

Travel to Riverina Tourism Region

Year ended June 2024



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

OVERVIEW

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	2,641	2,281	2,562	2,791	2,725	n/p	n/p	n/p	n/p	2,940	-
Nights ('000)	2,978	3,449	3,661	3,386	3,636	n/p	n/p	n/p	n/p	4,816	-
Expenditure (\$ million)	\$674	\$592	\$660	\$667	n/p	n/p	n/p	n/p	n/p	n/p	-
OVERNIGHT (international & domestic)											
Visitors ('000)	1,071	1,090	1,062	1,156	1,199	n/p	n/p	n/p	n/p	1,315	-
Nights ('000)	2,978	3,449	3,661	3,386	3,636	n/p	n/p	n/p	n/p	4,816	-
Expenditure (\$ million)	\$413	\$393	\$408	\$443	n/p	n/p	n/p	n/p	n/p	n/p	-
DOMESTIC (overnight & daytrip)											
Visitors ('000)	2,622	2,254	2,535	2,764	2,704	2,455	2,370	1,930	2,915	2,907	-0.2%
Nights ('000)	2,473	2,858	2,850	2,687	2,955	2,881	2,774	2,377	3,101	3,349	8.0%
Expenditure (\$ million)	\$648	\$560	\$620	\$639	\$683	\$606	\$717	\$613	\$1,024	\$1,136	10.9%

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

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	1,052	1,063	1,034	1,129	1,177	1,034	990	995	1,260	1,282	1.8%
Nights (000)	2,473	2,858	2,850	2,687	2,955	2,881	2,774	2,377	3,101	3,349	8.0%
Average Length of Stay	2.4	2.7	2.8	2.4	2.5	2.8	2.8	2.4	2.5	2.6	6.1%
Expenditure (\$ million)	\$387	\$361	\$368	\$415	\$466	\$376	\$477	\$395	\$611	\$673	10.1%
Spend per visitor per night (\$)	\$156	\$126	\$129	\$154	\$158	\$130	\$172	\$166	\$197	\$201	2.0%
Intrastate visitors (000)	620	656	633	678	723	674	702	628	781	832	6.5%
Interstate visitors (000)	431	408	401	450	455	360	289	367	479	450	-6.0%
Intrastate nights (000)	1,376	1,717	1,676	1,492	1,794	1,845	1,907	1,320	1,846	2,228	20.7%
Interstate nights (000)	1,098	1,141	1,174	1,195	1,161	1,036	868	1,057	1,254	1,120	-10.7%
Intrastate expenditure (\$ million)	\$252	\$234	\$233	\$222	\$304	\$260	\$319	\$252	\$386	\$459	19.0%
Interstate expenditure (\$ million)	\$135	\$127	\$135	\$193	\$163	\$116	\$158	\$143	\$225	\$214	-5.0%

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	354	313	320	234	334	245	268	247	332	325	-2.2%
Visiting Friends & Relatives	377	396	341	433	419	361	311	394	469	463	-1.2%
Business	186	237	257	312	312	305	300	212	302	353	17.0%
Other	139	118	120	153	112	130	115	144	160	n/p	-
Total	1,052	1,063	1,034	1,129	1,177	1,034	990	995	1,260	1,282	1.8%
Nights (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	841	637	658	443	901	560	644	488	694	799	15.1%
Visiting Friends & Relatives	1,032	1,238	1,025	1,181	1,143	936	772	1,167	1,319	1,198	-9.2%
Business	372	700	851	796	742	1,089	1,071	409	770	1,119	45.3%
Other	229	282	315	267	169	296	287	314	317	n/p	-
Total	2,473	2,858	2,850	2,687	2,955	2,881	2,774	2,377	3,101	3,349	8.0%

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

Travel to Riverina Tourism Region

Year ended June 2024



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

DOMESTIC OVERNIGHT TRAVEL

Origin											
Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Sydney	161	201	177	225	280	252	231	205	277	308	11.0%
Regional NSW	460	455	456	454	442	422	471	423	504	524	4.1%
Total Intrastate	620	656	633	678	723	674	702	628	781	832	6.5%
Victoria	211	204	243	240	246	205	168	191	248	262	5.6%
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	91	75	58	78	81	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	431	408	401	450	455	360	289	367	479	450	-6.0%
Grand Total	1,052	1,063	1,034	1,129	1,177	1,034	990	995	1,260	1,282	1.8%

