



Visitor Economy Trends

2024



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 making Albury Wodonga a great place to live, work, and visit, boosting our social, cultural, and economic success.

With regional destinations vying for a bigger slice of the tourism pie and more people eager to travel overseas again, it's crucial to understand what draws visitors to our area. We need to focus on experiences that resonate with travellers and find ways to grow our visitor economy for the benefit of our community.

This report highlights important statistics about our visitors, including their types and numbers, how long they stay, their engagement with digital and social media, and enquiries at the Albury Visitor Information Centre. Providing up-to-date information to our tourism stakeholders about current capacity and industry trends will help with planning and investment.

High-profile events like the Australian Country Junior Basketball Cup and Chryslers on the Murray continue to boost our visitor economy. It's also encouraging to see international travellers returning to our region, although numbers aren't yet at reporting levels.

The data in this report has been sourced from Austrade's Tourism Research Australia (TRA), a body that provides statistics, research, 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 2024



Domestic day visitor impact increased by **66%** with an average daily spend of **\$265** per day.



Website visitation on visitalburywodonga.com increased by **55%**



Tourism delivered an economic impact of over **\$1 billion** to Albury Wodonga.



Visit Albury Wodonga social media followers increased by **14%** from 2023.



Overnight average length of stay increased to **2.3** days.



Negotiated 19 successful business event and conference bids with an economic impact of **\$2.8M***



There were **724,000** overnight visitors to Albury Wodonga.

* 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 2024

The economic benefits of tourism events to Albury Wodonga are significant.

AlburyCity and Wodonga Council actively support an annual calendar of events designed to attract and encourage visitors to explore the cities and the surrounding region. In 2024, alongside major tourism events, other notable events such as WinterGlow, Aussie Viclas Nationals, Cross Border Dragon Boat Championships, and the Royal Fire Service Team Games also drew visitation to our cities.

Event	Attendance	Economic impact (\$mil)
Australian Country Junior Basketball Cup	6,070	\$4.74
Chryslers on the Murray	6,140	\$4.27
Albury Gold Cup Carnival	12,500	\$4.21
Tennis Victoria Country Week	1,320	\$2.95
North East Food & Wine Festival	6,440	\$2.49
Great Vic Bike Ride	3,000	\$2.19
Aurora Luna Light Journey	30,000	\$2.03
Gardenesque	6,700	\$1.02



Economic benefit of tourism

(REMPPLAN modelling)

Tourism delivered over **\$1 billion** to the local economy in 2024.



