

Travel to Riverina Tourism Region

Year ended September 2024



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

OVERVIEW

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	2,472	2,466	2,538	3,000	2,774	n/p	n/p	n/p	n/p	2,897	-
Nights ('000)	3,185	3,475	3,661	3,571	3,453	n/p	n/p	n/p	n/p	4,496	-
Expenditure (\$ million)	\$666	\$661	\$585	\$737	n/p	n/p	n/p	n/p	n/p	n/p	-
OVERNIGHT (international & domestic)											
Visitors ('000)	1,095	1,095	1,040	1,194	1,234	n/p	n/p	n/p	n/p	1,300	-
Nights ('000)	3,185	3,475	3,661	3,571	3,453	n/p	n/p	n/p	n/p	4,496	-
Expenditure (\$ million)	\$419	\$432	\$351	\$499	n/p	n/p	n/p	n/p	n/p	n/p	-
DOMESTIC (overnight & daytrip)											
Visitors ('000)	2,451	2,437	2,509	2,973	2,752	2,223	1,990	2,459	2,860	2,867	0.2%
Nights ('000)	2,656	2,898	2,676	2,944	2,797	2,725	2,644	2,846	3,151	3,066	-2.7%
Expenditure (\$ million)	\$635	\$634	\$540	\$712	\$697	\$565	\$632	\$835	\$979	n/p	-

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

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	1,074	1,067	1,011	1,168	1,212	901	905	1,257	1,200	1,270	5.8%
Nights (000)	2,656	2,898	2,676	2,944	2,797	2,725	2,644	2,846	3,151	3,066	-2.7%
Average Length of Stay	2.5	2.7	2.6	2.5	2.3	3.0	2.9	2.3	2.6	2.4	-8.0%
Expenditure (\$ million)	\$388	\$405	\$307	\$474	\$456	\$331	\$455	\$525	\$594	\$641	8.0%
Spend per visitor per night (\$)	\$146	\$140	\$115	\$161	\$163	\$121	\$172	\$184	\$189	\$209	11.0%
Intrastate visitors (000)	644	659	577	707	790	588	630	754	781	811	3.9%
Interstate visitors (000)	430	408	434	461	422	314	276	502	419	459	9.4%
Intrastate nights (000)	1,543	1,716	1,503	1,665	1,765	1,649	1,776	1,627	2,024	1,933	-4.5%
Interstate nights (000)	1,113	1,182	1,173	1,279	1,032	1,076	868	1,219	1,127	1,133	0.5%
Intrastate expenditure (\$ million)	\$248	\$272	\$183	\$268	\$312	\$207	\$317	\$307	\$406	\$441	8.7%
Interstate expenditure (\$ million)	\$140	\$133	\$123	\$206	\$144	\$124	\$138	\$218	\$188	\$200	6.3%

Purpose of Visit

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	345	314	318	238	345	200	239	353	302	306	1.5%
Visiting Friends & Relatives	374	394	343	473	406	327	277	473	478	445	-6.9%
Business	222	228	250	317	343	257	279	263	280	347	23.8%
Other	139	132	104	142	118	125	112	172	141	n/p	-
Total	1,074	1,067	1,011	1,168	1,212	901	905	1,257	1,200	1,270	5.8%
Nights (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	786	650	650	648	734	490	626	643	745	695	-6.7%
Visiting Friends & Relatives	1,059	1,224	1,045	1,228	1,088	852	770	1,348	1,357	1,100	-18.9%
Business	559	650	790	819	804	1,084	946	524	767	990	29.0%
Other	251	373	191	249	171	300	302	330	282	n/p	-
Total	2,656	2,898	2,676	2,944	2,797	2,725	2,644	2,846	3,151	3,066	-2.7%

