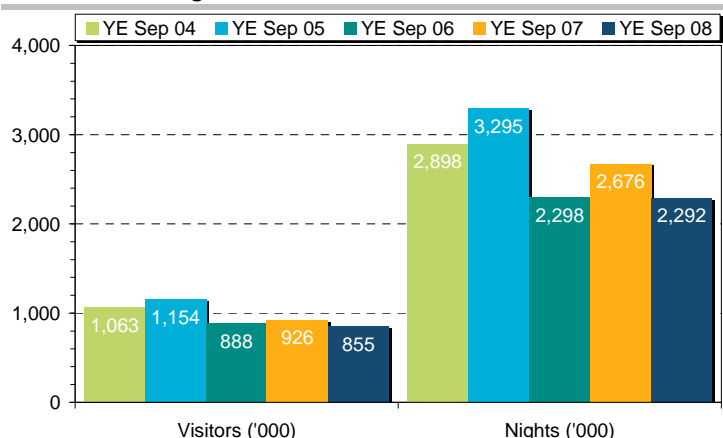




### Domestic Overnight Travel

#### Visitors and nights



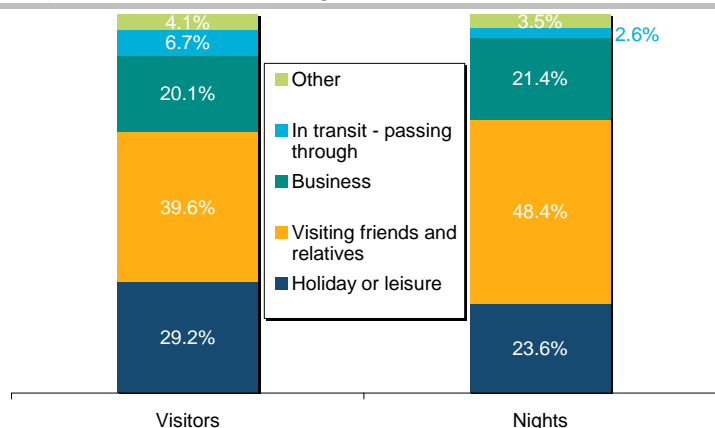
Riverina received nearly 0.9 million domestic overnight visitors - down by 7.7% on YE Sep 07. Visitors spent almost 2.3 million nights in the region - down by 14.3% on YE Sep 07.

Note: The number of trips taken domestically by Australians decreased by 4.0 percent on last year and by 4.2 percent compared to four years ago.

#### Market share

The region received 5.0% of visitors and 3.8% of nights in regional NSW. Compared to YE Sep 07, the share of visitors was down by 0.3% points and the share of nights was down by 0.6% points.

#### Purpose of visit to the region



'Visiting friends and relatives' (39.6%) was the largest purpose for **visitors** to the region, followed by 'holiday or leisure' (29.2%) and 'business' (20.1%).

'Visiting friends and relatives' (48.4%) was the largest purpose in terms of **nights** in the region, followed by 'holiday or leisure' (23.6%) and 'business' (21.4%).

#### Accommodation

'Friends or relatives property' (46.8%) was the most popular accommodation used for nights in the region. 'Standard hotel, motor inn, below 4 star' (27.0%) was the 2<sup>nd</sup> most popular, followed by 'caravan park or commercial camping ground' (8.4%).

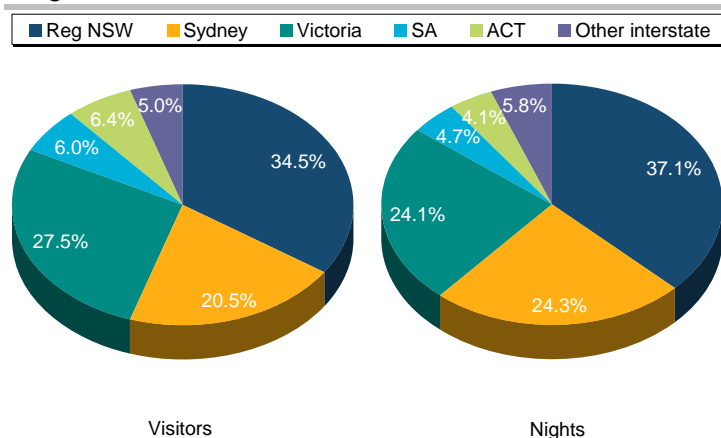
#### Age

'45 to 54 years' (20.5%) was the largest age group of visitors to the region, followed by '55 to 64 years' (20.2%).