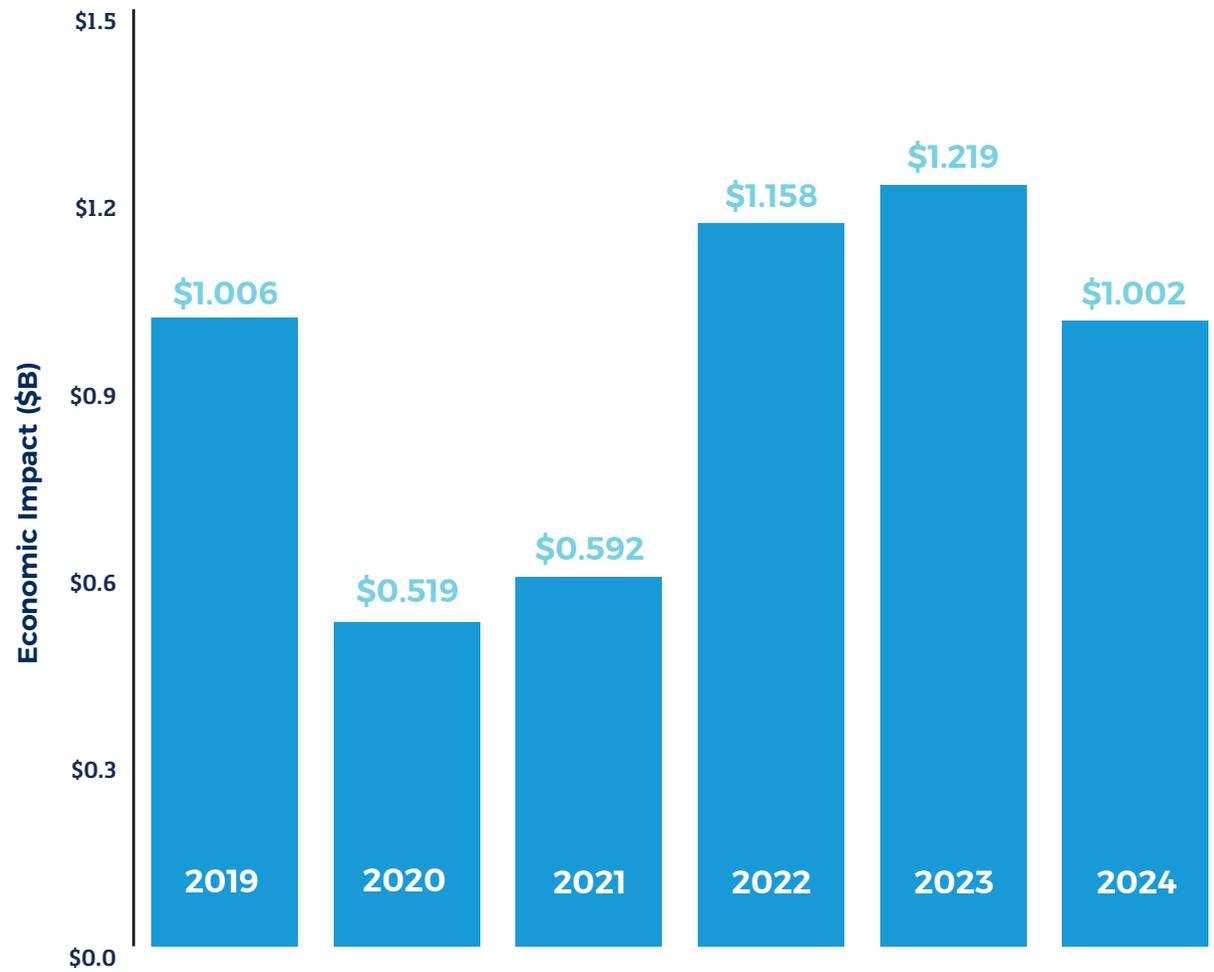
	Visitors	Average daily expenditure per trip	Average number of nights	Visitor impact
Domestic day visitors	825,000	\$265	N/A	\$218,625,000
Domestic overnight visitors	724,000	\$221	2.3	\$336,008,400
International visitors	-	-	-	-
Total direct impact				\$554,633,400
Total indirect impact				\$447,274,825
Total tourism impact				\$1,001,908,225

* Tourism Research Australia could not confidently determine international visitation to Albury Wodonga and as a result, an economic impact for the year ending December 2024 could not be calculated.

Economic impact of tourism

(REMPPLAN modelling)