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

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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Sydney	164	210	175	240	298	236	187	252	283	297	4.9%
Regional NSW	480	450	403	466	493	352	443	502	498	514	3.3%
Total Intrastate	644	659	577	707	790	588	630	754	781	811	3.9%
Victoria	199	204	245	251	234	172	170	268	200	277	38.9%
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	99	83	66	74	69	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	430	408	434	461	422	314	276	502	419	459	9.4%
Grand Total	1,074	1,067	1,011	1,168	1,212	901	905	1,257	1,200	1,270	5.8%

Age

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	287	276	276	309	285	301	220	406	334	343	2.9%
35-54	321	397	332	384	374	286	281	336	319	347	8.8%
55+	466	394	403	475	553	315	405	515	547	579	5.8%
Total	1,074	1,067	1,011	1,168	1,212	901	905	1,257	1,200	1,270	5.8%

Travel Party

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Travelling alone	305	342	300	448	352	341	360	434	364	465	27.6%
Adult couple	334	279	296	315	361	209	256	368	353	348	-1.6%
Family group - parents and children	175	155	140	195	144	108	123	142	163	n/p	-
Friends/relatives travelling together	164	218	158	162	189	160	115	257	223	n/p	-
Other travel party	n/p	n/p	n/p	n/p	166	n/p	n/p	n/p	n/p	n/p	-
Total	1,074	1,067	1,011	1,168	1,212	901	905	1,257	1,200	1,270	5.8%

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	20	29	29	27	22	n/p	n/p	n/p	n/p	30	-
Nights (000)	529	577	985	627	656	n/p	n/p	n/p	n/p	1,430	-
Average Length of Stay	25.8	20.2	34.2	23.6	30.1	-	-	-	-	47.5	-
Expenditure (\$ million)	\$31	\$27	\$45	\$25	n/p	n/p	n/p	n/p	n/p	n/p	-
Spend per visitor per night (\$)	\$59	\$46	\$46	\$40	-	-	-	-	-	-	-

Purpose of Visit

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	8	16	15	14	10	n/p	n/p	n/p	n/p	14	-
Visiting Friends & Relatives	8	8	n/p	n/p	n/p	n/p	n/p	n/p	n/p	10	-
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	20	29	29	27	22	n/p	n/p	n/p	n/p	30	-

Origin (Top 3 based on latest time period)

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 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	-
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 Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	11	14	13	10	10	n/p	n/p	n/p	n/p	15	-
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	11	-
Total	20	29	29	27	22	n/p	n/p	n/p	n/p	30	-

Travel Party

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Travelling alone	11	17	15	15	13	n/p	n/p	n/p	n/p	17	-
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	20	29	29	27	22	n/p	n/p	n/p	n/p	30	-

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	1,377	1,370	1,498	1,805	1,540	1,322	1,085	1,203	1,660	1,597	-3.8%
Expenditure (\$ million)	\$248	\$229	\$234	\$238	\$241	\$234	\$177	\$310	\$385	n/p	-
Spend per visitor (\$)	\$180	\$167	\$156	\$132	\$157	\$177	\$163	\$258	\$232	-	-

Purpose of Visit

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	546	598	565	687	599	484	n/p	485	525	n/p	-
Visiting Friends & Relatives	n/p	n/p	361	n/p	388	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	400	354	386	435	359	333	411	n/p	n/p	n/p	-
Total	1,377	1,370	1,498	1,805	1,540	1,322	1,085	1,203	1,660	1,597	-3.8%

Origin

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 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	1,243	1,183	1,261	1,544	1,338	1,238	947	1,080	1,524	1,478	-3.0%
Total Intrastate	1,287	1,269	1,335	1,642	1,409	1,246	1,025	1,099	1,599	1,514	-5.4%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,377	1,370	1,498	1,805	1,540	1,322	1,085	1,203	1,660	1,597	-3.8%

Age

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	n/p	n/p	n/p	n/p	n/p	482	n/p	n/p	n/p	n/p	-
35-54	539	572	480	702	486	n/p	n/p	n/p	n/p	n/p	-
55+	486	580	609	522	589	489	468	459	754	n/p	-
Total	1,377	1,370	1,498	1,805	1,540	1,322	1,085	1,203	1,660	1,597	-3.8%

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