**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)

(1) Source: National Visitor Survey, YE Sep 08, Tourism Research Australia (TRA) - unless otherwise indicated

#### Origin



The region received 55.0% of visitors and 61.4% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

**Interstate** contributed 45.0% of visitors and 38.6% of nights in the region (Victoria was the biggest interstate market for both visitors and nights).

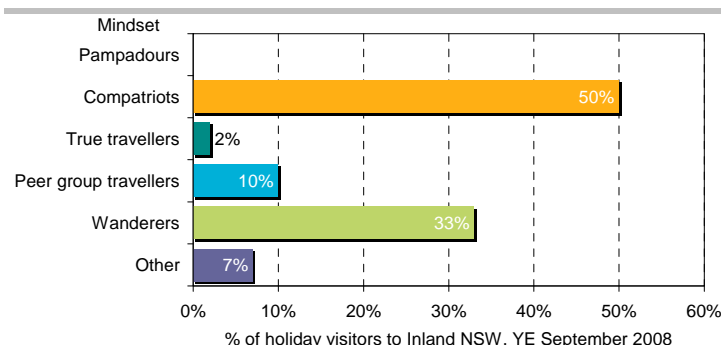
#### All transport

'Private or company car' (88.4%) was the most popular form of transport used by visitors to the region, followed by 'bus or coach' (4.3%) and 'air transport' (4.0%).

#### Activities

'Eat out at restaurants' (45.6%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (42.7%) and 'general sight seeing' (18.4%).

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



The 'compatriots' (50%) was the largest travel mindset of holiday visitors to Inland NSW\*, followed by the 'wanderers' (33%) and 'peer group travellers' (10%).

*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, YE Sep 08

\* 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>

Visitors spent, on average, \$114 per night in the region.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 08, TRA

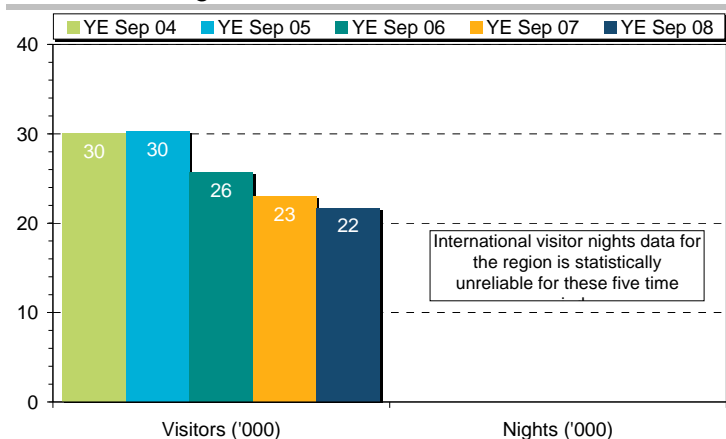
# Travel to Riverina (4)

## Year ended September 2008

Total visitors ('000)	1,972
Domestic nights ('000)	2,292
Total expenditure (million)	\$444

### International Overnight Travel

#### Visitors and nights



Riverina received 21,700 international overnight visitors - down by 5.4% on YE Sep 07. 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 0.5 percent on last year, but was up by 9.3 percent compared to four years ago.

#### Market share

The region received 3.5% of visitors to regional NSW. Compared to YE Sep 07, the share was down by 0.3% points.

#### Purpose of visit to the region

'Holiday / pleasure' (51.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (24.0%) and 'business' (10.9%).