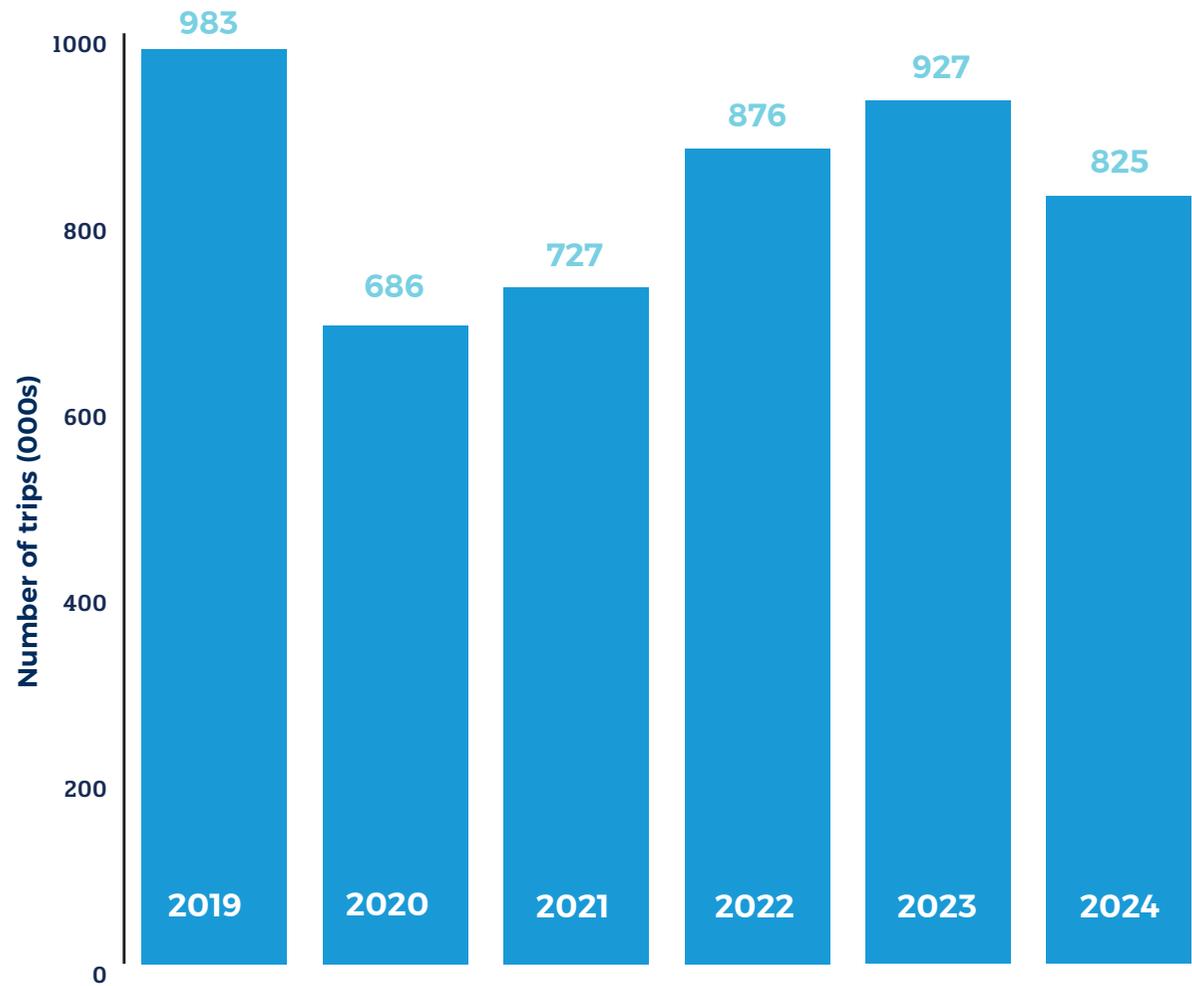
In 2024, we saw an 18% decrease in economic impact on 2023



Results

Domestic day trip visitors - all purposes (2024)

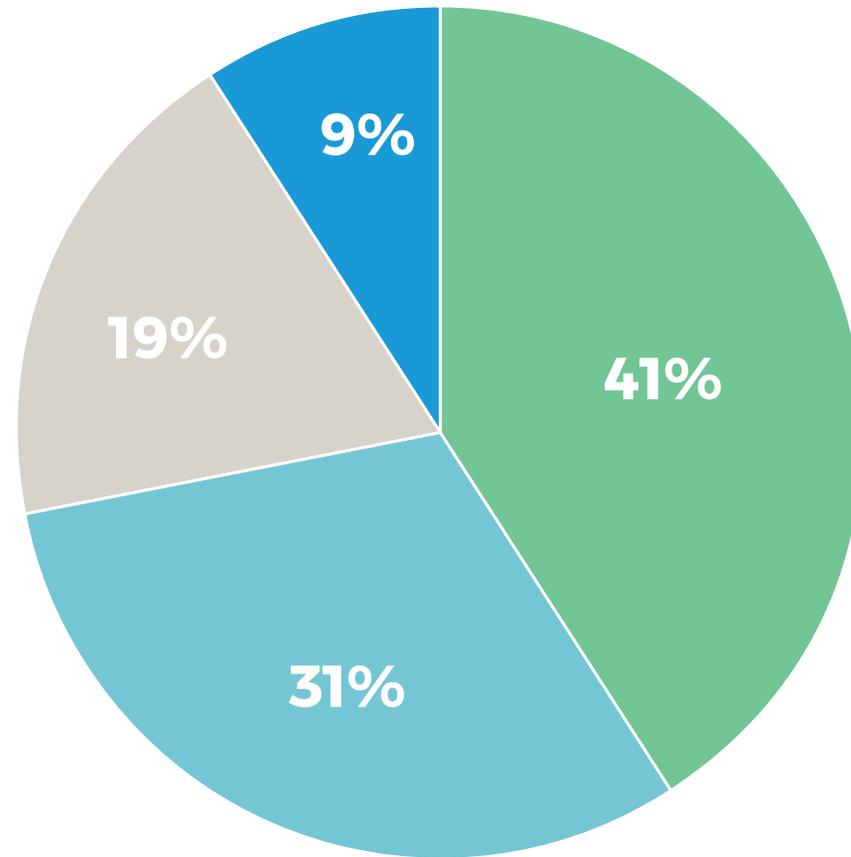
In 2024 Albury
Wodonga day trip
visitors decreased by
11% compared
to 2023