Age											
Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	273	280	277	290	283	335	238	296	412	324	-21.4%
35-54	309	395	328	359	397	283	332	274	352	332	-5.6%
55+	470	388	430	480	498	416	421	426	496	626	26.2%
Total	1,052	1,063	1,034	1,129	1,177	1,034	990	995	1,260	1,282	1.8%

Travel Party											
Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Travelling alone	302	350	315	397	374	352	394	356	423	449	6.2%
Adult couple	327	300	283	313	363	251	259	299	322	418	30.0%
Family group - parents and children	179	145	132	196	141	134	132	126	152	n/p	-
Friends/relatives travelling together	171	197	186	160	168	171	146	179	266	n/p	-
Other travel party	n/p	n/p	n/p	n/p	n/p	127	n/p	n/p	n/p	n/p	-
Total	1,052	1,063	1,034	1,129	1,177	1,034	990	995	1,260	1,282	1.8%

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

Travel to Riverina Tourism Region

Year ended June 2024



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

INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	19	27	28	27	21	n/p	n/p	n/p	n/p	33	-
Nights (000)	504	591	812	698	681	n/p	n/p	n/p	n/p	1,468	-
Average Length of Stay	25.9	22.1	29.2	25.8	31.9	-	-	-	-	44.4	-
Expenditure (\$ million)	\$26	\$32	\$40	\$28	n/p	n/p	n/p	n/p	n/p	n/p	-
Spend per visitor per night (\$)	\$52	\$55	\$49	\$40	-	-	-	-	-	-	-

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	8	14	14	15	9	n/p	n/p	n/p	n/p	14	-
Visiting Friends & Relatives	7	8	n/p	n/p	8	n/p	n/p	n/p	n/p	9	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	n/p	n/p	n/p	n/p	n/p	n/p	n/p	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	19	27	28	27	21	n/p	n/p	n/p	n/p	33	-

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
New Zealand	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
United Kingdom	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Taiwan	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	10	13	13	11	9	n/p	n/p	n/p	n/p	16	-
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	12	-
Total	19	27	28	27	21	n/p	n/p	n/p	n/p	33	-

Travel Party

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Travelling alone	10	16	15	14	13	n/p	n/p	n/p	n/p	19	-
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	19	27	28	27	21	n/p	n/p	n/p	n/p	33	-

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

Travel to Riverina Tourism Region

Year ended June 2024



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

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	1,570	1,191	1,500	1,635	1,527	1,420	1,380	935	1,655	1,625	-1.8%
Expenditure (\$ million)	\$261	\$199	\$252	\$224	\$217	\$231	\$240	\$218	\$414	\$463	12.0%
Spend per visitor (\$)	\$166	\$167	\$168	\$137	\$142	\$162	\$174	\$233	\$250	\$285	14.0%

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	652	499	567	668	616	511	381	n/p	595	n/p	-
Visiting Friends & Relatives	n/p	n/p	n/p	443	n/p	n/p	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	404	346	412	n/p	414	n/p	456	n/p	n/p	n/p	-
Total	1,570	1,191	1,500	1,635	1,527	1,420	1,380	935	1,655	1,625	-1.8%

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,424	1,036	1,259	1,402	1,363	1,245	1,234	879	1,515	1,450	-4.3%
Total Intrastate	1,461	1,087	1,374	1,445	1,457	1,284	1,313	885	1,567	1,522	-2.9%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,570	1,191	1,500	1,635	1,527	1,420	1,380	935	1,655	1,625	-1.8%

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	n/p	n/p	n/p	n/p	n/p	n/p	502	n/p	n/p	n/p	-
35-54	638	n/p	523	582	509	462	n/p	n/p	n/p	n/p	-
55+	518	499	581	572	500	571	529	390	647	n/p	-
Total	1,570	1,191	1,500	1,635	1,527	1,420	1,380	935	1,655	1,625	-1.8%

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