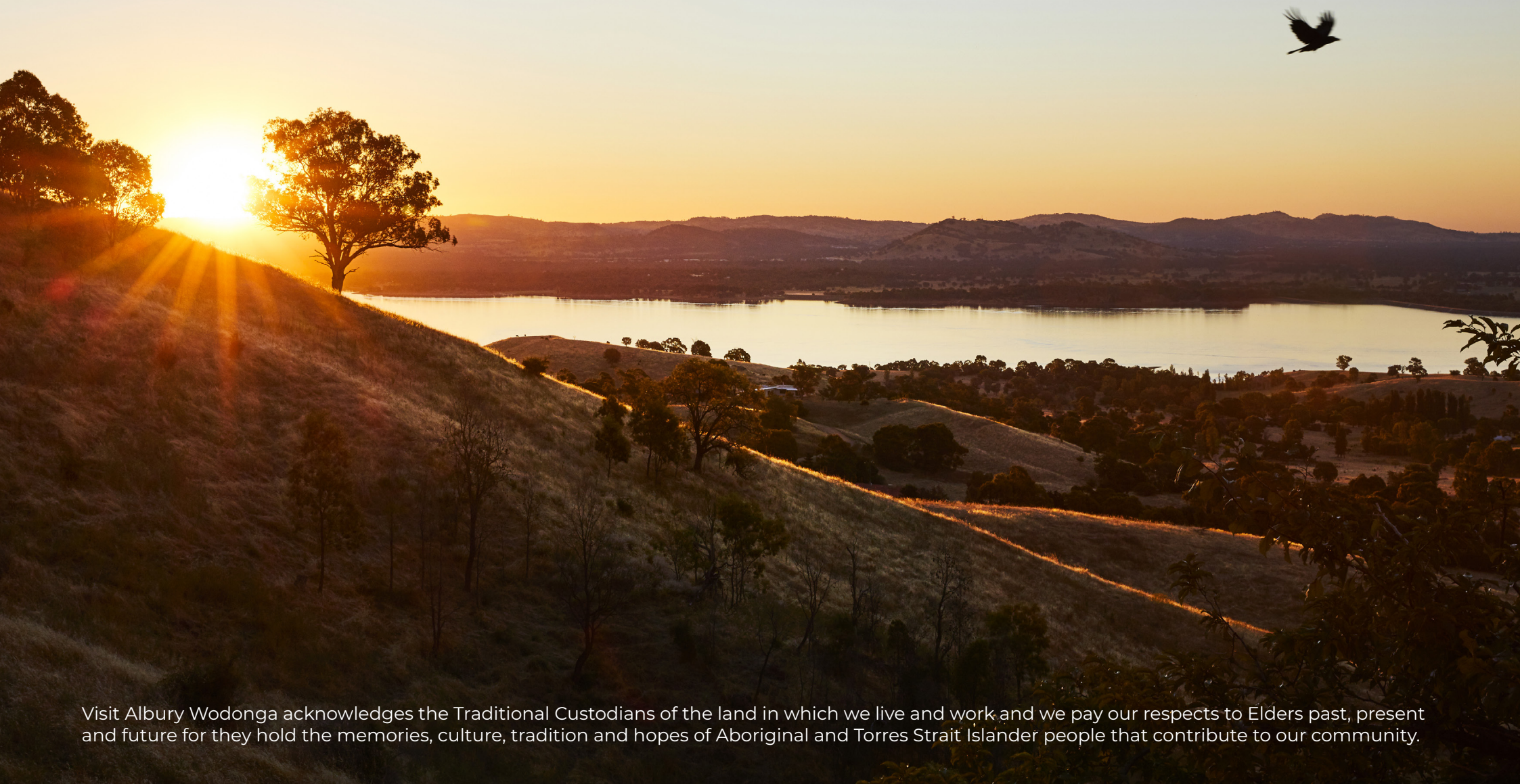




# Albury Wodonga Visitor Economy Trends 2023



# Albury Wodonga: where connection happens, naturally



Visit Albury Wodonga acknowledges the Traditional Custodians of the land in which we live and work and we pay our respects to Elders past, present and future for they hold the memories, culture, tradition and hopes of Aboriginal and Torres Strait Islander people that contribute to our community.

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## Purpose of report

The visitor economy plays a significant role in the development of Albury Wodonga's liveability, social, cultural, and economic success.

The tourism marketplace is increasingly competitive as regional destinations endeavour to capture a greater market share and compete with a renewed appetite for overseas travel. It is now more important than ever to reflect on key motivators for visitation to our area, experiences that resonate with travellers and how best to grow our visitor economy for the benefit of our community.

This report presents key statistics identifying visitor types and numbers, duration of their stay, their interaction with digital and social media, and visitor enquiries through the Albury Visitor Information Centre. Provision of up-to-date information to our tourism stakeholders regarding current tourism capacity and industry trends will assist with planning and investment.

After the disruption of the pandemic on previous years, high profile events such as Australian Country Junior Basketball Cup and Chryslers on the Murray returned to our cities, boosting our visitor economy. Although below the confidence levels to report, it is encouraging to note international travellers are once again returning to our region.

Data has been sourced from Austrade's Tourism Research Australia (TRA), a body that provides statistics, research and analysis, policy development and marketing for the Australian tourism industry. Information from REMPLAN, an independent agency providing economic and employment industry data, has also been sourced and is included in this report.



## Albury Wodonga location

We are a natural meeting place in every way.

Albury Wodonga is ideally located on the border of NSW and Victoria, and Australia's main transport corridor connecting Canberra, Melbourne and Sydney.

For thousands of years, people have gathered, shared and celebrated at this special place in the foothills of the Alps and on the banks of the mighty Murray River. Our warm, welcoming and entrepreneurial locals have come from here, and come from afar, to build a thriving regional community that is both cosmopolitan and laidback, culturally connected and naturally abundant.

We have every kind of nature at our doorstep, so you can tackle the mountains, indulge your love of the water, or just breathe in the fresh air and relax. We are a place where unfiltered, uncomplicated, refreshing connections just happen, naturally.



**IN  
2023**



Tourism delivered  
an overall economic  
impact of  
**\$1.218 billion**  
to Albury Wodonga.

**An increase of 5%  
from \$1.157B in  
2022.**



There were  
**184,000**  
new users to  
[visitalburywodonga.com](https://visitalburywodonga.com)



There were  
**861,000**  
overnight visitors to  
Albury Wodonga.

**An increase of 8%**



Visit Albury  
Wodonga social  
media followers  
increased by  
**14%**  
from 2022.



Negotiated 33  
successful business  
event and conference  
bids with an  
estimated economic  
impact of  
**\$9.22M\***



The number of  
domestic day trip  
visitors increased by  
**6%**  
from 2022.



The Visit Albury  
Wodonga team  
serviced  
**245,955**  
enquiries through  
various mediums.

\* Data is collected from business event and conference bids that are submitted by Visit Albury Wodonga.  
This does not encompass all business events and conferences held in Albury Wodonga.

# Major tourism events in 2023

The economic benefits of tourism events to Albury Wodonga cannot be underestimated.

AlburyCity and Wodonga Council support an annual calendar of events that attract and encourage visitors to experience the cities and beyond, into the local region.

It was pleasing to see some of our biggest events return after the hiatus caused by previous pandemic restrictions, signifying a return to the vibrancy of a full events calendar. In addition to the major tourism events, 2023 saw other mid-sized events including Riverside Vibes and Australian Formula Powerboat Grand Prix attract and increase visitation to our cities.



Event	Attendance	Economic impact (\$mil)
Australian Junior Country Cup Basketball	5,590	\$4.64
Australian National Dragon Boat Championships	5,758	\$4.63
Aurora Luna Light Journey	62,000	\$4.09
Albury Gold Cup Carnival	11,000	\$4.07
Red Hot Summer Tour	5,957	\$3.54
North East Food & Wine Festival	7,000	\$2.83
Australian U19 Men's National Cricket Carnival	1,000	\$2.82
Big Bash Cricket	10,147	\$2.76
Chryslers on the Murray	4,095	\$2.49
Australian Motocross ProMX Championships	3,300	\$1.88
Gardenesque	6,500	\$1.30

## Economic benefit of tourism

(REMPAN modelling)

Tourism delivered over **\$1.218 billion** to the local economy. An increase of **5%** from 2022.



