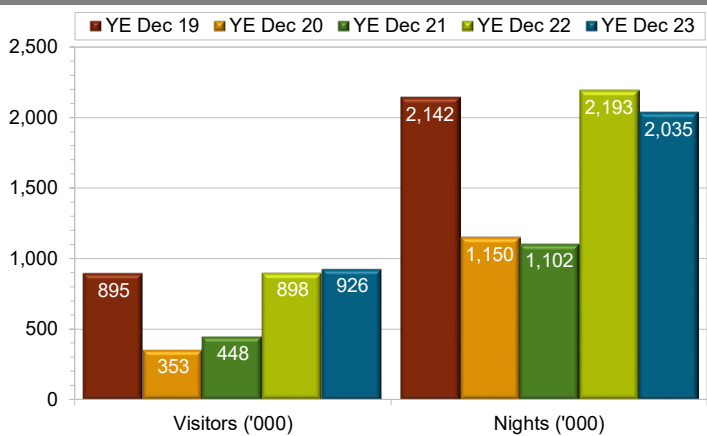


# Domestic travel to Albury / Wodonga

## For the period January 2023 to December 2023

### Overnight travel

#### Visitors and nights

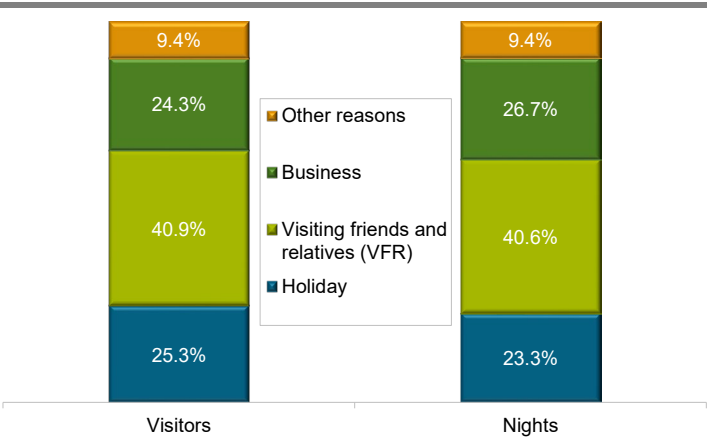


Albury / Wodonga received 926,000 overnight visitors - up by 3.2% on YE Dec 22. Visitors spent over 2.0 million nights in the region – down by 7.2% on YE Dec 22.

#### Market share

Albury / Wodonga received 29.8% of overnight visitors and 22.8% of visitor nights in the Murray region. Compared to YE Dec 22, share of visitors was down by 0.2% pts and share of nights was down by 2.9% pts.

#### Purpose of visit



‘Visiting friends and relatives (VFR)’ (40.9%) was the largest purpose for overnight **visitors** to Albury / Wodonga. ‘Holiday’ (25.3%) was the 2<sup>nd</sup> largest purpose, followed by ‘business’ (24.3%). Compared to YE Dec 22, ‘VFR’ was up by 7.0% pts whilst ‘holiday’ was down by 8.0% pts.

‘VFR’ (40.6%) was the largest purpose in terms of **visitor nights** in Albury / Wodonga. ‘Business’ (26.7%) was the 2<sup>nd</sup> largest purpose, followed by ‘holiday’ (23.3%). Compared to YE Dec 22, ‘business’ was up by 7.9% pts whilst ‘holiday’ was down by 10.5% pts.

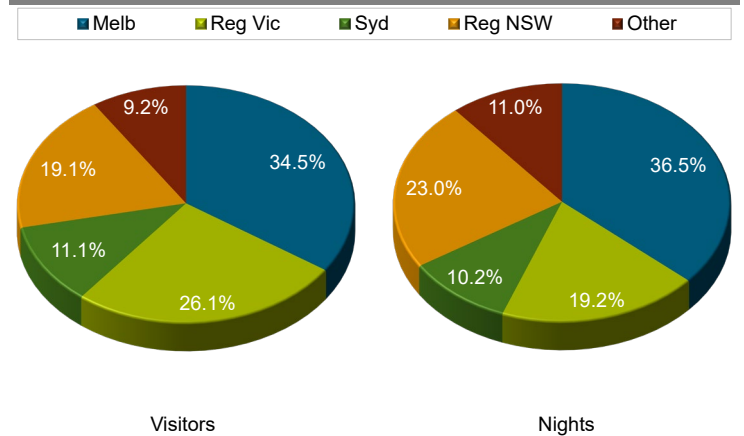
#### Accommodation

‘Friends or relatives property’ (42.7%) was the most popular accommodation type used for **visitor nights** in Albury / Wodonga. ‘Standard hotel or motor inn, below 4 star’ (24.1%) was the 2<sup>nd</sup> most popular accommodation type, followed by ‘own property’ (6.7%).

Compared to YE Dec 22, ‘own property’ was up by 6.3 pts whilst ‘caravan park or commercial camping ground’ was down by 8.6% pts.