Results

Domestic day trip visitors
- by purpose
(average 2021-2024)*

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



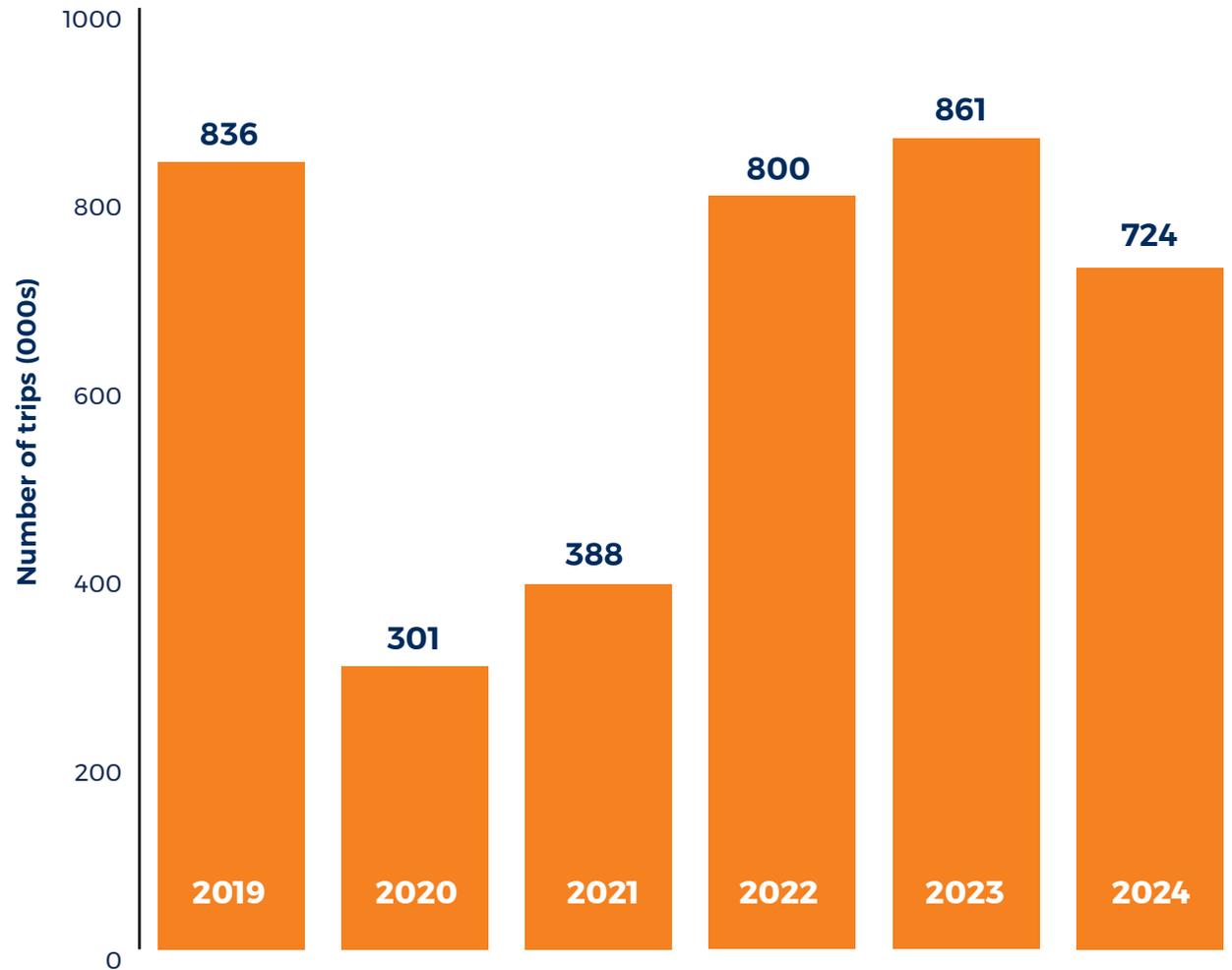
- Holiday or leisure
- Other
- Visiting friends and relatives
- Business

