

Travel to Riverina Tourism Region

Year ended December 2023



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

OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors ('000)	2,286	2,324	2,549	2,634	2,914	2,813	n/p	n/p	n/p	2,878	-
Nights ('000)	3,253	3,228	3,830	3,145	3,879	3,502	n/p	n/p	n/p	4,009	-
Expenditure (\$ million)	\$603	\$623	\$694	\$565	\$806	\$709	n/p	n/p	n/p	\$1,046	-
OVERNIGHT (international & domestic)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors ('000)	987	1,080	1,103	1,016	1,279	1,256	n/p	n/p	n/p	1,246	-
Nights ('000)	3,253	3,228	3,830	3,145	3,879	3,502	n/p	n/p	n/p	4,009	-
Expenditure (\$ million)	\$395	\$414	\$441	\$361	\$542	\$477	n/p	n/p	n/p	\$651	-
DOMESTIC (overnight & daytrip)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors ('000)	2,268	2,301	2,522	2,604	2,891	2,789	2,183	1,871	2,610	2,850	9.2%
Nights ('000)	2,672	2,623	3,211	2,267	3,158	2,951	2,731	2,216	3,107	3,201	3.0%
Expenditure (\$ million)	\$582	\$586	\$669	\$521	\$776	\$687	\$605	\$528	\$896	\$1,009	12.6%

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	968	1,056	1,076	986	1,255	1,231	811	858	1,352	1,218	-9.9%
Nights (000)	2,672	2,623	3,211	2,267	3,158	2,951	2,731	2,216	3,107	3,201	3.0%
Average Length of Stay	2.8	2.5	3.0	2.3	2.5	2.4	3.4	2.6	2.3	2.6	14.3%
Expenditure (\$ million)	\$374	\$377	\$416	\$317	\$513	\$455	\$348	\$389	\$578	\$614	6.3%
Spend per visitor per night (\$)	\$140	\$144	\$129	\$140	\$162	\$154	\$127	\$175	\$186	\$192	3.2%
Intrastate visitors (000)	603	654	653	554	783	776	589	561	838	785	-6.3%
Interstate visitors (000)	365	403	423	432	472	455	222	297	514	433	-15.7%
Intrastate nights (000)	1,536	1,546	1,895	1,246	1,909	1,693	1,978	1,323	1,845	2,028	9.9%
Interstate nights (000)	1,136	1,077	1,316	1,021	1,249	1,258	753	893	1,262	1,172	-7.1%
Intrastate expenditure (\$ million)	\$244	\$246	\$278	\$172	\$308	\$315	\$236	\$247	\$360	\$423	17.6%
Interstate expenditure (\$ million)	\$129	\$131	\$137	\$145	\$205	\$141	\$112	\$141	\$218	\$191	-12.2%

Main Purpose of Visit

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	294	321	344	286	272	332	192	211	382	295	-22.6%
Visiting Friends & Relatives	337	372	367	368	460	419	300	284	505	480	-4.9%
Business	211	236	227	242	371	340	229	248	286	274	-4.1%
Other	132	128	141	92	155	144	96	117	185	170	-7.7%
Total	968	1,056	1,076	986	1,255	1,231	811	858	1,352	1,218	-9.9%
Nights (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	678	679	735	555	788	694	501	490	704	807	14.7%
Visiting Friends & Relatives	1,001	1,066	1,206	1,089	1,133	1,095	841	803	1,418	1,232	-13.1%
Business	701	631	882	462	962	950	1,102	629	641	865	34.8%
Other	292	247	388	162	276	213	287	293	344	296	-13.8%
Total	2,672	2,623	3,211	2,267	3,158	2,951	2,731	2,216	3,107	3,201	3.0%

n/p = not publishable (sample < 40); '-' = not calculable

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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Sydney	158	154	222	187	247	300	208	187	287	264	-8.0%
Regional NSW	446	500	430	367	536	476	381	374	552	521	-5.5%
Total Intrastate	603	654	653	554	783	776	589	561	838	785	-6.3%
Victoria	212	199	222	231	257	259	n/p	195	268	213	-20.6%
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	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	n/p	n/p	-
Other Interstate	n/p	87	95	60	80	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	365	403	423	432	472	455	222	297	514	433	-15.7%
Grand Total	968	1,056	1,076	986	1,255	1,231	811	858	1,352	1,218	-9.9%