	Visitors	Average daily expenditure per trip	Average number of nights	Visitor impact
Domestic day visitors	927,000	\$160	N/A	\$148,320,000
Domestic overnight visitors	861,000	\$269	2.2	\$509,539,800
International visitors	-	-	-	-
Total direct impact				\$657,859,800
Total indirect impact				\$560,654,677
Total tourism impact				\$1,218,514,477

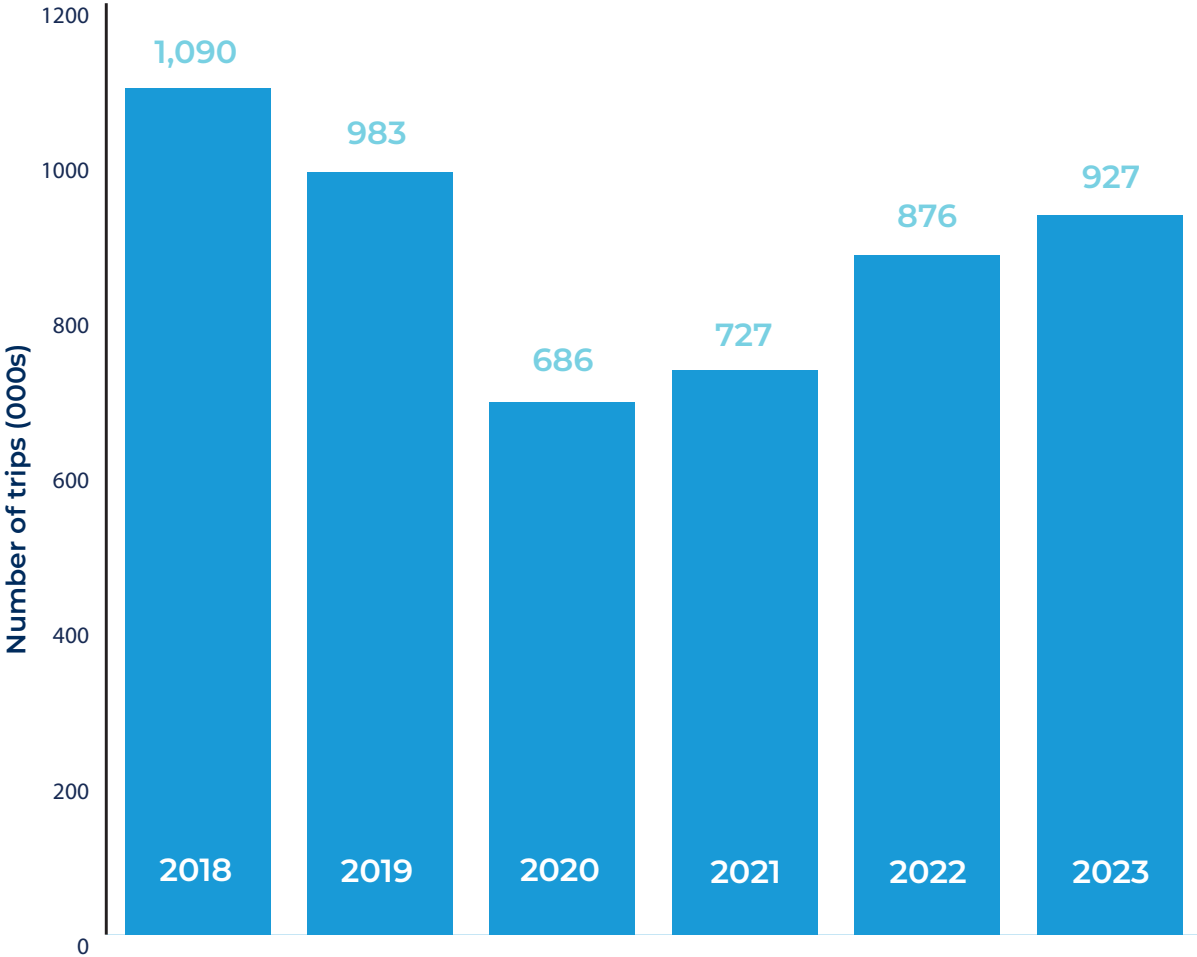
\*Due to COVID-19 recovery and international borders reopening, Tourism Research Australia could not confidently determine international visitation to Albury Wodonga. As a result of the limited data available, an economic impact of international visitors for the year ending December 2023 could not be calculated.



# Results

Domestic day trip visitors  
– all purposes (2023)

In 2023 Albury Wodonga recorded 927,000 domestic day visitors, an increase of 6% from 2022.



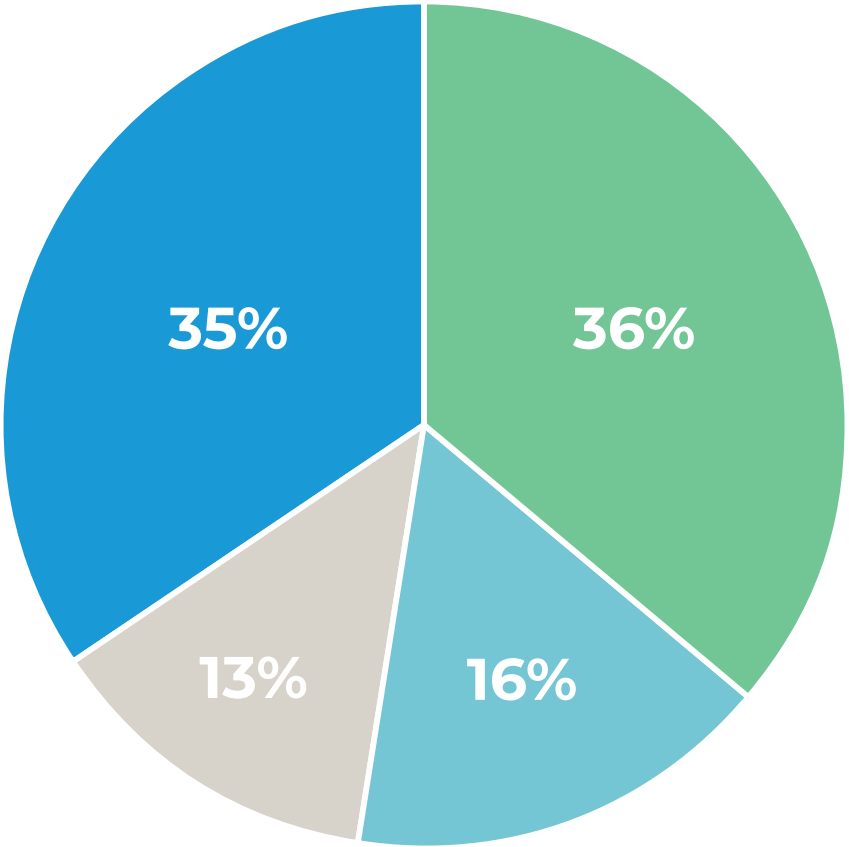
# Results

Domestic day trip visitors  
– by purpose  
(average 2020-2023)\*

Holiday or leisure  
has remained the  
primary purpose  
for visiting Albury  
Wodonga.



\* 4-year average (2020-2023) used due to incomplete data for 2023.

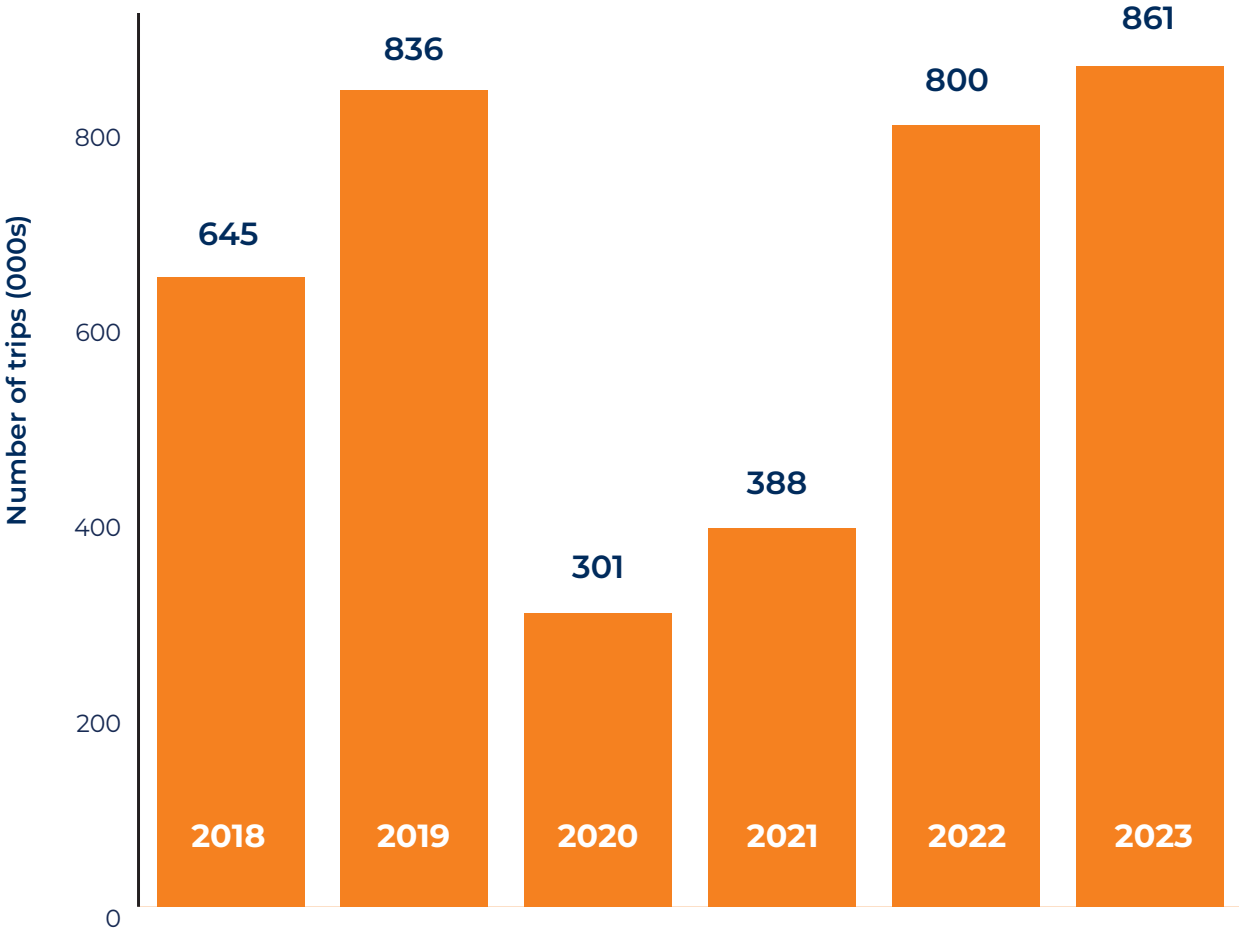


- Holiday or leisure
- Visiting friends and relatives
- Business
- Other

# Results

Domestic overnight visitor trips – all purposes (2023)

There were 861,000 domestic overnight visitors to Albury Wodonga, an increase of **8%** from 2022.

