28%	Business 33%	Business 39%

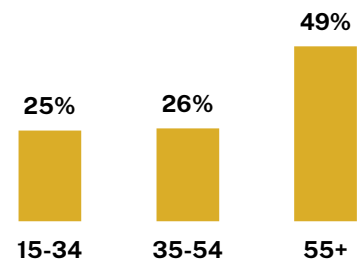
Visitor Origin



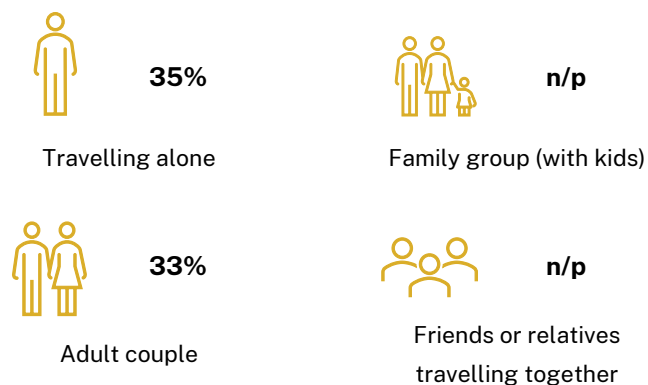
Gender



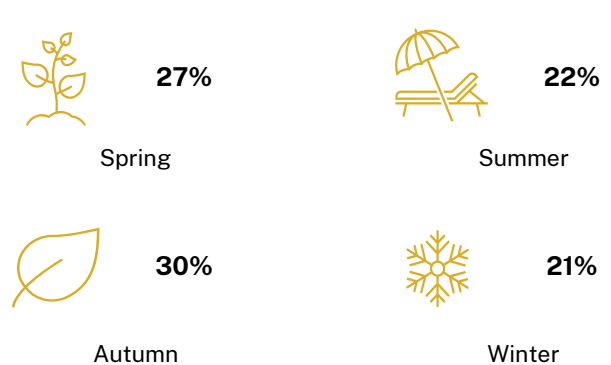
Age



Travel Party



Travel Season



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Domestic Daytrip Travel

Visitors: 1.6m (-1.8% YOY)

Expenditure: \$463.1m (+12.0% YOY)



Average spend

\$285 per visitor



Ranking in Regional NSW

9th for visitors

5th for expenditure

Purpose of visit - % share of total

Visitors

Holiday n/p

VFR n/p

Business n/p

Expenditure

Holiday n/p

VFR n/p

Business n/p

Visitor Origin

Regional NSW, 89%



Sydney, n/p

Gender



n/p



64%

Age

n/p
15-34

n/p
35-54

n/p
55+

Travel Party

Not asked for Domestic Daytrip

Travel Season



n/p

Spring



n/p

Summer



n/p

Autumn



n/p

Winter

Notes on the report:

- Percentages may not add up to 100% due to rounding
- 'n/p' = data not publishable / For line charts n/p is not shown
- Only selected categories shown for Purpose of visit, Visitor Origin and Travel Party
- 'Not asked' excluded from percentage calculations

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International Travel

Visitors: 33,100 (n/p YOY)

Nights: 1.5m (n/p YOY)

Expenditure: n/p (n/p YOY)

Average spend



n/p

n/p

Average length of stay



44.4 nights

Ranking in Regional NSW



7th for visitors

4th for nights

n/p for expenditure

Purpose of visit - % share of total

Visitors

Holiday **42%**

VFR **27%**

Business n/p

Education n/p

Nights

Holiday **45%**

VFR **13%**

Business n/p

Education n/p

Expenditure

Holiday n/p

VFR n/p

Business n/p

Education n/p

Visitor Origin (Top 5)

1st New Zealand - n/p

2nd United Kingdom - n/p

3rd Taiwan - n/p

4th USA - n/p

5th Germany - n/p

Gender



53%



47%

Age

49%



15-34

n/p

35-54

36%



55+

First Visit to Australia

Return visit:
60%



First visit:
40%

Free & Independent Visitor

72% of International visitors to Riverina were Free & Independent (FIT) Travellers

Travel Party



59%

Travelling alone



n/p

Family group (with kids)



n/p

Adult couple



n/p

Friends or relatives travelling together

Travel Season



n/p

Spring



n/p

Summer



29%

Autumn



n/p

Winter