Albury / Wodonga includes: Albury City, Greater Hume Shire and Wodonga City.

#### Origin



Albury / Wodonga received 60.6% of overnight visitors and 55.7% of visitor nights from **Victoria**. Compared to YE Dec 22, Victorian visitors were up by 24.1% and nights were up by 27.9%.

**New South Wales** contributed 30.1% of visitors and 33.3% of nights in the region. Compared to YE Dec 22, NSW visitors were down by 14.5% and nights were down by 21.7%.

**Other states** contributed 9.2% of visitors and 11.0% of nights in the region. Compared to YE Dec 22, visitors from other states were down by 28.2%.

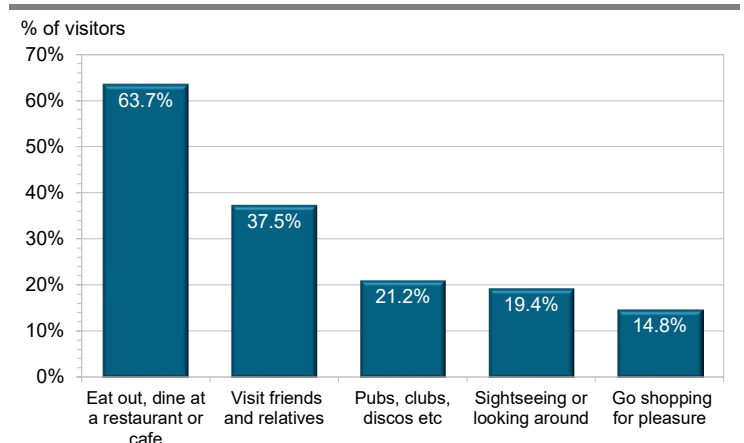
#### Length of stay

Overnight visitors stayed, on average, 2.2 nights in Albury / Wodonga – down by 0.2 nights on the YE Dec 22.

#### Age

‘55 to 64 years’ (20.1%) was the biggest age group of overnight visitors to Albury / Wodonga. ‘25 to 34 years’ (18.0%) was the 2<sup>nd</sup> biggest age group, followed by ‘35 to 44 years’ (16.1%).

#### Activities



‘Eat out, dine at a restaurant or cafe’ (63.7%) was the most popular activity undertaken by overnight visitors to Albury / Wodonga. ‘Visit friends and relatives’ (37.5%) was the 2<sup>nd</sup> most popular activity, followed by ‘pubs, clubs, discos etc’ (21.2%).

#### Expenditure

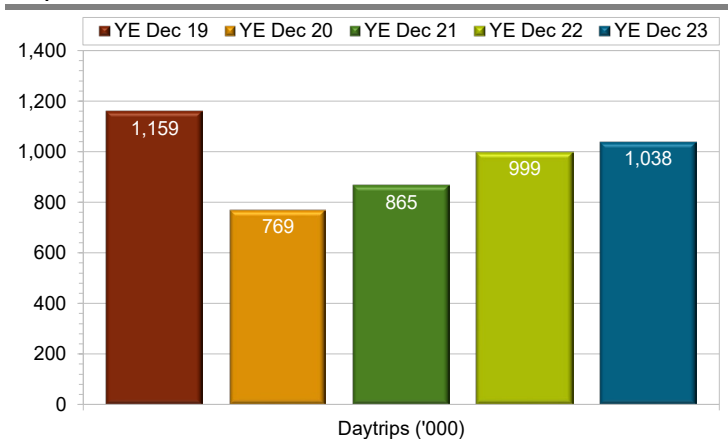
Overnight visitors spent \$443 million in Albury / Wodonga – down by 23.2% on YE Dec 22. On average, visitors spent \$218 per night – down by 17.2% on YE Dec 22.

# Domestic travel to Albury / Wodonga

## For the period January 2023 to December 2023

### Daytrip travel

#### Trips



Albury / Wodonga received over 1.0 million daytrip visitors – up by 3.9% on YE Dec 22.

#### Expenditure

Daytrip visitors spent \$194 million in Albury / Wodonga – up by 21.1% on YE Dec 22. On average, visitors spent \$187 per trip – up by 16.6% on YE Dec 22.

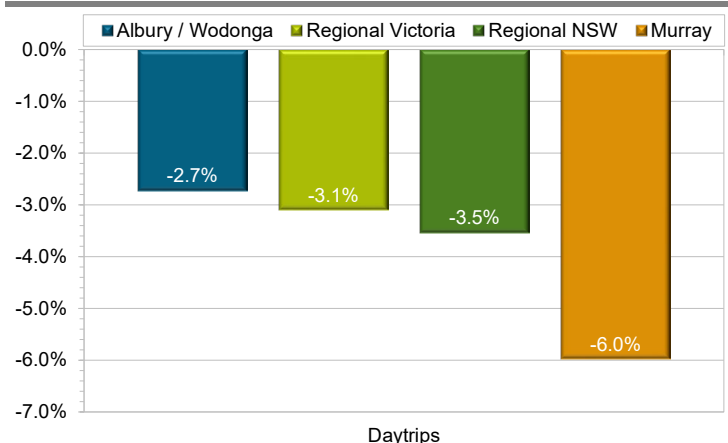
#### Market share

The daytrip sector represented 52.8% all domestic visitors to Albury / Wodonga - up by 0.1% pt on YE Dec 22.