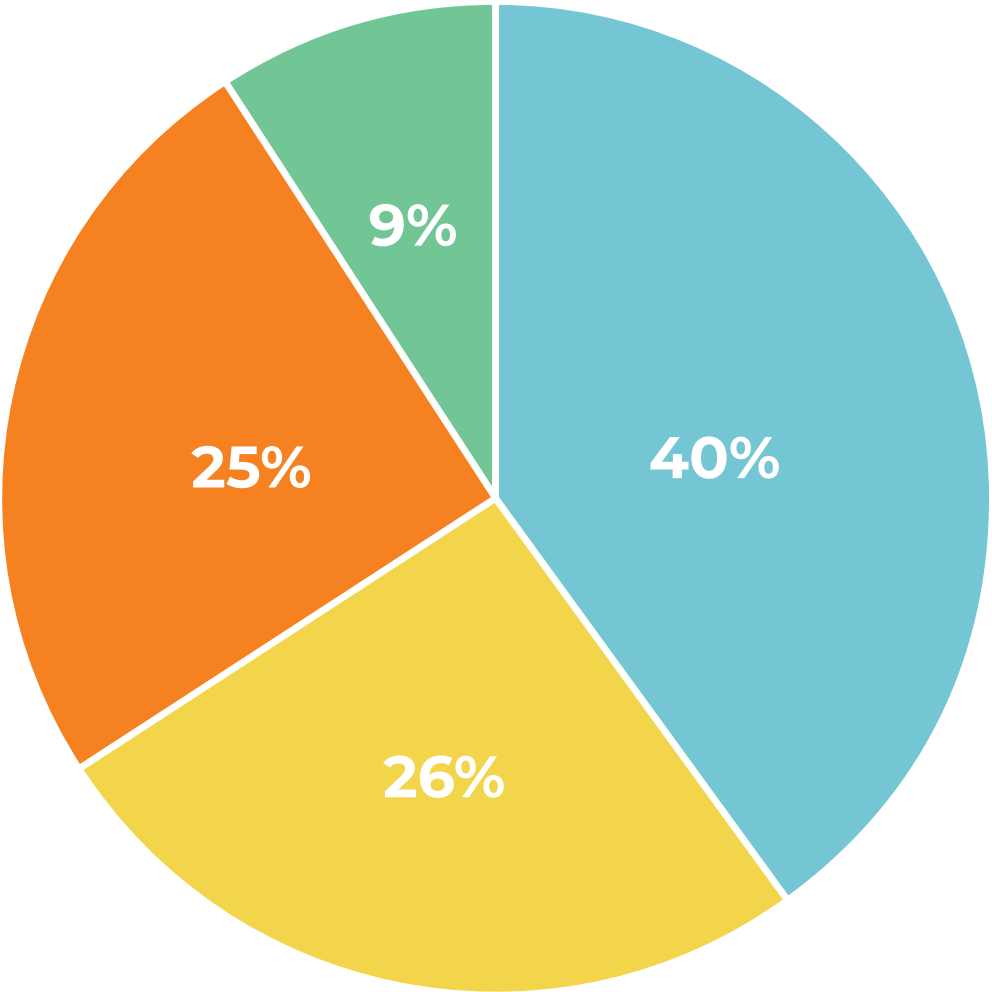




# Results

Domestic overnight  
visitor trips – by purpose  
(2023)

Consistent with  
previous years  
visiting friends  
and relatives  
remains the  
primary purpose for  
overnight visitation.

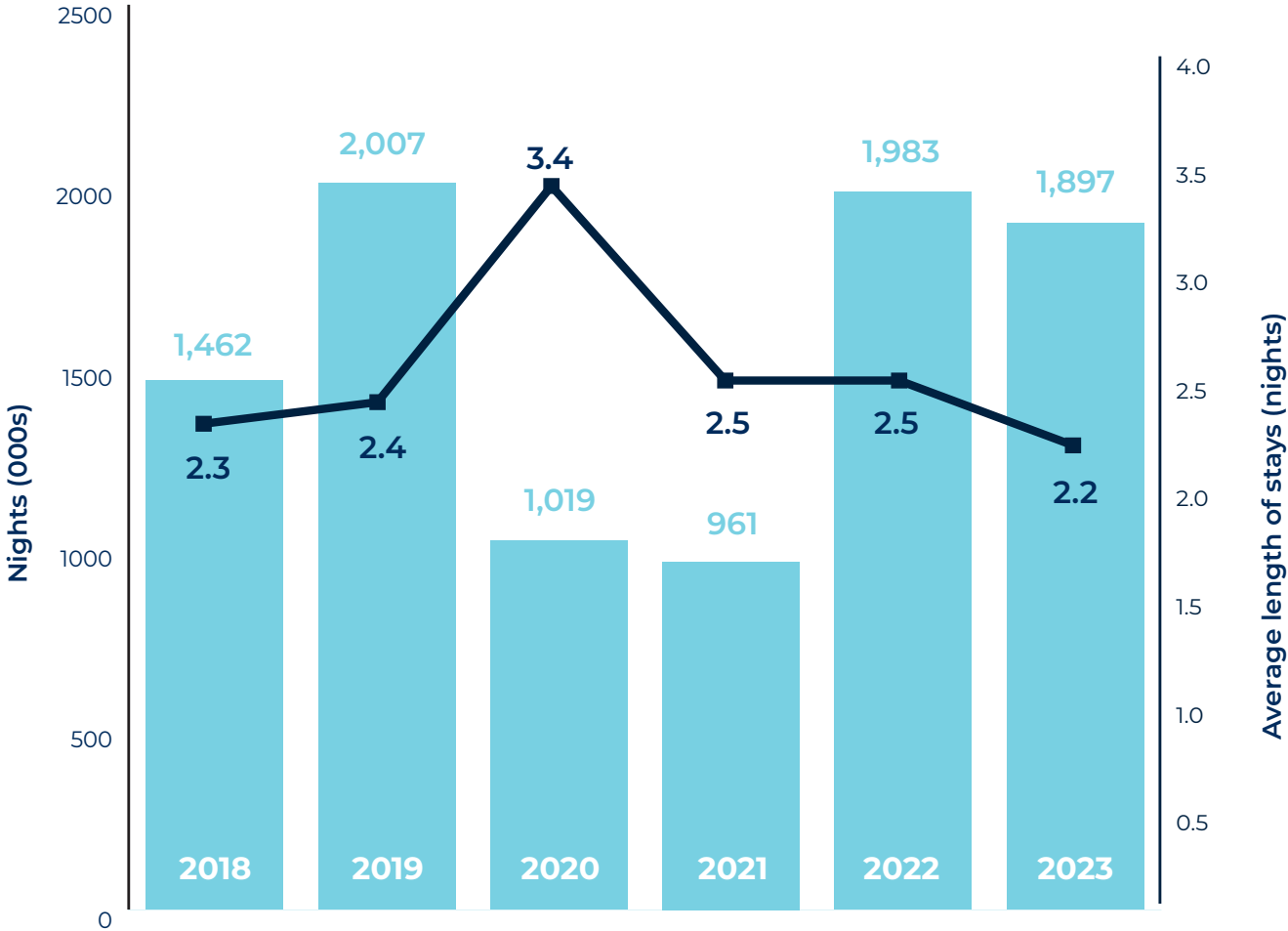


- Visiting friends and relatives
- Holiday or leisure
- Business
- Other

# Results

Domestic visitor nights – all purposes (2023)