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	235	248	287	259	338	319	253	214	439	339	-22.9%
35-54	323	354	371	314	416	358	295	238	373	302	-19.0%
55+	410	454	417	413	501	554	263	406	540	578	6.9%
Total	968	1,056	1,076	986	1,255	1,231	811	858	1,352	1,218	-9.9%

Travel Party

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	352	332	303	304	447	393	324	330	462	357	-22.8%
Adult couple	326	291	312	286	346	320	205	229	399	409	2.5%
Family group - parents and children	109	170	166	141	181	164	n/p	135	164	158	-3.6%
Friends/relatives travelling together	132	167	216	159	176	197	152	115	259	209	-19.2%
Other travel party	n/p	n/p	n/p	n/p	n/p	158	n/p	n/p	n/p	n/p	-
Total	968	1,056	1,076	986	1,255	1,231	811	858	1,352	1,218	-9.9%

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	18	24	28	30	23	25	n/p	n/p	n/p	28	-
Nights (000)	582	605	619	878	721	551	n/p	n/p	n/p	809	-
Average Length of Stay	31.5	25.7	22.2	29.1	30.7	22.4	n/p	n/p	n/p	29.2	-
Expenditure (\$ million)	\$21	\$37	\$25	\$44	\$29	\$22	n/p	n/p	n/p	\$37	-
Spend per visitor per night (\$)	\$36	\$61	\$41	\$50	\$40	\$40	n/p	n/p	n/p	\$46	-

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
United Kingdom	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
New Zealand	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Germany	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	9	12	13	13	10	11	n/p	n/p	n/p	10	-
35-54	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
55+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	18	24	28	30	23	25	n/p	n/p	n/p	28	-

Travel Party

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	10	14	15	17	13	14	n/p	n/p	n/p	13	-
Adult couple	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Family group - parents and children	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Friends/relatives travelling together	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	18	24	28	30	23	25	n/p	n/p	n/p	28	-

n/p = not publishable (sample < 40); '-' = not calculable

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	1,299	1,245	1,446	1,618	1,636	1,558	1,372	1,014	1,258	1,632	29.7%
Expenditure (\$ million)	\$209	\$209	\$253	\$204	\$264	\$232	\$257	\$140	\$318	\$395	24.1%
Spend per visitor (\$)	\$160	\$168	\$175	\$126	\$161	\$149	\$187	\$138	\$253	\$242	-4.4%

Main Purpose of Trip

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	554	524	594	588	632	595	461	348	495	n/p	-
Visiting Friends & Relatives	n/p	n/p	n/p	496	n/p	369	n/p	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	n/p	320	401	329	456	407	410	n/p	n/p	n/p	-
Total	1,299	1,245	1,446	1,618	1,636	1,558	1,372	1,014	1,258	1,632	29.7%

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,183	1,153	1,186	1,386	1,428	1,348	1,272	897	1,120	1,509	34.7%
Total Intrastate	1,193	1,197	1,279	1,475	1,503	1,418	1,319	941	1,154	1,564	35.5%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,299	1,245	1,446	1,618	1,636	1,558	1,372	1,014	1,258	1,632	29.7%

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	n/p	n/p	n/p	n/p	n/p	n/p	513	n/p	n/p	n/p	-
35-54	537	530	537	497	636	466	n/p	n/p	n/p	n/p	-
55+	416	410	661	624	533	584	504	422	489	678	38.8%
Total	1,299	1,245	1,446	1,618	1,636	1,558	1,372	1,014	1,258	1,632	29.7%

n/p = not publishable (sample < 40); '-' = not calculable

Riverina Tourism Region LGAs: Carrathool, Coolamon, Cootamundra-Gundagai Regional, Federation (Partial), Griffith, Hay, Junee, Leeton, Lockhart, Murrumbidgee (Partial), Narrandera, Temora and Wagga Wagga