* 4-year average (2021-2024) used due to incomplete data for 2024.

Results

Domestic overnight visitor trips - all purposes (2024)

There were **724,000** domestic overnight visitors to Albury Wodonga.

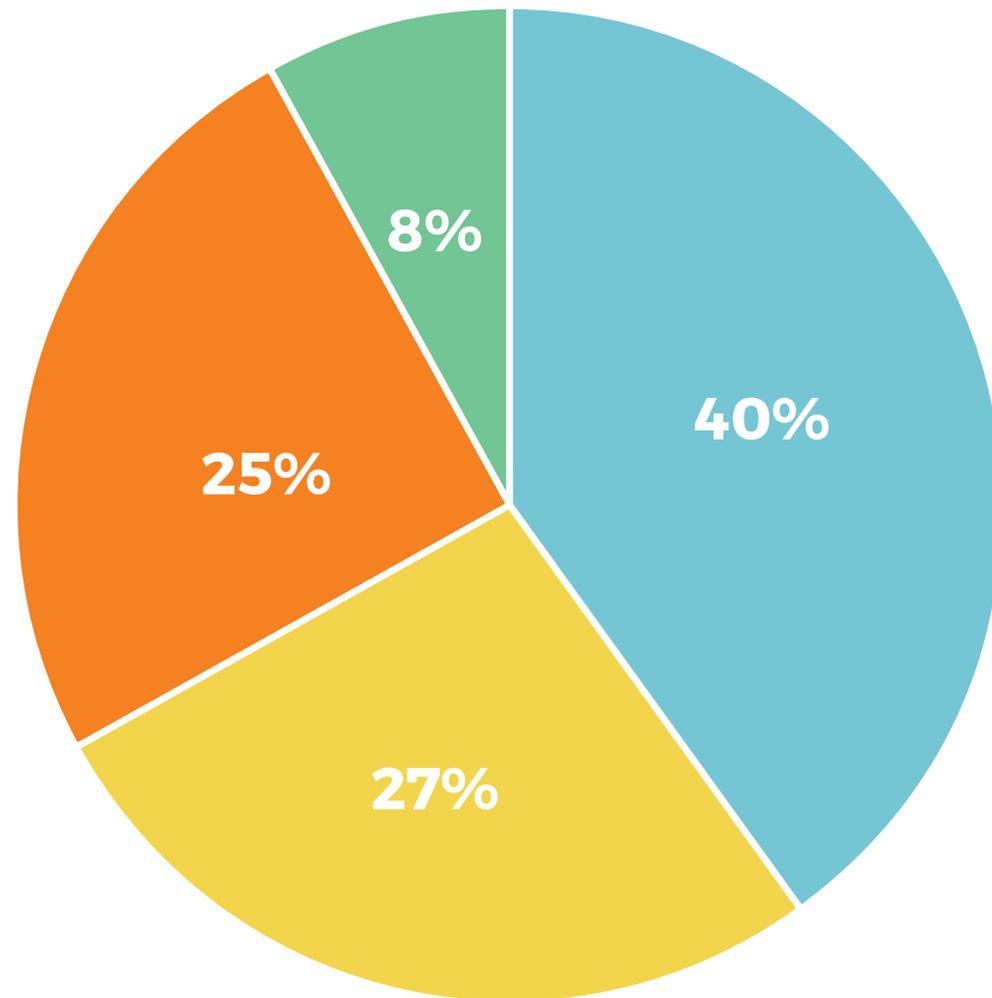


* 2-year average (2023-2024) used due to incomplete data for 2024.