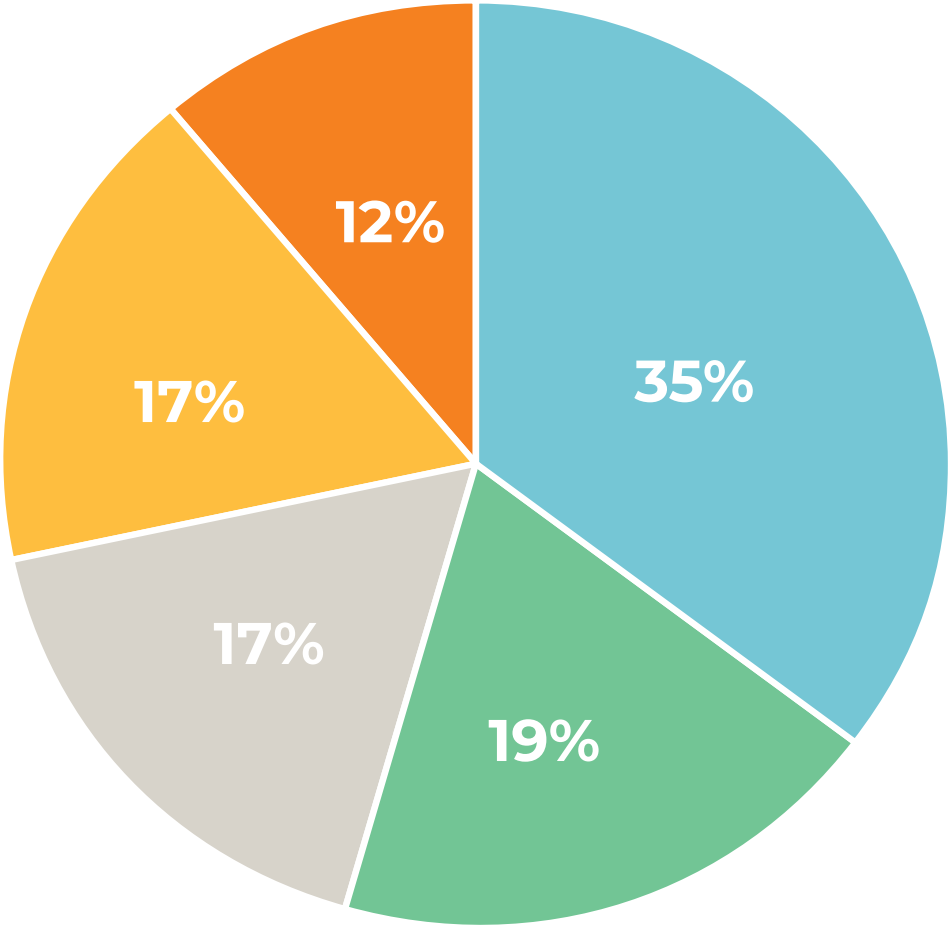
In 2023, the number of domestic visitor nights and average length of stay decreased slightly.



# Results

Domestic overnight  
visitors – origin  
(average 2022-2023)\*

Domestic  
overnight visitors  
have continued to  
originate primarily  
from Melbourne,  
followed by  
Regional Victoria.



- Melbourne
- Victoria other
- Sydney
- NSW other
- Other states

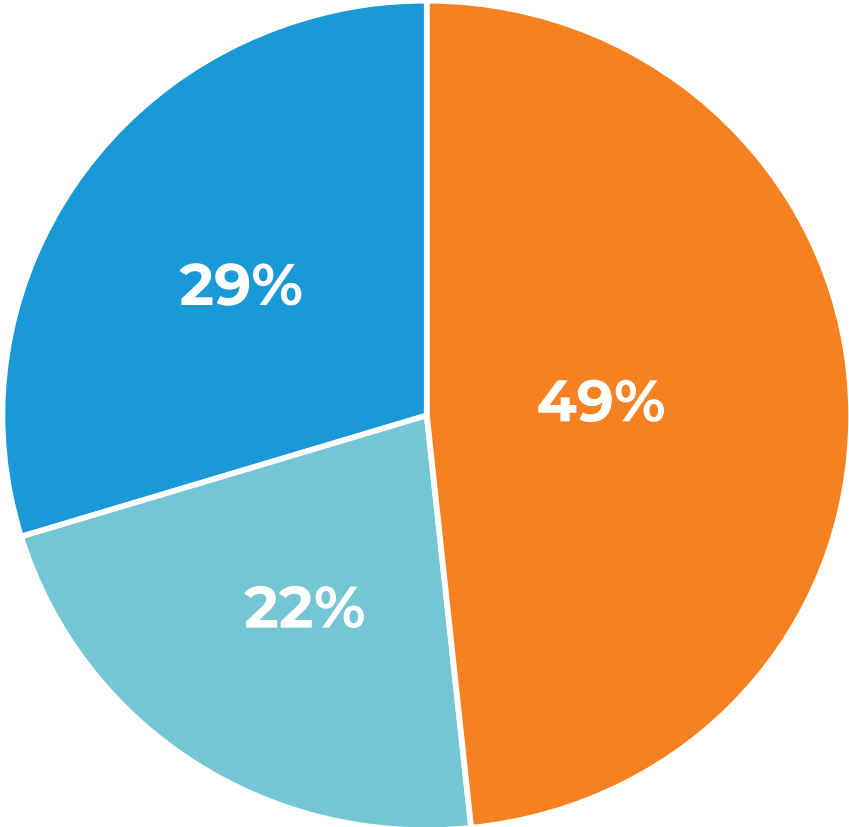
\* 2-year average (2022-2023) used due to incomplete data for 2023.



# Results

Domestic overnight visitors  
– duration of visit (2023)

In 2023 domestic overnight visitors stayed an average of 2.2 nights in Albury Wodonga.




- 1 night
- 2 nights
- 3+ nights

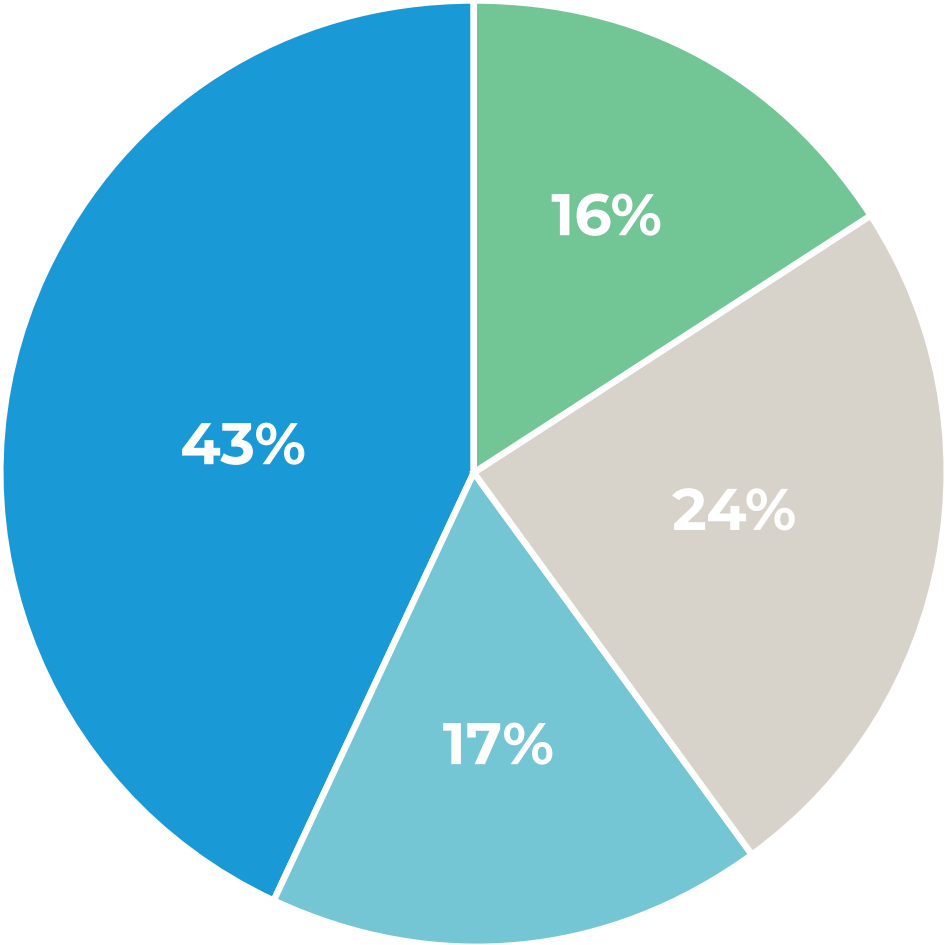
Results

Domestic overnight visitors  
– age profile  
(average 2020-2023)\*

Domestic overnight visitors aged 55 years and over continue to be the primary age group visiting Albury Wodonga.



\* 4-year average (2020-2023) used due to incomplete data for 2023.  
\* No publishable data available for 15-19 years.




