

# Riverina Visitor Profile

Year ending March 2024

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



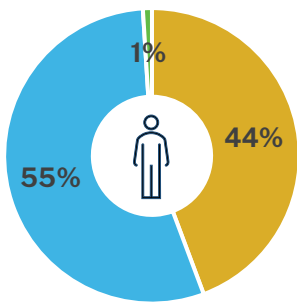
## Total Visitation to Riverina (Domestic & International)

### VISITORS



2.8m

Share by visitor type

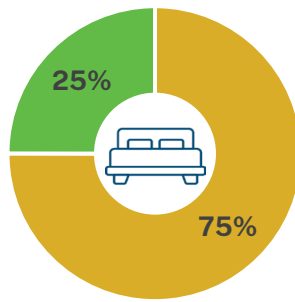


### NIGHTS



4m

Share by visitor type

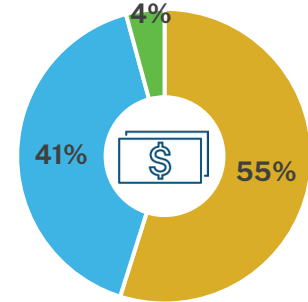


### EXPENDITURE



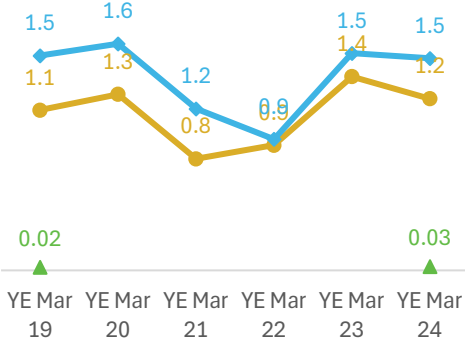
\$1.2b

Share by visitor type

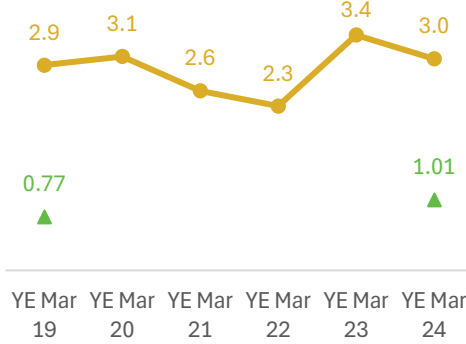


Domestic overnight Domestic day International

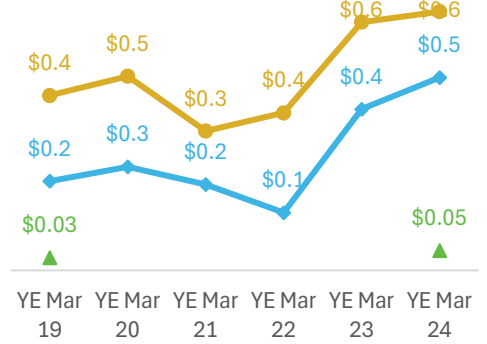
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



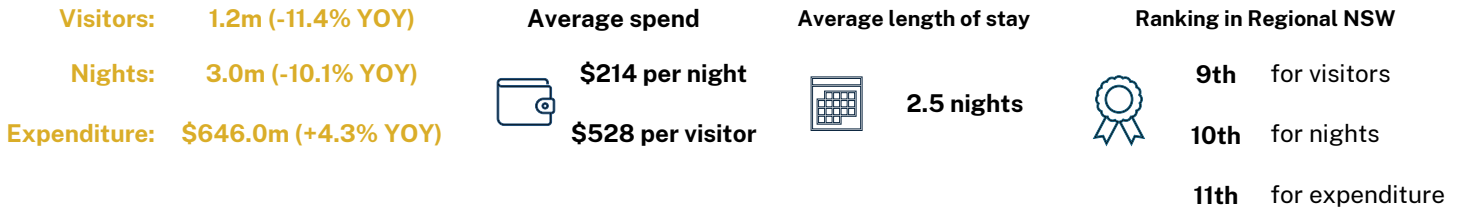
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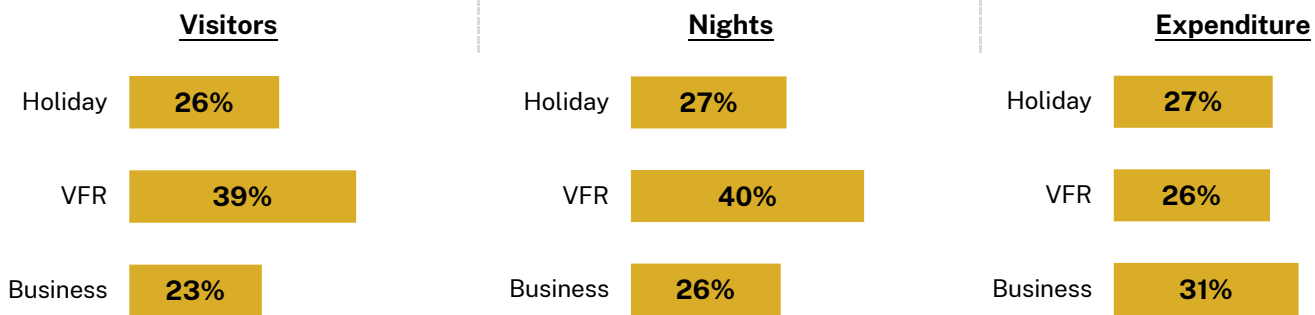
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## Domestic Overnight Travel