The daytrip sector contributed 30.5% of total domestic spend in the region – up by 8.8% pts on YE Dec 22.

Albury / Wodonga received 37.9% of daytrips to the Murray region. Compared to YE Dec 22, the share was up by 4.3% pts.

#### Average annual growth - YE Dec 19 to YE Dec 23



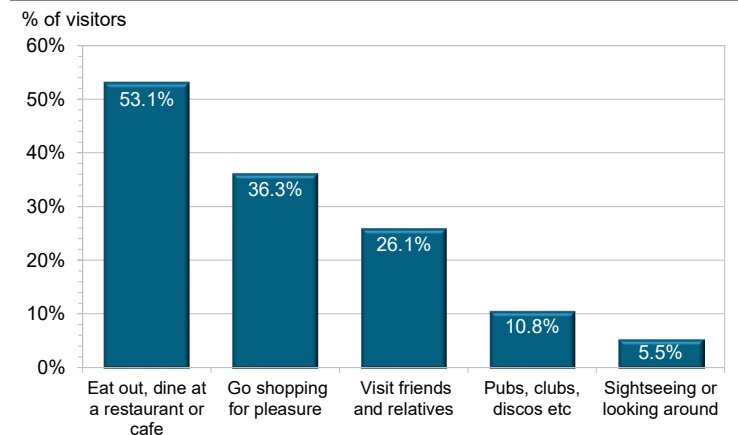
Over the period YE Dec 19 to YE Dec 23, the Albury / Wodonga had an average annual decline of -2.7% in daytrip visitors. The region had a lower decline than regional Victoria, regional NSW and the Murray region.

#### Main purpose of trip

'Holiday' (43.6%) was the largest purpose for daytrip visitors to Albury / Wodonga. 'Visiting friends and relatives' (19.4%) was the 2<sup>nd</sup> largest purpose, followed by 'medical reasons' (17.2%).

Compared to YE Dec 22, 'holiday' was up by 6.4% pts whilst 'education' was down by 5.0% pts.

#### Activities



'Eat out, dine at a restaurant or cafe' (53.1%) was the most popular activity undertaken by daytrip visitors to Albury / Wodonga.

#### Transport

'Private vehicle or company car' (97.0%) was the most popular transport used by daytrip visitors to Albury / Wodonga. 'Railway' (3.0%) was the 2<sup>nd</sup> most popular.

#### Origin

Albury / Wodonga received 49.0% of daytrip visitors from regional Victoria. Regional NSW contributed 36.1% and Melbourne tourism region 13.4% of daytrip visitors to the region.

#### Age

'65 years and over' (33.0%) was the biggest age group of daytrip visitors to Albury / Wodonga. '45 to 54 years' (17.3%) was the 2<sup>nd</sup> biggest age group, followed by '15 to 24 years' (16.9%).

#### Month travelled

July (14.7%) was the most popular month for a daytrip to Albury / Wodonga. February (13.8%) was the 2<sup>nd</sup> most popular month to travel, followed by November (11.0%).

## Total domestic travel

#### Visitors, nights and spend

	YE Dec 19	YE Dec 20	YE Dec 21	YE Dec 22	YE Dec 23	Change on last year
<b>Domestic visitors ('000)</b>						
Overnight visitors	895	353	448	898	926	+3.2%
Daytrip visitors	1,159	769	865	999	1,038	+3.9%
<b>Total domestic visitors</b>	<b>2,054</b>	<b>1,123</b>	<b>1,313</b>	<b>1,897</b>	<b>1,964</b>	<b>+3.5%</b>
<b>Domestic nights ('000)</b>						
<b>Total domestic nights</b>	<b>2,142</b>	<b>1,150</b>	<b>1,102</b>	<b>2,193</b>	<b>2,035</b>	<b>-7.2%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend	\$428	\$193	\$188	\$577	\$443	-23.2%
Daytrip spend	\$227	\$173	\$197	\$160	\$194	+21.1%
<b>Total domestic spend</b>	<b>\$655</b>	<b>\$366</b>	<b>\$385</b>	<b>\$737</b>	<b>\$637</b>	<b>-13.6%</b>

Albury / Wodonga received nearly 2.0 million domestic visitors – up by 3.5% on YE Dec 22. Visitors spent over 2.0 million nights in the region - down by 7.2% on YE Dec 22.

In total, domestic visitors spent \$637 million on travel to Albury / Wodonga – down by 13.6% on YE Dec 22.

Total domestic travel is the sum of domestic overnight and domestic daytrip travel.

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