- 20 - 29 years
- 30 - 44 years
- 45 - 54 years
- 55 years and over

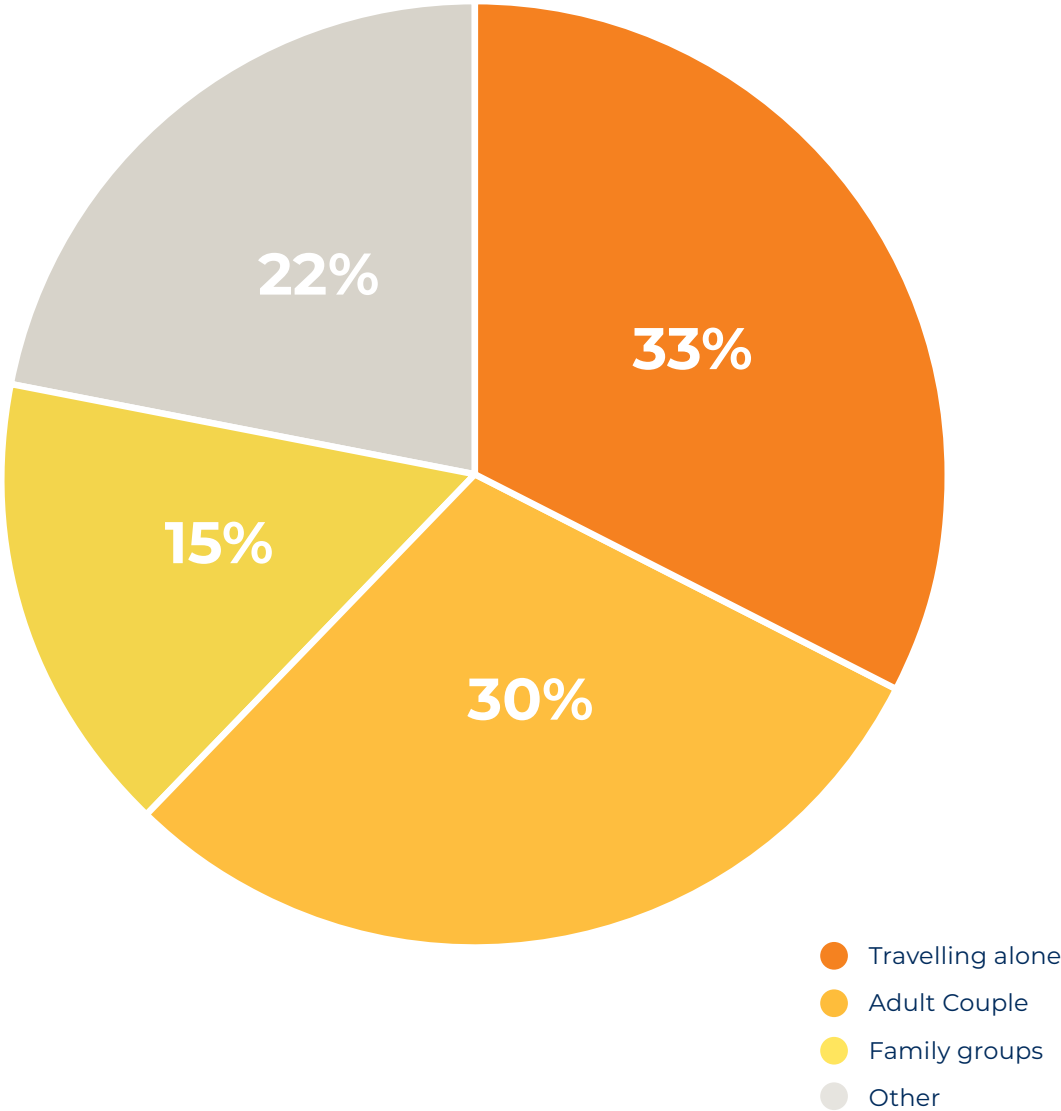
# Results

Domestic overnight visitors  
– travel party  
(average 2022-2023)\*

Travelling as a couple or alone remain the primary ways visitors travel to Albury Wodonga.



\* 2-year average (2022-2023) used due to incomplete data for 2023.  
\* There is limited publishable data which will affect the accuracy of this graph.

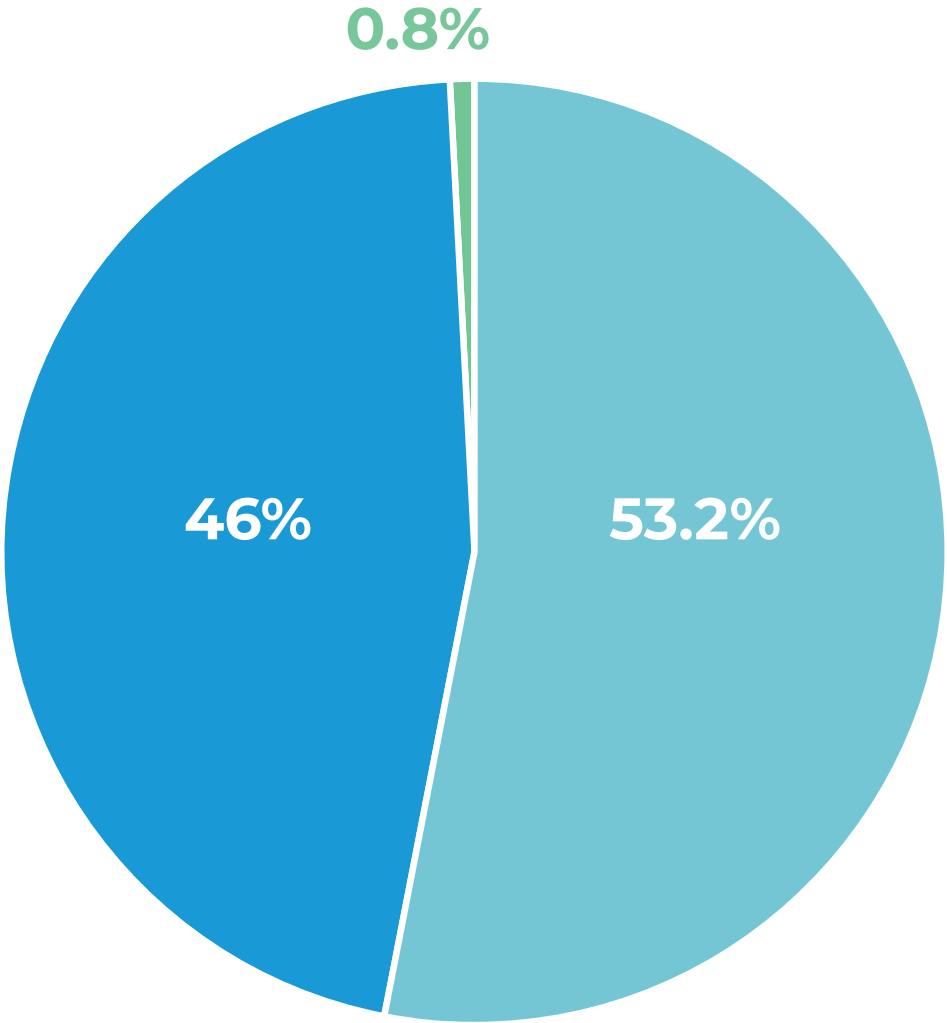




# Results

Domestic overnight visitors  
– accommodation (2023)

Commercial properties are the most popular type of accommodation used by domestic overnight visitors.

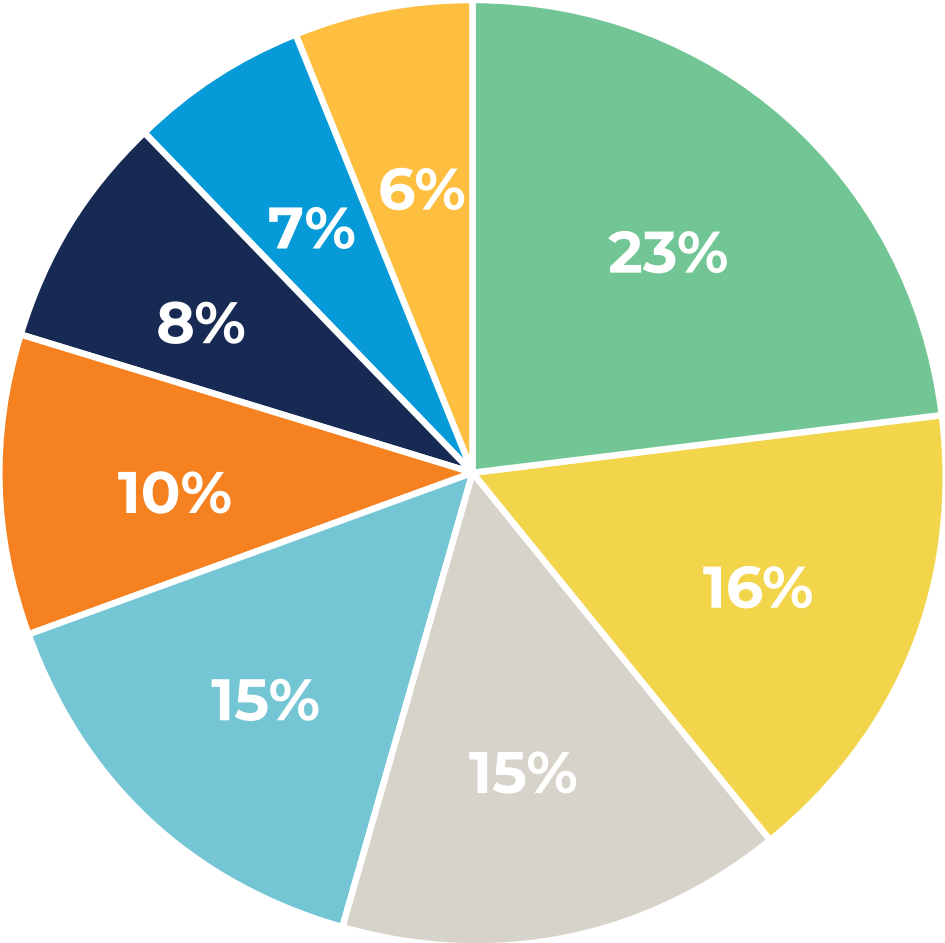


- Commercial property
- Private accommodation
- Other

# Results

Domestic overnight  
visitors – top activities  
(average 2022-2023)\*

Dining out has  
remained the most  
popular activity,  
followed by general  
sightseeing/tourist  
attractions.



