

# Travel to Riverina Tourism Region

Year ended March 2024



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

## OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors ('000)	2,548	2,254	2,465	2,823	2,699	n/p	n/p	n/p	n/p	2,766	-
Nights ('000)	3,101	3,227	3,864	3,314	3,695	n/p	n/p	n/p	n/p	4,026	-
Expenditure (\$ million)	\$660	\$561	\$683	\$648	\$691	n/p	n/p	n/p	n/p	\$1,178	-
OVERNIGHT (international & domestic)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors ('000)	1,025	1,063	1,045	1,166	1,166	n/p	n/p	n/p	n/p	1,252	-
Nights ('000)	3,101	3,227	3,864	3,314	3,695	n/p	n/p	n/p	n/p	4,026	-
Expenditure (\$ million)	\$395	\$393	\$406	\$449	\$468	n/p	n/p	n/p	n/p	\$696	-
DOMESTIC (overnight & daytrip)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors ('000)	2,529	2,228	2,438	2,795	2,676	2,876	1,950	1,830	2,933	2,738	-6.6%
Nights ('000)	2,599	2,649	3,165	2,535	2,929	3,053	2,563	2,346	3,359	3,020	-10.1%
Expenditure (\$ million)	\$636	\$529	\$655	\$608	\$660	\$744	\$563	\$538	\$1,023	\$1,128	10.3%

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

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	1,006	1,037	1,018	1,138	1,144	1,258	797	893	1,383	1,225	-11.4%
Nights (000)	2,599	2,649	3,165	2,535	2,929	3,053	2,563	2,346	3,359	3,020	-10.1%
Average Length of Stay	2.6	2.6	3.1	2.2	2.6	2.4	3.2	2.6	2.4	2.5	1.5%
Expenditure (\$ million)	\$371	\$361	\$379	\$409	\$437	\$485	\$348	\$394	\$620	\$646	4.3%
Spend per visitor per night (\$)	\$143	\$136	\$120	\$161	\$149	\$159	\$136	\$168	\$185	\$214	16.0%
Intrastate visitors (000)	621	633	604	679	699	801	594	584	839	791	-5.7%
Interstate visitors (000)	385	404	414	459	445	457	202	309	544	434	-20.2%
Intrastate nights (000)	1,477	1,493	1,868	1,366	1,801	1,910	1,825	1,392	1,880	1,998	6.3%
Interstate nights (000)	1,122	1,156	1,297	1,168	1,127	1,143	738	954	1,479	1,023	-30.9%
Intrastate expenditure (\$ million)	\$250	\$226	\$241	\$208	\$288	\$334	\$250	\$252	\$358	\$454	26.9%
Interstate expenditure (\$ million)	\$121	\$135	\$139	\$201	\$149	\$151	\$98	\$141	\$262	\$192	-26.7%

### Purpose of Visit

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	330	305	319	287	274	343	205	227	362	316	-12.6%
Visiting Friends & Relatives	341	387	370	395	425	426	253	350	508	479	-5.7%
Business	195	237	198	344	299	341	250	198	339	279	-17.6%
Other	146	111	134	117	146	153	90	120	180	162	-9.6%
Total	1,006	1,037	1,018	1,138	1,144	1,258	797	893	1,383	1,225	-11.4%
Nights (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	731	697	703	529	789	710	546	505	717	808	12.7%
Visiting Friends & Relatives	985	1,069	1,284	1,050	1,111	1,120	642	1,051	1,456	1,211	-16.8%
Business	562	677	791	757	784	885	1,154	522	809	778	-3.9%
Other	321	206	386	199	245	338	221	267	377	223	-40.7%
Total	2,599	2,649	3,165	2,535	2,929	3,053	2,563	2,346	3,359	3,020	-10.1%

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

# Travel to Riverina Tourism Region

Year ended March 2024

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



## DOMESTIC OVERNIGHT TRAVEL

### Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Sydney	161	185	194	204	244	310	210	184	295	295	0.1%
Regional NSW	460	448	410	475	455	491	385	400	544	496	-8.9%
<b>Total Intrastate</b>	<b>621</b>	<b>633</b>	<b>604</b>	<b>679</b>	<b>699</b>	<b>801</b>	<b>594</b>	<b>584</b>	<b>839</b>	<b>791</b>	<b>-5.7%</b>
Victoria	221	189	221	246	258	254	116	186	287	233	-18.8%
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	71	74	82	71	76	n/p	n/p	n/p	n/p	n/p	-
<b>Total Interstate</b>	<b>385</b>	<b>404</b>	<b>414</b>	<b>459</b>	<b>445</b>	<b>457</b>	<b>202</b>	<b>309</b>	<b>544</b>	<b>434</b>	<b>-20.2%</b>
<b>Grand Total</b>	<b>1,006</b>	<b>1,037</b>	<b>1,018</b>	<b>1,138</b>	<b>1,144</b>	<b>1,258</b>	<b>797</b>	<b>893</b>	<b>1,383</b>	<b>1,225</b>	<b>-11.4%</b>

### Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	248	245	291	289	299	370	225	225	448	341	-24.0%
35-54	300	383	314	407	358	350	276	242	382	322	-15.7%
55+	459	410	413	442	487	538	296	426	552	563	1.8%
<b>Total</b>	<b>1,006</b>	<b>1,037</b>	<b>1,018</b>	<b>1,138</b>	<b>1,144</b>	<b>1,258</b>	<b>797</b>	<b>893</b>	<b>1,383</b>	<b>1,225</b>	<b>-11.4%</b>

### Travel Party

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Travelling alone	305	340	286	382	405	386	331	338	458	400	-12.7%
Adult couple	337	296	297	281	342	329	197	270	373	427	14.5%
Family group - parents and children	148	151	162	179	134	169	94	122	175	n/p	-
Friends/relatives travelling together	155	164	188	209	144	220	115	137	285	175	-38.6%
Other travel party	n/p	n/p	n/p	n/p	n/p	154	n/p	n/p	n/p	n/p	-
<b>Total</b>	<b>1,006</b>	<b>1,037</b>	<b>1,018</b>	<b>1,138</b>	<b>1,144</b>	<b>1,258</b>	<b>797</b>	<b>893</b>	<b>1,383</b>	<b>1,225</b>	<b>-11.4%</b>

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

# Travel to Riverina Tourism Region

Year ended March 2024

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



## INTERNATIONAL TRAVEL

### Visitors, Nights and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	19	26	27	28	22	n/p	n/p	n/p	n/p	27	-
Nights (000)	502	579	699	779	767	n/p	n/p	n/p	n/p	1,005	-
Average Length of Stay	26.5	22.2	26.0	27.8	34.1	n/p	n/p	n/p	n/p	36.9	-
Expenditure (\$ million)	\$25	\$32	\$27	\$40	\$31	n/p	n/p	n/p	n/p	\$50	-
Spend per visitor per night (\$)	\$49	\$55	\$39	\$52	\$41	n/p	n/p	n/p	n/p	\$49	-

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

### Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
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	-
United States of America	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

### Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	9	13	13	12	10	n/p	n/p	n/p	n/p	13	-
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	10	-
Total	19	26	27	28	22	n/p	n/p	n/p	n/p	27	-

### Travel Party

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Travelling alone	10	16	15	14	14	n/p	n/p	n/p	n/p	16	-
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	26	27	28	22	n/p	n/p	n/p	n/p	27	-

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

# Travel to Riverina Tourism Region

Year ended March 2024



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

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	1,523	1,191	1,420	1,658	1,532	1,618	1,154	936	1,550	1,513	-2.4%
Expenditure (\$ million)	\$265	\$168	\$276	\$199	\$223	\$259	\$215	\$144	\$403	\$482	19.6%
Spend per visitor (\$)	\$174	\$141	\$194	\$120	\$145	\$160	\$186	\$154	\$260	\$318	22.5%

### Purpose of Visit

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	653	430	564	697	624	573	n/p	342	553	n/p	-
Visiting Friends & Relatives	n/p	n/p	356	n/p	n/p	367	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	453	340	362	305	439	417	387	n/p	n/p	n/p	-
<b>Total</b>	<b>1,523</b>	<b>1,191</b>	<b>1,420</b>	<b>1,658</b>	<b>1,532</b>	<b>1,618</b>	<b>1,154</b>	<b>936</b>	<b>1,550</b>	<b>1,513</b>	<b>-2.4%</b>

### Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 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	1,374	1,089	1,124	1,430	1,341	1,449	1,059	847	1,399	1,392	-0.4%
<b>Total Intrastate</b>	<b>1,420</b>	<b>1,107</b>	<b>1,254</b>	<b>1,482</b>	<b>1,444</b>	<b>1,481</b>	<b>1,116</b>	<b>882</b>	<b>1,432</b>	<b>1,447</b>	<b>1.0%</b>
<b>Total Interstate</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>-</b>
<b>Total</b>	<b>1,523</b>	<b>1,191</b>	<b>1,420</b>	<b>1,658</b>	<b>1,532</b>	<b>1,618</b>	<b>1,154</b>	<b>936</b>	<b>1,550</b>	<b>1,513</b>	<b>-2.4%</b>

### Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	n/p	n/p	n/p	n/p	n/p	481	n/p	n/p	n/p	n/p	-
35-54	654	n/p	547	539	517	522	n/p	n/p	n/p	n/p	-
55+	458	508	558	578	524	614	475	412	628	583	-7.3%
<b>Total</b>	<b>1,523</b>	<b>1,191</b>	<b>1,420</b>	<b>1,658</b>	<b>1,532</b>	<b>1,618</b>	<b>1,154</b>	<b>936</b>	<b>1,550</b>	<b>1,513</b>	<b>-2.4%</b>

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