#### Origin

No.	Market	Share	No.	Market	Share
1.	New Zealand	26.7%	14.	Korea	1.4%
2.	United Kingdom	17.9%	15.	Hong Kong	1.4%
3.	USA	7.9%	16.	Taiwan	1.3%
4.	Germany	7.1%	17.	Indonesia	0.5%
5.	Canada	4.3%	18.	Singapore	0.4%
6.	Japan	2.9%	19.	China	0.3%
7.	Switzerland	2.3%	20.	Malaysia	0.2%
8.	France	2.0%	21.	India	0.0%
9.	Netherlands	1.8%	22.	Middle East & Nth Africa	0.0%
10.	Italy	1.7%			
11.	Scandinavia	1.6%		Other Asia	0.8%
12.	Ireland	1.6%		Other Europe	6.9%
13.	Thailand	1.6%		Other Countries	7.3%

'New Zealand' (26.7%) was the region's largest source market of visitors, followed by 'UK' (17.9%) and 'USA' (7.9%).

#### Accommodation

'Standard hotel / motel / motor inn, below 4 star' (38.6%) was the most popular form of accommodation used for nights in the region. 'Home of friend or relative' (23.7%) was the 2<sup>nd</sup> most popular, followed by 'rented house / apartment / unit / flat' (12.8%) and 'backpacker / hostel' (10.4%).

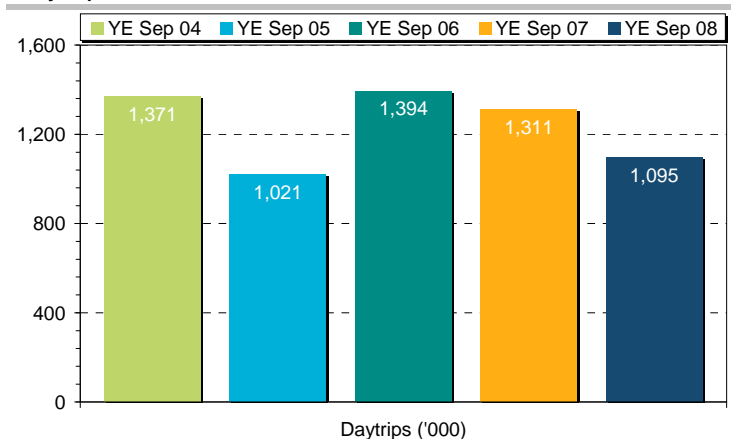
#### Expenditure (excl package expenditure) (5)

Visitors spent, on average, \$41 per night in the region.

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 08, TRA.

### Domestic Daytrip Travel

#### Daytrips



Riverina received almost 1.1 million domestic daytrip visitors - down by 16.5% on YE Sep 07.

Note: Nationally, the number of domestic daytrips taken by Australians decreased by 6.3 percent on last year, but was up by 1.1 percent compared to four years ago.

#### Market share

The region received 3.9% of daytrips to regional NSW. Compared to YE Sep 07, the share was down by 0.4% points.

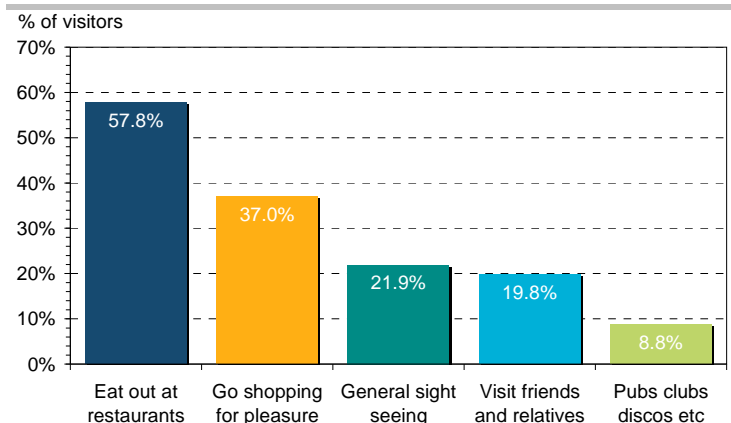
#### Main purpose of trip

'Holiday or leisure' (57.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (13.1%) and 'business' and 'health-related' (9.2% each).

#### Age

'35 to 44 years' (25.0%) was the largest age group of visitors to the region, followed by '45 to 54 years' (23.6%) and '55 to 64 years' (16.6%).

#### Activities



'Eat out at restaurants' (57.8%) was the most popular activity undertaken by visitors to the region, followed by 'go shopping for pleasure' (37.0%) and 'general sight seeing' (21.9%).

#### Expenditure (6)

Visitors spent, on average, \$152 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 08, TRA

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