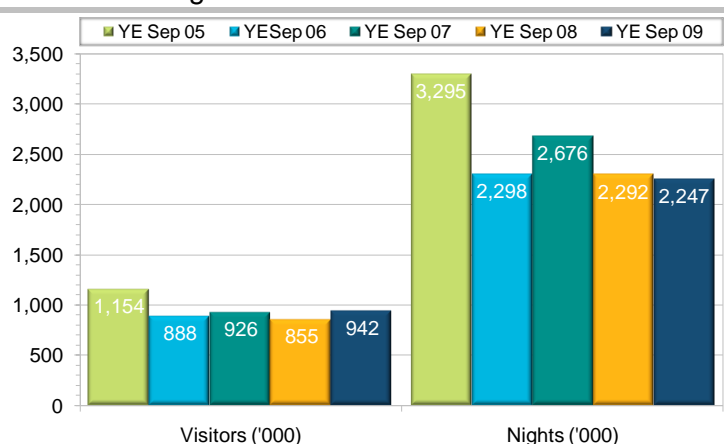




### Domestic Overnight Travel

#### Visitors and nights



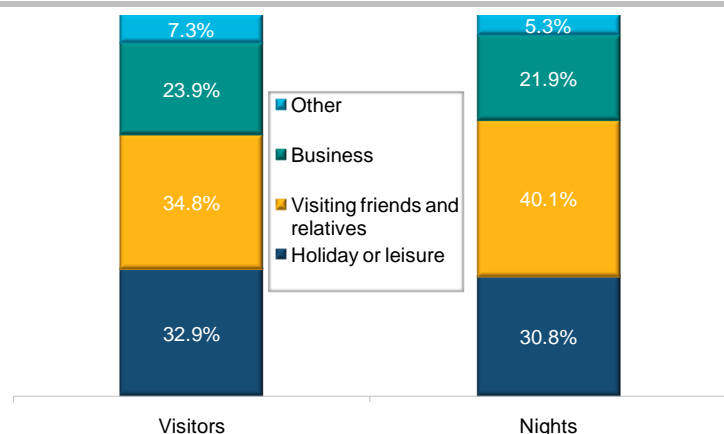
Riverina received 942,000 domestic overnight visitors - up by 10.2% on YE Sep 08. Visitors spent over 2.2 million nights in the region - down by 2.0% on YE Sep 08.

Note: The number of trips taken domestically by Australians decreased by 7.1 percent on last year and 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 Sep 08, the share of visitors was up by 0.9% pts and the share of nights was up by 0.1% pt.

#### Purpose of visit to the region



'Visiting friends and relatives' (34.8%) was the largest purpose for **visitors** to the region, followed by 'holiday or leisure' (32.9%) and 'business' (23.9%).

'Visiting friends and relatives' (40.1%) was the largest purpose in terms of **nights** in the region, followed by 'holiday or leisure' (30.8%) and 'business' (21.9%).

#### Accommodation

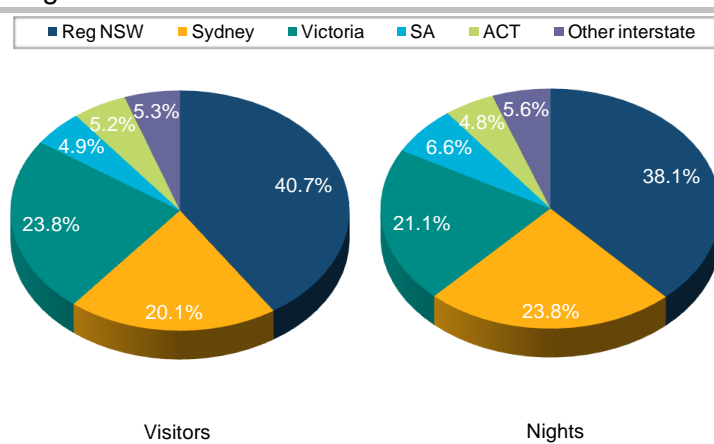
'Friends or relatives property' (40.7%) was the most popular accommodation used for nights in the region, followed by 'standard hotel, motor inn, below 4 star' (36.4%) and 'caravan park or commercial camping ground' (10.3%).