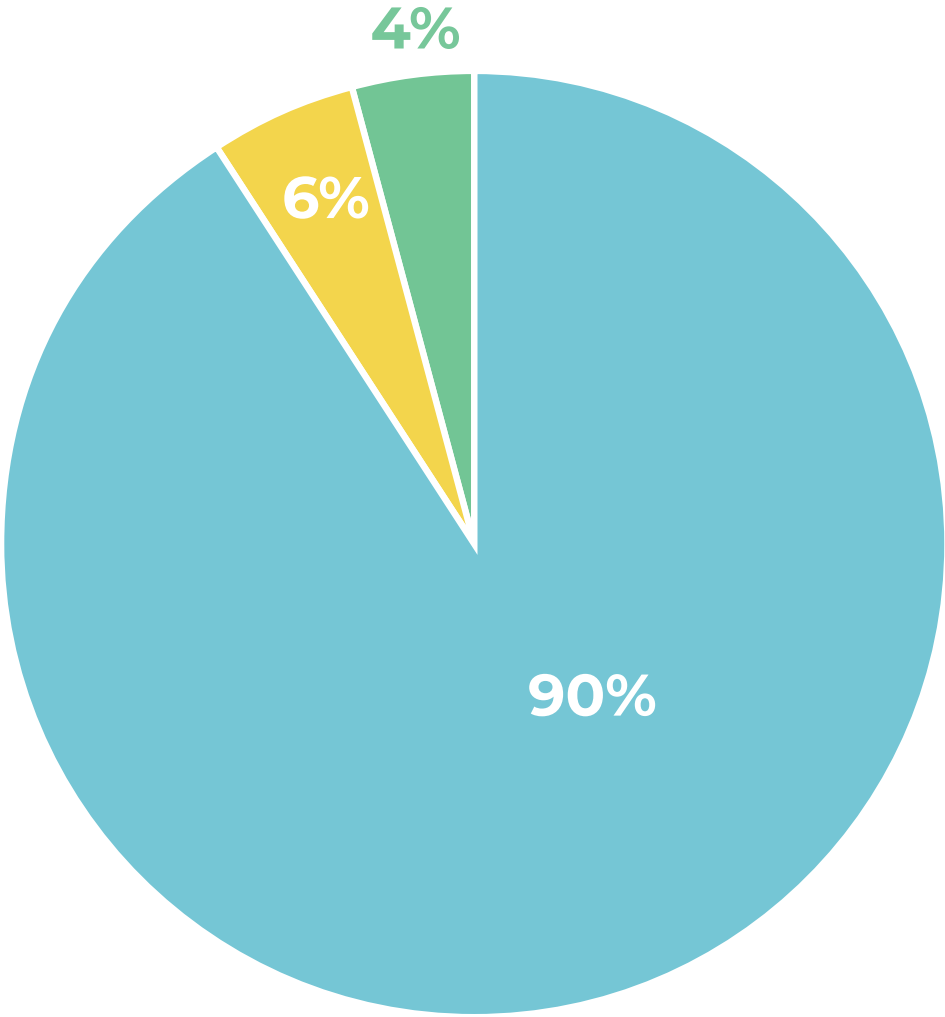
- Eat out at restaurants and/or cafés
- General sightseeing/tourist attraction
- Outdoor/nature/active outdoor/sports
- Visit friends and relatives
- Pubs/clubs
- Go shopping
- Arts/heritage
- Other

\* 2-year average (2022-2023) used due to incomplete data for 2023.

# Results

Domestic overnight  
visitors – transport used  
(average 2020-2023)\*

Self-drive  
continues to be  
the most used  
transport method  
to visit Albury  
Wodonga.



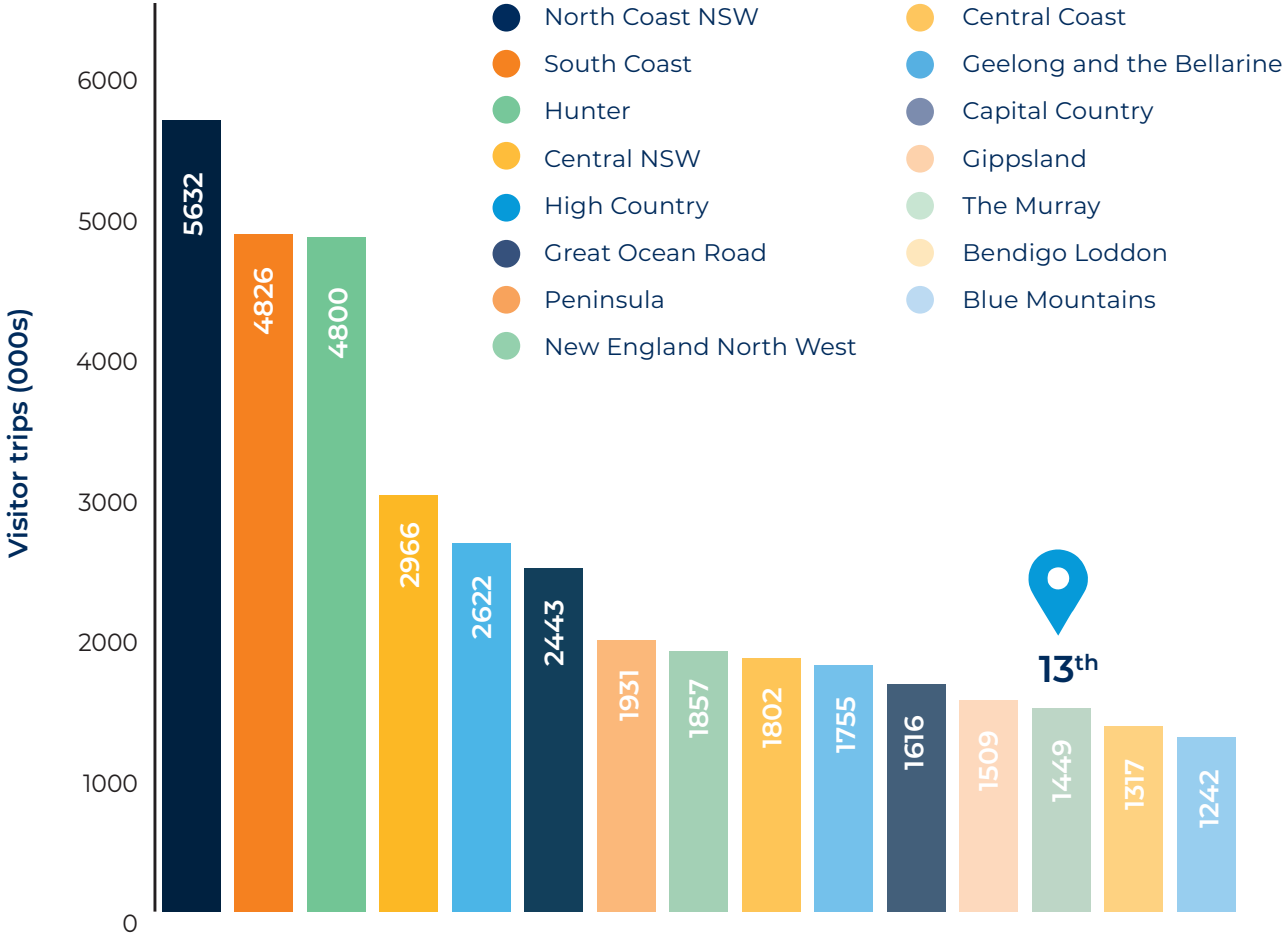
- Self drive
- Aircraft
- Other

\* 4-year average (2020-2023) used due to incomplete data for 2023.  
\*There is limited published data which will affect the accuracy of this graph.

# Results

Domestic overnight visitors – top 15 regional Victorian and NSW regions (2023)

When ranked among other Victorian and NSW regions, the Murray region (of which Albury Wodonga forms a part) remains the 13th most visited region for domestic overnight visitation.



