

# Riverina Visitor Profile

Year ending September 2024

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



## Total Visitation to Riverina (Domestic & International)

### VISITORS



2.9m

### NIGHTS



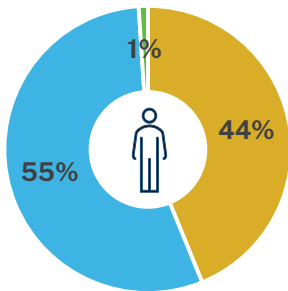
4.5m

### EXPENDITURE

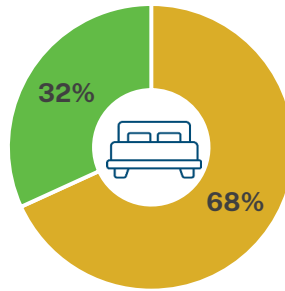


n/p

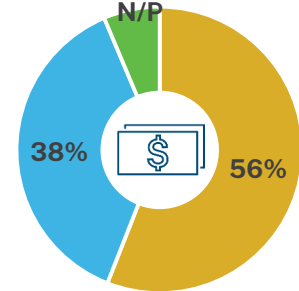
Share by visitor type



Share by visitor type

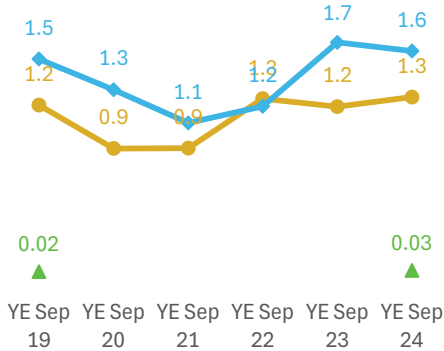


Share by visitor type

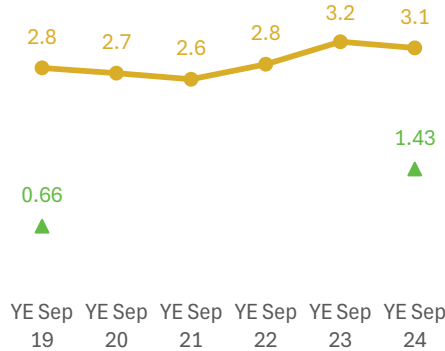


Domestic overnight Domestic day International

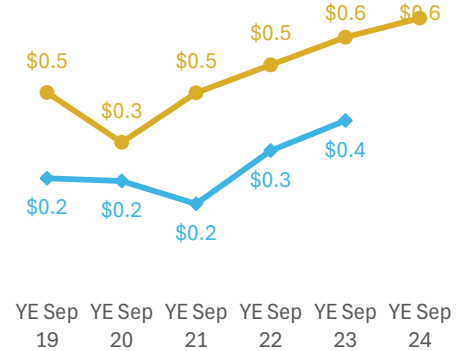
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



# Riverina Visitor Profile

Year ending September 2024

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



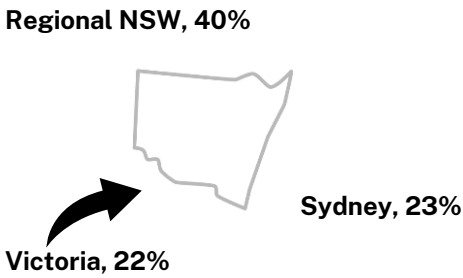
## Domestic Overnight Travel

<b>Visitors:</b> 1.3m (+5.8% YOY)	<b>Average spend</b>	<b>Average length of stay</b>	<b>Ranking in Regional NSW</b>
<b>Nights:</b> 3.1m (-2.7% YOY)	\$209 per night	2.4 nights	10th for visitors
<b>Expenditure:</b> \$641.3m (+8.0% YOY)	\$505 per visitor		10th for nights
			11th for expenditure