#### Age

'35 to 44 years' (22.4%) was the largest age group of visitors to the region, followed by '45 to 54 years' (21.9%).

**Riverina** is composed of: Bland; Carrathool; Conargo; Coolamon; Cootamundra; Deniliquin; Griffith; Gundagai; Hay; Junee; 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)

#### Origin



The region received 60.8% of visitors and 62.0% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

**Interstate** contributed 39.2% of visitors and 38.0% of nights in the region (Victoria was the biggest interstate market for both visitors and nights).

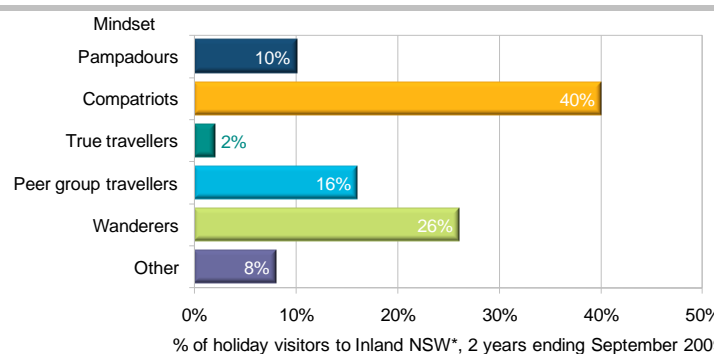
#### All transport

'Private or company vehicle' (87.6%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (5.3%) and 'bus or coach' (3.5%).

#### Activities

'Eat out at restaurants' (49.2%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (40.1%) and 'pubs, clubs, discos etc' (21.3%).

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



The 'compatriots' (40%) was the largest travel mindset of holiday visitors to Inland NSW\*, followed by the 'wanderers' (26%) and the 'peer group travellers' (16%).

*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 Sep 09

\* 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 \$325 million in the region. On average, they spent \$144 per night in the region.

(3) Source: *Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 09, TRA*

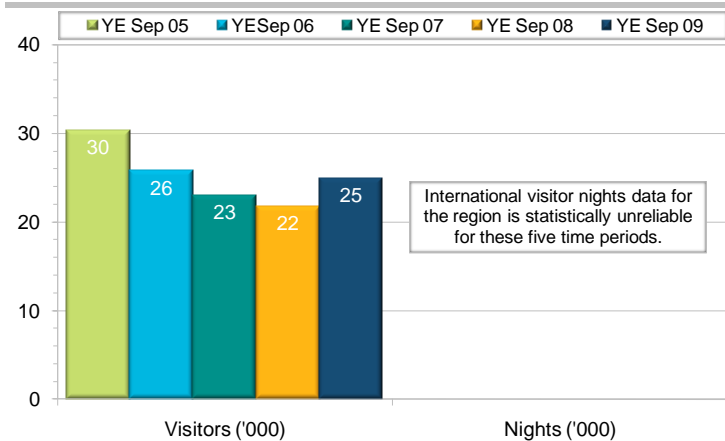
# Travel to Riverina (4)

## Year ended September 2009

Total visitors ('000)	2,080
Domestic nights ('000)	2,247
Total expenditure (million)	\$535

### International Overnight Travel

#### Visitors and nights



Riverina received 24,900 international overnight visitors - up by 14.8% on YE Sep 08. International visitor nights data for the region is statistically unreliable for these five time periods.

Note: The number of overnight trips to Australia by international visitors decreased by 2.0 percent on last year, but was up by 1.2 percent compared to four years ago.

#### Market share

The region received 4.3% of visitors to regional NSW. Compared to YE Sep 08, the share was up by 0.8% pts.

#### Purpose of visit to the region

'Holiday / pleasure' (53.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (23.2%) and 'business' (13.0%).

#### Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	23.3%	12	Switzerland	1.5%
2	United Kingdom	16.4%	13	Italy	1.3%
3	Canada	9.6%	14	Taiwan	0.8%
4	USA	8.8%	15	Singapore	0.5%
5	Germany	6.8%	16	Middle East & Nth Africa	0.3%
6	Netherlands	5.2%	17	Thailand	0.3%
7	France	3.4%	18	India	0.2%
8	Scandinavia	2.7%	19	Japan	0.1%
9	Mainland China & HK	2.7%	20	Malaysia	0.0%
	Mainland China	1.3%	21	Indonesia	0.0%
	Hong Kong	1.4%		Other Asia	1.3%
10	Ireland	2.2%		Other Europe	1.9%
11	Korea	1.9%		Other Countries	8.8%

'New Zealand' (23.3%) was the region's largest source market of visitors, followed by 'UK' (16.4%) and 'Canada' (9.6%).

#### Accommodation

'Rented house / apartment / unit / flat' (28.4%) was the most popular form of accommodation used for nights in the region. 'Home of friend or relative' (26.8%) was the 2<sup>nd</sup> most popular, followed by 'backpacker / hostel' (20.4%).

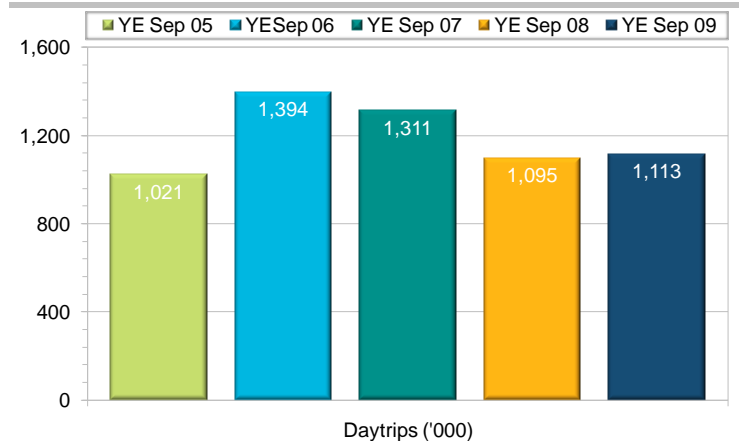
#### Expenditure (excl package expenditure) <sup>(5)</sup>

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

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 09, TRA.

### Domestic Daytrip Travel

#### Daytrips



Riverina received over 1.1 million domestic daytrip visitors - up by 1.6% on YE Sep 08.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 5.1 percent on last year and by 10.8 percent compared to four years ago.

#### Market share

The region received 3.6% of daytrips to regional NSW. Compared to YE Sep 08, the share was down by 0.2% pts.

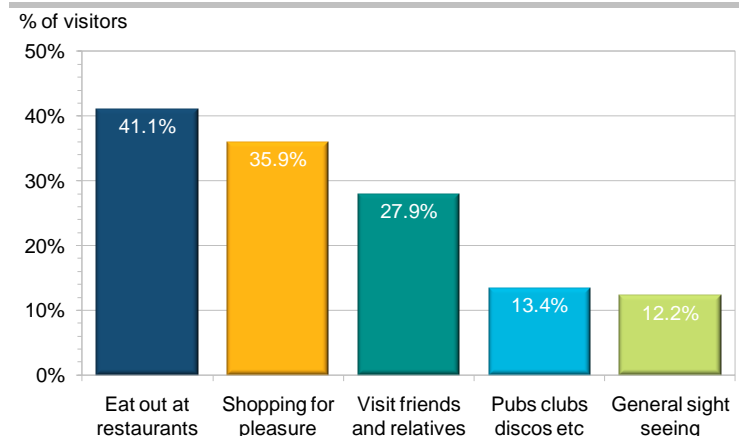
#### Main purpose of trip

'Holiday or leisure' (44.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (23.5%) and 'health-related' (14.9%).

#### Age

'45 to 54 years' (22.0%) was the largest age group of visitors to the region, followed by '65 years and over' (19.3%) and '15 to 24 years' (17.8%).

#### Activities



'Eat out at restaurants' (41.1%) was the most popular activity undertaken by visitors to the region, followed by 'shopping for pleasure' (35.9%) and 'visit friends and relatives' (27.9%).

#### Expenditure <sup>(6)</sup>

Domestic daytrip visitors spent \$189 million in the region. On average, they spent \$170 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 09, TRA