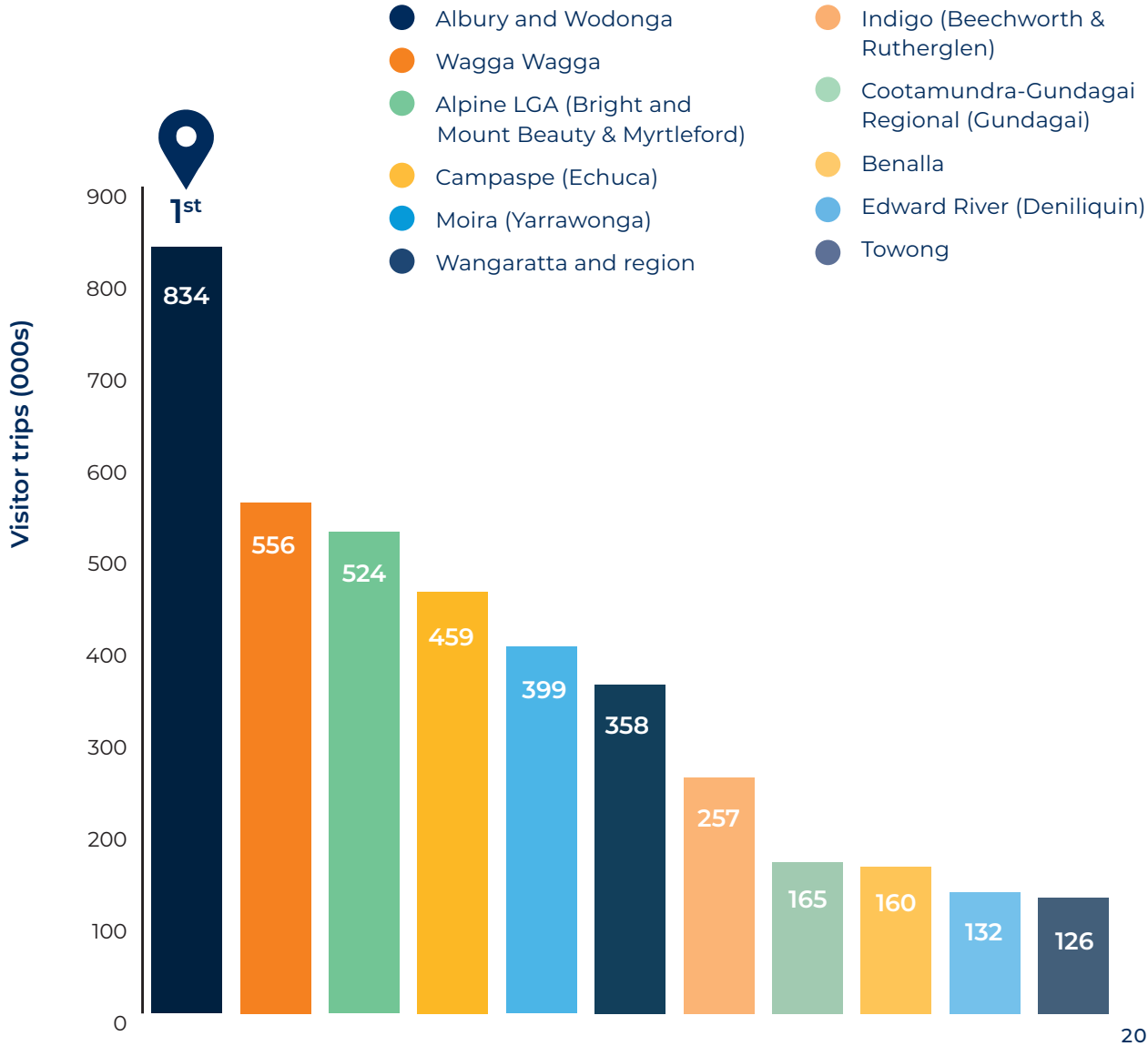
# Results

Domestic overnight visitor trips – Albury Wodonga and surrounding areas (average 2022-2023)\*

Over a 2-year average Albury Wodonga has the highest level of domestic overnight visitation remaining in number one position.



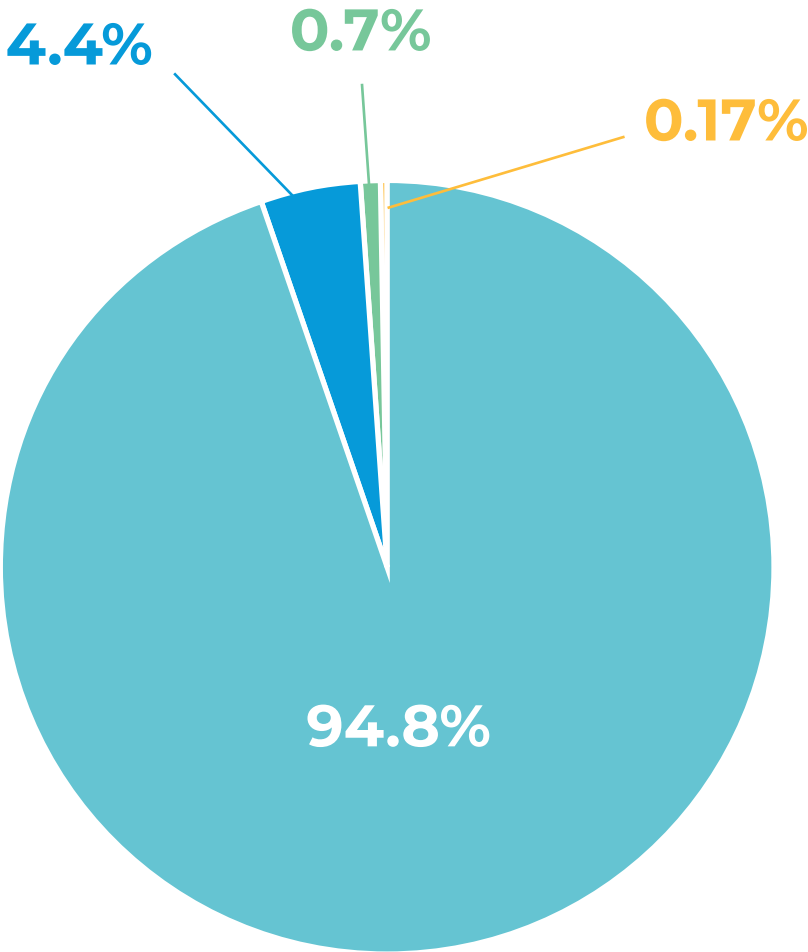
\* 2-year average (2022-2023) used due to incomplete data for 2023.  
\* By LGA due to insufficient data by towns as previously reported.



# Results

Albury Visitor Information  
Centre – enquiries (2023)

There was an 8%  
increase in  
walk-in visitors  
to the Visitor  
Information Centre  
from 2022.



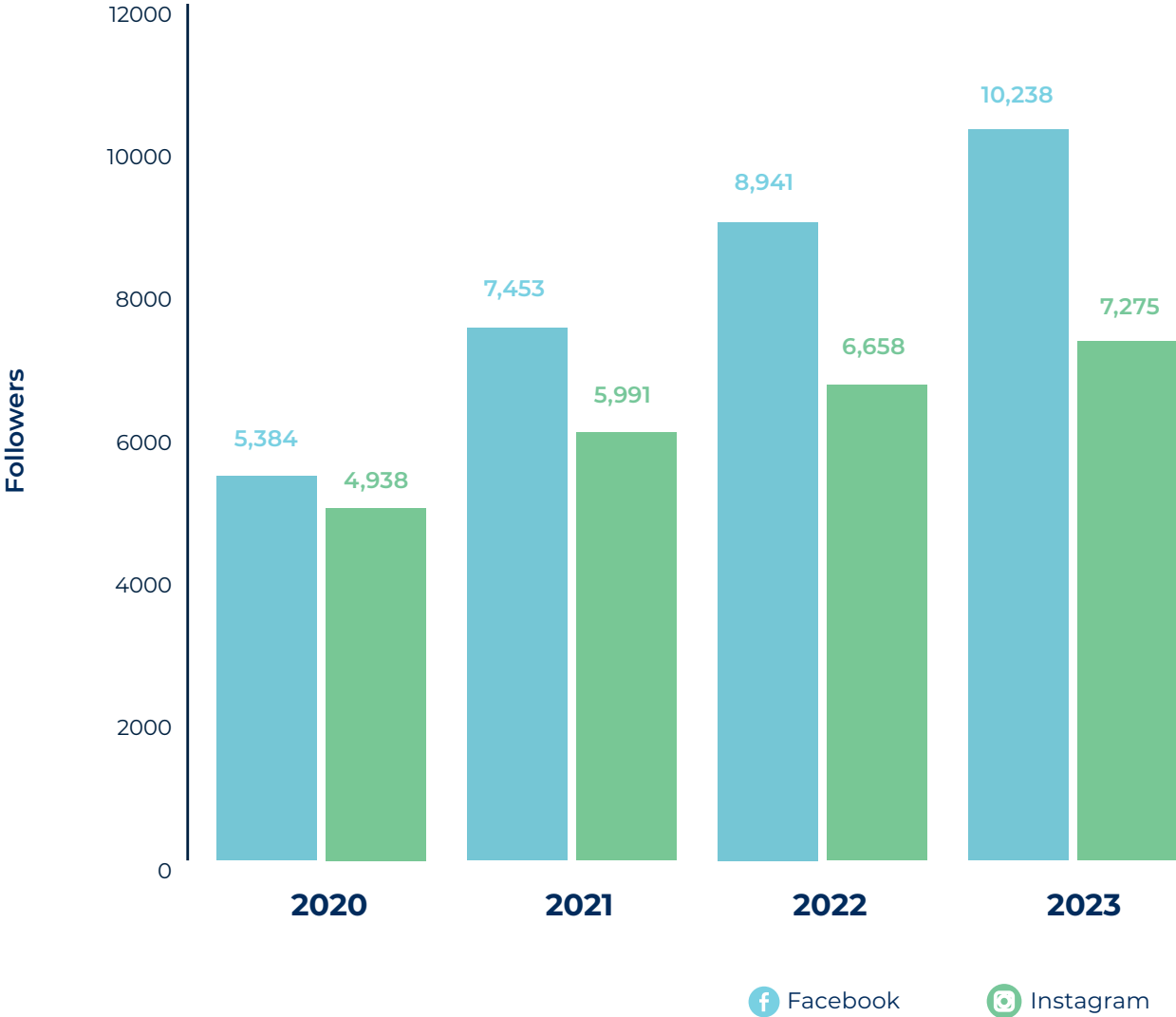
- Website
- Walk-in
- Phone
- Email



Results

Visit Albury Wodonga social media followers (2023)

Visit Albury Wodonga's social media followers have increased by **14%** across all platforms.