### Purpose of visit - % share of total

Visitors		Nights		Expenditure	
Holiday	24%	Holiday	23%	Holiday	19%
VFR	35%	VFR	36%	VFR	25%
Business	27%	Business	32%	Business	40%

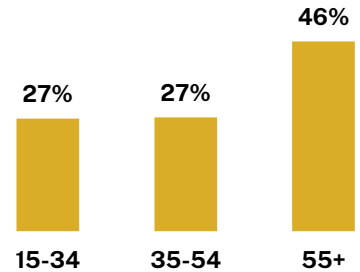
### Visitor Origin



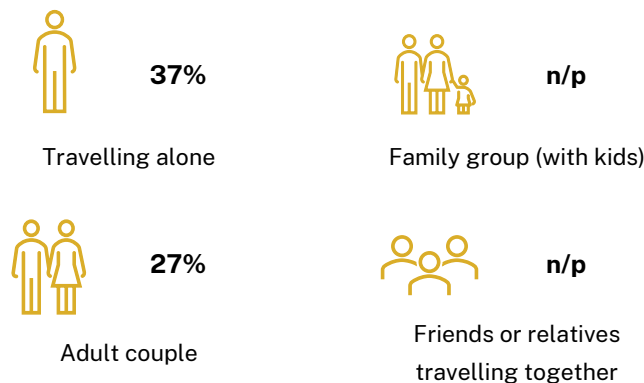
### Gender



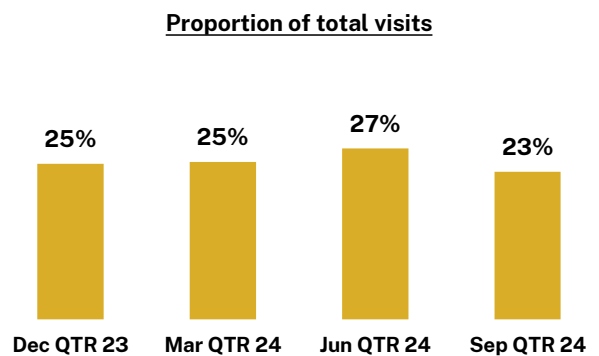
### Age



### Travel Party



### Visitation by quarter



# Riverina Visitor Profile

Year ending September 2024

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



## Domestic Daytrip Travel

Visitors: 1.6m (-3.8% YOY)

Expenditure: n/p (n/p YOY)



Average spend

n/p

Ranking in Regional NSW



9th for visitors

n/p 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, 93%



Sydney, n/p

#### Gender



n/p



60%

#### Age

n/p	n/p	n/p
15-34	35-54	55+

#### Travel Party

Not asked for Domestic Daytrip

#### Visitation by quarter

Proportion of total visits

n/p	n/p	n/p	n/p
Dec QTR 23	Mar QTR 24	Jun QTR 24	Sep QTR 24

#### 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

# Riverina Visitor Profile

Year ending September 2024

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



## International Travel

Visitors: 30,100 (n/p YOY)

Nights: 1.4m (n/p YOY)

Expenditure: n/p (n/p YOY)

### Average spend



n/p

n/p

### Average length of stay



47.5 nights

### Ranking in Regional NSW



9th for visitors

5th for nights

n/p for expenditure

## Purpose of visit - % share of total

### Visitors

Holiday 45%

VFR 33%

Business n/p

Education n/p

### Nights

Holiday 46%

VFR 14%

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 USA - n/p
- 4th Taiwan - n/p
- 5th India - n/p

## Gender



61%



39%

## Age

51%



15-34

n/p

35-54

35%



55+

## First Visit to Australia

Return visit:  
60%



First visit:  
40%

## Free & Independent Visitor

75% of International visitors to Riverina were Free & Independent (FIT) Travellers

## Travel Party



57%

Travelling alone



n/p

Family group (with kids)



n/p

Adult couple



n/p

Friends or relatives travelling together

## Visitation by quarter

### Proportion of total visits

