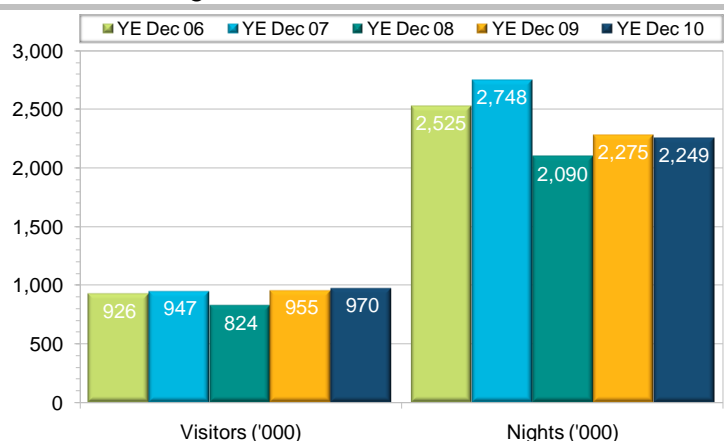


### Domestic Overnight Travel <sup>(1)</sup>

#### Visitors and nights



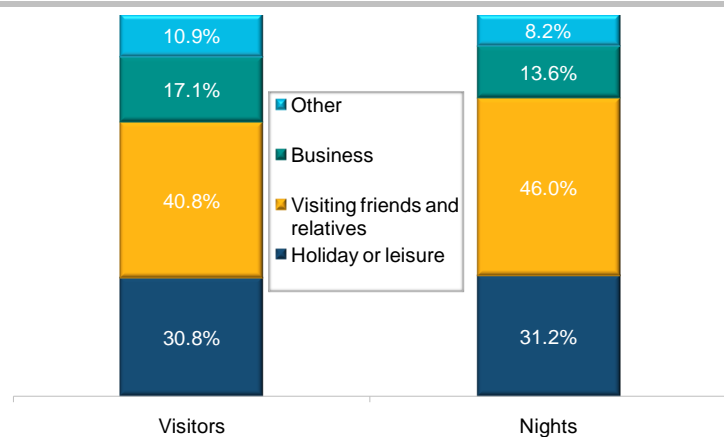
Riverina received 970,000 domestic overnight visitors - up by 1.6% on YE Dec 09. Visitors spent over 2.2 million nights in the region - down by 1.1% on YE Dec 09.

Note: The number of domestic overnight trips to regional New South Wales increased by 1.7 percent on last year, but was down by 5.9 percent compared to four years ago.

#### Market share

The region received 5.9% of visitors and 3.9% of nights in regional NSW. Compared to YE Dec 09, the share of visitors and the share of nights were both unchanged.

#### Purpose of visit to the region



'Visiting friends and relatives' (40.8%) was the largest purpose for **visitors** to the region, followed by 'holiday or leisure' (30.8%) and 'business' (17.1%).

'Visiting friends and relatives' (46.0%) was the largest purpose in terms of **nights** in the region, followed by 'holiday or leisure' (31.2%) and 'business' (13.6%).

#### Accommodation

'Friends or relatives property' (50.4%) was the most popular accommodation used for nights in the region, followed by 'standard hotel, motor inn, below 4 star' (29.7%) and 'caravan park or commercial camping ground' (7.1%).

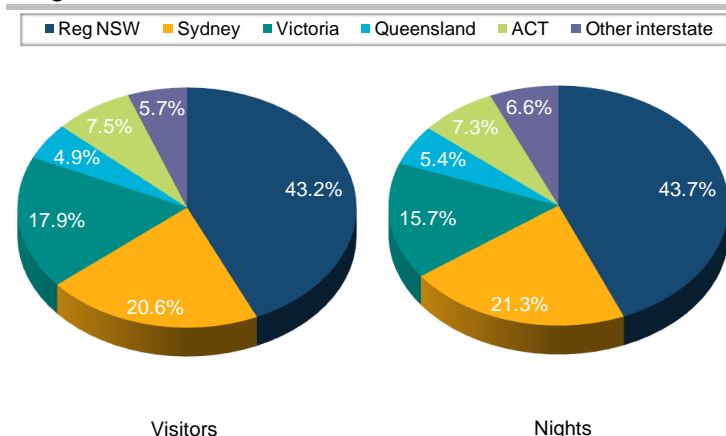
#### Age

'15 to 24 years' (19.3%) was the largest age group of visitors to the region, followed by '65 years and over' (18.4%).