# Appendix

## Appendix A – Data details

### Where does the data come from?

The base sources of the data presented in this report are the:

- National Visitor Survey;
- International Visitor Survey;
- Destination Visitor Survey Program; and,
- Australian Bureau of Statistics (ABS).

### National Visitor Survey

The National Visitor Survey is Australia's primary measure of domestic tourism activity with an annual sample of 120,000. Eligibility includes any Australian resident who is 15 years of age or more, and has lived in their current residence for at least three months. Respondents are interviewed using random digit dialling and must not have been away from home continuously for more than 364 days. The survey is conducted by Tourism Research Australia, which is a department of Tourism Australia.

### International Visitor Survey

The International Visitor Survey is also conducted by Tourism Research Australia and has been operating since the early 1970s. It surveys 30,000 departing, short-term international travellers over the age of 15 in the departure lounges of Sydney, Melbourne, Brisbane, Cairns, Perth, Adelaide, Darwin and Gold Coast airports. The data collection is based on a proportionate stratified sample by selecting specific flights in order to achieve acceptable sample sizes in various categories.

### Destination Visitor Survey Program

The Destination Visitor Survey (DVS) is split into two streams.

- The Visitor Profile and Satisfaction (VPS) Program which provides benchmarked visitor profile and satisfaction data at the tourism region level,
- The Strategic Regional Research (SRR) Program which is based on broader strategic regional issues.

### Australian Bureau of Statistics

Room occupancy statistics are derived from ABS data releases Tourist Accommodation, Small Area Data, Australia.

### Tourist Accommodation Data

ABS Survey of Tourist Accommodation ceased collecting accommodation data in June 2016. Instead, Federal Tourism undertakes a national accommodation survey through the Australian Accommodation Monitor (AAM).

### How reliable is the data?

The results given in the National Visitor Survey are based on a sample, rather than a census, of Australian residents. As with all sample surveys, the results are subject to sampling variability and therefore may differ from figures that would have been obtained if the entire Australian population had been included in the survey.

A measure of the possible degree of difference is given by the confidence interval, which indicates the extent to which an estimate might vary by chance from the true figure because only a sample of the population was included. Users of the data are advised to consult the sample error tables and examples contained in 'Confidence intervals and examples'.

## Appendix B – Confidence intervals and examples

The following tables show the confidence intervals for National Visitor Survey and International Visitor Survey estimates at the 95 per cent level. The areas above the dotted line indicate estimates that have large confidence intervals (greater than 50%, or greater than 100% of the estimate). These estimates should be used with caution as they have a large margin for error. All other estimates have smaller confidence intervals,

i.e. the estimates are closer to the values that would be obtained if the entire Australian population were interviewed. Further information is available online at [tra.australia.com](http://tra.australia.com).

### National Visitor Survey table and example

The estimated number of overnight visitors to a particular state was 7,000,000. Looking at the 'Overnight visitors' column, this estimate has a

95% confidence interval of plus or minus 5.5%. Therefore, there are 19 chances in 20 that, if the entire population had been included in the survey, we would obtain a figure which is within the range 7,000,000 plus or minus 4.2% of this estimate, that is, in the range 6,615,000 to 7,385,000.

Estimate	Overnight visitors	Visitor nights	Overnight expenditure	Day visitors	Day visitor expenditure	Overseas trips
'000			Percent			
20	>50	>100	>100	>100	>100	>100
50	>50	>100	>100	>50	>100	>100
80	41.5	>100	>100	>50	>100	>100
100	37.5	>50	>100	>50	>100	>100
200	27.4	>50	>100	42.7	>100	>50
300	22.8	>50	>100	35.7	>100	>50
500	18.1	48.3	>100	28.5	>100	>50
1 000	18.2	35.8	>100	21.0	>100	>50
2 000	9.7	26.6	>100	15.4	>100	43.6
3 000	8.1	22.3	>100	12.9	>100	38.2
5 000	6.4	17.9	>100	10.3	>50	32.3
7 000	5.5	15.5	>100	8.9	>50	29.0
10 000	4.7	13.3	>50	7.6	>50	
20 000	3.4	9.8	>50	5.6	>50	
30 000	2.8	8.3	>50	4.7	44.3	
50 000	2.3	6.6	49.4	3.7	37.1	
70 000	1.9	5.7	43.6	3.2	32.7	
100 000		4.9	38.2	2.7	28.7	
200 000		3.6	29.6	2.0	22.2	
500 000			21.1		15.8	

Estimate	Visits	Nights	Expenditure
'000		Percent	
2	>50	>100	>100
5	>50	>100	>100
10	43.7	>100	>100
20	31.5	>100	>100
50	20.4	>100	>100
100	14.7	>100	>100
200	10.6	>100	>100
500	6.9	>50	>100
1 000	4.9	46.0	>100
2 000	3.6	32.1	>100
5 000	2.3	20.0	>100
10 000	1.7	14.0	>50
20 000		9.7	>50
50 000		6.1	45.7
100 000		4.2	33.5
200 000		3.0	24.5
500 000		1.8	16.2
1 000 000			11.9
2 000 000			8.7
5 000 000			5.8
10 000 000			4.2

## Appendix C – Glossary

### Average stay

The sum of all nights divided by the sum of all visitors for a particular category. This is commonly referred to as average length of stay.

### Average nightly expenditure

The sum of all expenditure divided by the sum of all nights for a particular location.

### Business visitors

Visitors who nominate business as their primary reason for travelling. Business travel comprises business, work travel for transport crews, attendance at conferences, conventions, exhibitions, trade fairs, seminars, incentive group meetings, marketing events, and training and research related to employment.

### Domestic day visitors

Those domestic visitors aged 15 years or more who travel for a round trip distance of at least 50 kilometres, and are away from home for at least four hours, and do not spend a night away from home as part of their travel. Same-day travel as part of overnight and international travel is excluded, as is routine travel such as commuting between work/school and home.

### Domestic overnight visitors

Those domestic visitors aged 15 years or more who undertake trips that involve a stay away from home of at least one night, but less than one year, at a place at least 40 kilometres from home.

### Expenditure

Money spent by, and on behalf of, travellers during a trip. Expenditure items include airfares and other transport costs such as bus and train fares and amounts spent on trip-related items before and after the trip. Expenditure on capital goods, such as motor vehicles and other major capital goods, is not included in the estimates as this is not regarded as tourism expenditure.

### Holiday/leisure visitors

Visitors whose primary reason for travelling is having a holiday. Holiday/leisure travel in the National Visitor Survey comprises holidays, travel for leisure, relaxation and just getting away, entertainment, sport (both participation and as a spectator) and shopping. The International Visitor Survey includes additional categories for accompanying a business traveller, working holiday, honeymoon, to experience Australia's food, wine or wineries, to experience Aboriginal culture or to attend an organised sporting event.

### International visitors

Overseas visitors visiting Australia for a period of less than 12 months, aged 15 years or more and not residents of Australia.

### Interstate visitors

Australians who visit one or more state or territories other than that in which they reside.

### Nights

The number of nights spent away from home (and in Australia for international visitors) in association with individual trips.

### Origin of visitors

For international visitors, this is the country of residence where most tourists to a particular location come from. Some countries are grouped to form a larger area (for example, other Europe). For domestic visitors, this is the tourism region where most visitors to a particular location come from.

### Visiting friends or relatives

Visitors who nominate visiting friends or relatives as their main reason for travelling. Visiting friends and relatives also includes travel to attend a friend's or relative's wedding or travel to attend a funeral.

### Visitors

Travellers who stay for one or more nights in a location while travelling (domestic overnight visitors and international visitors) or spend at least four hours on a round trip more than 50 kilometres away from home (domestic day visitors).

### Enquiries

All enquiries about this report should be directed to the Visitor Economy and Experience Team Leader at AlburyCity (02) 6023 8111.

# Visit Albury Wodonga

**Albury Visitor Information Centre**

Albury LibraryMuseum, Cnr Kiewa &  
Swift Sts, Albury NSW 2640

T 1300 252 879

[info@visitalburywodonga.com](mailto:info@visitalburywodonga.com)