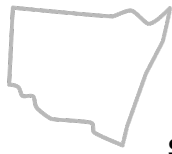


### Purpose of visit - % share of total



### Visitor Origin

Regional NSW, 40%



Sydney, 24%

### Gender



55%



45%

### Age

28%

15-34

26%

35-54

46%

55+

### Travel Party



33%

Travelling alone



n/p

Family group (with kids)



35%

Adult couple



14%

Friends or relatives travelling together

### Travel Season



28%

Spring



23%

Summer



24%

Autumn



25%

Winter

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## Domestic Daytrip Travel

### Average spend

### Ranking in Regional NSW

Visitors: **1.5m (-2.4% YOY)**  
Expenditure: **\$482.0m (+19.6% YOY)**



**\$318 per visitor**



**9th** for visitors

**6th** for expenditure

### Purpose of visit - % share of total

#### Visitors

#### Expenditure

Holiday **n/p**

Holiday **n/p**

VFR **n/p**

VFR **n/p**

Business **n/p**

Business **n/p**

### Visitor Origin

### Gender

### Age

Regional NSW, **92%**



Sydney, **n/p**



**n/p**



**64%**

**n/p**

**15-34**

**n/p**

**35-54**

**39%**

**55+**

### Travel Season



**n/p**

Spring



**n/p**

Summer



**n/p**

Autumn



**n/p**

Winter

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## International Travel

Visitors: 27,300 (n/p YOY)

Nights: 1.0m (n/p YOY)

Expenditure: \$50.0m (n/p YOY)

### Average spend

\$49 per night  
\$1823 per visitor

### Average length of stay

36.9 nights

### Ranking in Regional NSW

**9th** for visitors  
**5th** for nights  
**6th** for expenditure

## Purpose of visit - % share of total

### Visitors

Holiday	<b>45%</b>
VFR	n/p
Business	n/p
Education	n/p

### Nights

Holiday	<b>38%</b>
VFR	n/p
Business	n/p
Education	n/p

### Expenditure

Holiday	<b>34%</b>
VFR	n/p
Business	n/p
Education	n/p

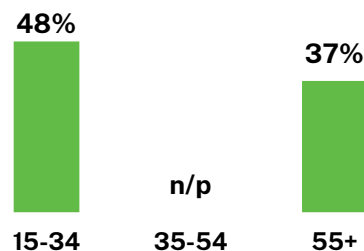
## Visitor Origin (Top 5)

1st	United Kingdom - n/p
2nd	New Zealand - n/p
3rd	USA - n/p
4th	Taiwan - n/p
5th	Germany - n/p

## Gender



## Age



## First Visit to Australia

Return visit:  
59%



First visit:  
41%

## Free & Independent Visitor

71% of International visitors to Riverina were Free & Independent (FIT) Travellers

## Travel Party

58%	n/p
Travelling alone	Family group (with kids)
n/p	n/p
Adult couple	Friends or relatives travelling together

## Travel Season

n/p	n/p
Spring	Summer
n/p	n/p
Autumn	Winter