**Riverina** is composed of: Bland; Carrathool; Conargo; Coolamon; Cootamundra; Deniliquin; Griffith; Gundagai; Hay; September; Leeton; Lockhart; Murrumbidgee; Narrandera; Temora; and Wagga Wagga. For information on the shaded areas, please click on [http://corporate.tourism.nsw.gov.au/LocalAreaStatistics\\_p2821.aspx](http://corporate.tourism.nsw.gov.au/LocalAreaStatistics_p2821.aspx)

(1) Source: National Visitor Survey, YE Dec 10, Tourism Research Australia (TRA)

#### Origin



The region received 63.8% of visitors and 65.0% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

**Interstate** contributed 36.2% of visitors and 35.0% of nights in the region (Victoria was the biggest interstate market for both visitors and nights).

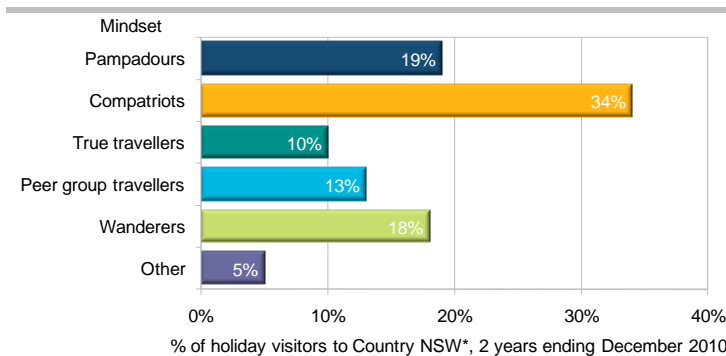
#### All transport

'Private or company vehicle' (90.5%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (3.5%) and 'bus or coach' (2.9%).

#### Activities

'Visit friends and relatives' (49.7%) was the most popular activity undertaken by visitors to the region, followed by 'eat out at restaurants' (42.8%) and 'general sightseeing' (21.0%).

#### Australian Travel Mindsets <sup>(2)</sup>



The 'compatriots' (34%) was the largest travel mindset of holiday visitors to Country NSW\*, followed by the 'pampadours' (19%) and the 'wanderers' (18%).

*Pampadours* - want luxury; *Compatriots* - mostly families; *True travellers* - want depth of experience; *Peer group travellers* - seeking a fun experience with friends; and *Wanderers* - taking time to explore and discover.

(2) Source: Inside Story, 2YE Dec 10

\* combined regions of Capital Country, Central NSW, The Murray, New England North West and Riverina, plus selected Local Areas of The Hunter region.

#### Expenditure (incl airfares and transport costs) <sup>(3)</sup>

Domestic overnight visitors spent \$308 million in the region. On average, they spent \$137 per night in the region.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Dec 10, TRA

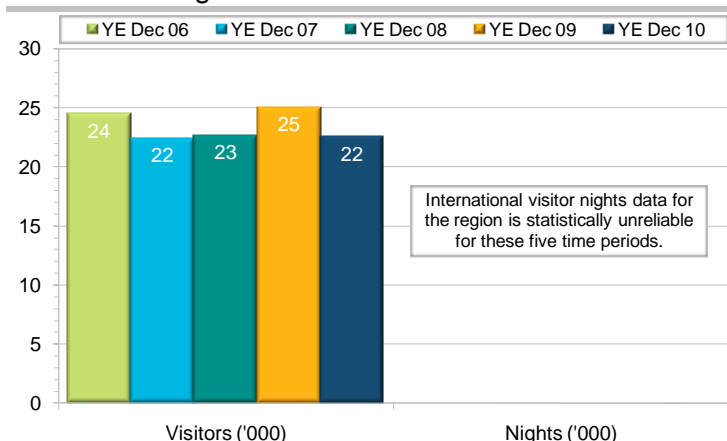
# Travel to Riverina

## Year ended December 2010

Total visitors ('000)	2,303
Domestic nights ('000)	2,249
Total expenditure (million)	\$507

### International Overnight Travel <sup>(4)</sup>

#### Visitors and nights



Riverina received 22,500 international overnight visitors - down by 10.2% on YE Dec 09. International visitor nights data for the region is statistically unreliable for these five time periods.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 6.3 percent on last year and by 9.6 percent compared to four years ago.

#### Market share

The region received 3.6% of visitors to regional NSW. Compared to YE Dec 09, the share was down by 0.7% pts.

#### Purpose of visit to the region

'Holiday / pleasure' (50.5%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (31.4%) and 'business' (8.4%).

#### Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	19.8%	12	Netherlands	1.3%
2	New Zealand	18.8%	13	India	1.0%
3	USA	12.4%	14	Singapore	1.0%
4	Scandinavia	6.9%	15	Japan	0.9%
5	Germany	6.9%	16	Thailand	0.9%
6	France	4.5%	17	Italy	0.9%
7	Korea	4.0%	18	Switzerland	0.8%
8	Canada	3.1%	19	Indonesia	0.0%
9	Mainland China & HK	2.0%	19	Taiwan	0.0%
	Mainland China	1.0%	19	Middle East & Nth Africa	0.0%
	Hong Kong	1.0%		Other Asia	0.5%
10	Malaysia	1.7%		Other Europe	3.3%
11	Ireland	1.5%		Other Countries	7.6%

The United Kingdom (19.8%) was the region's largest source of visitors. New Zealand (18.8%) was the 2<sup>nd</sup> largest, followed by the USA (12.4%).

#### Accommodation

'Home of friend or relative' (30.1%) was the most popular form of accommodation used for nights in the region. 'Rented house / apartment / unit / flat' (26.3%) was the 2<sup>nd</sup> most popular, followed by 'backpacker / hostel' (19.1%).

#### Expenditure (excl package expenditure) <sup>(5)</sup>

Expenditure by international overnight visitors in the region is statistically unreliable.

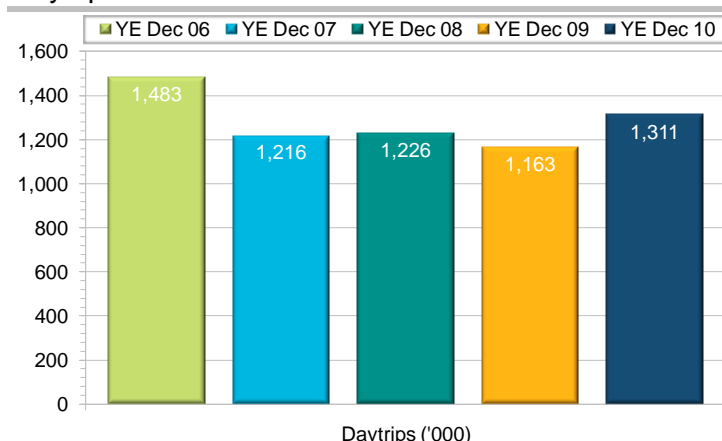
(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 10, TRA

Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.

(4) Source: International Visitor Survey, YE Dec 10, TRA

### Domestic Daytrip Travel <sup>(6)</sup>

#### Daytrips



Riverina received over 1.3 million domestic daytrip visitors - up by 12.7% on YE Dec 09.

Note: The number of domestic daytrips to regional New South Wales increased by 4.2 percent on last year and by 10.3 percent compared to four years ago.

#### Market share

The region received 4.1% of daytrips to regional NSW. Compared to YE Dec 09, the share was up by 0.3% pts.

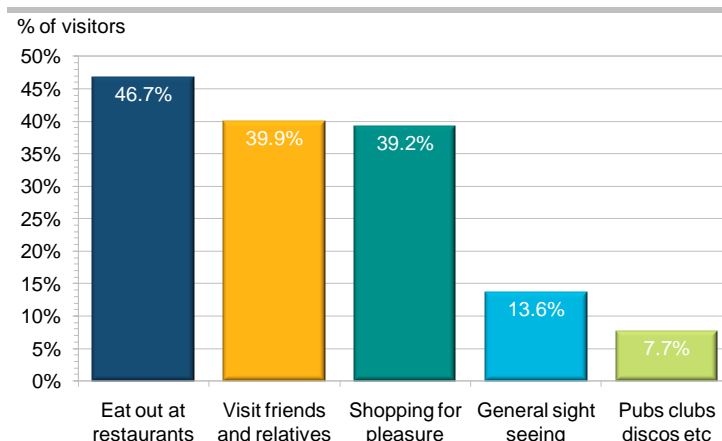
#### Main purpose of trip

'Holiday or leisure' (44.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (28.8%) and 'health-related' (15.4%).

#### Age

'65 years and over' (20.9%) was the largest age group of visitors to the region, followed by '35 to 44 years' (17.8%) and '15 to 24 years' (16.8%).

#### Activities



'Eat out at restaurants' (46.7%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (39.9%) and 'shopping for pleasure' (39.2%).

#### Expenditure <sup>(7)</sup>

Domestic daytrip visitors spent \$178 million in the region. On average, they spent \$136 per trip to the region.

(7) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Dec 10, TRA