Results

Domestic overnight
visitor trips - by purpose
(average 2023-2024)*

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

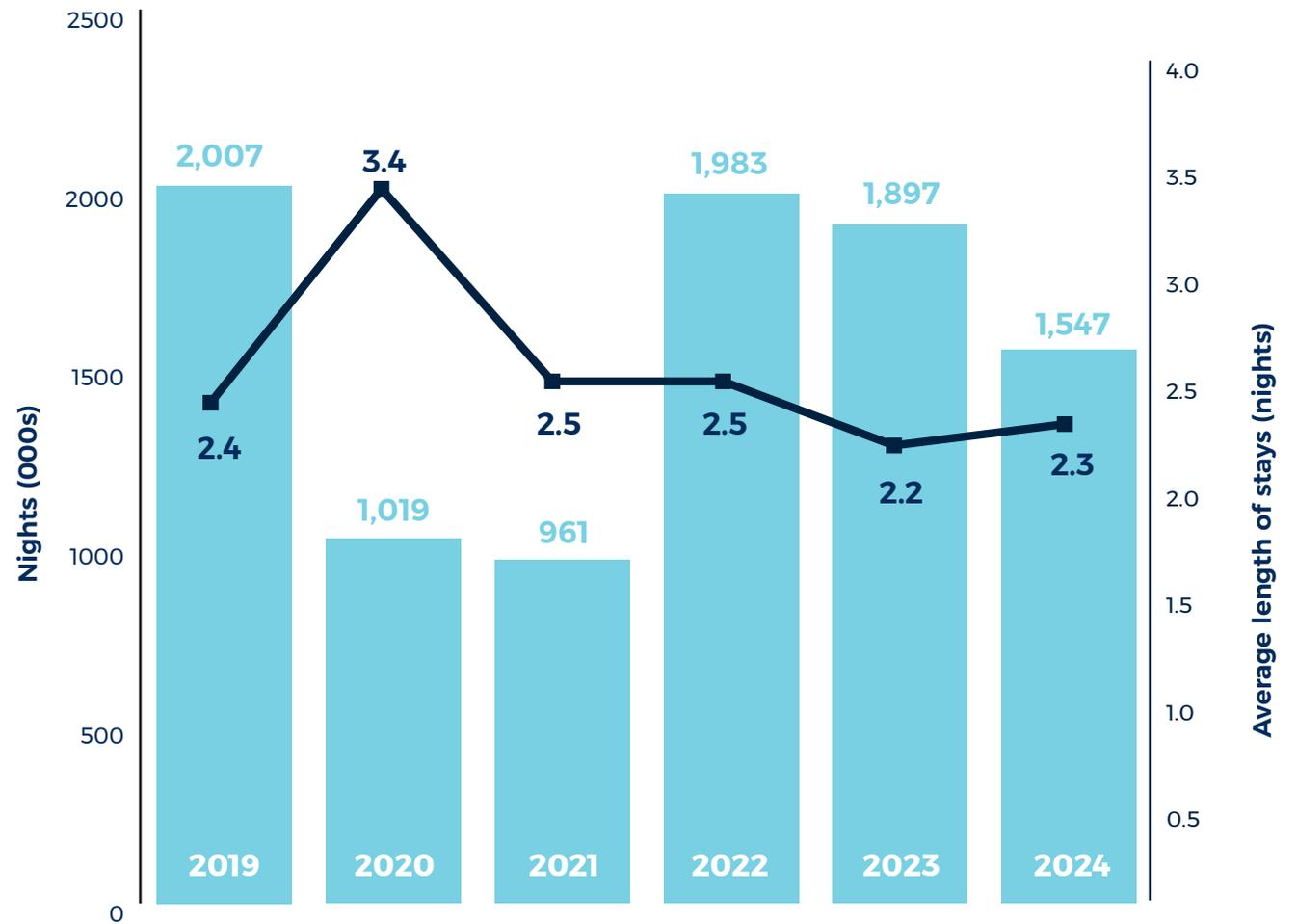


- Visiting friends and relatives
- Holiday or leisure
- Business
- Other

Results

Domestic visitor nights - all purposes (2024)

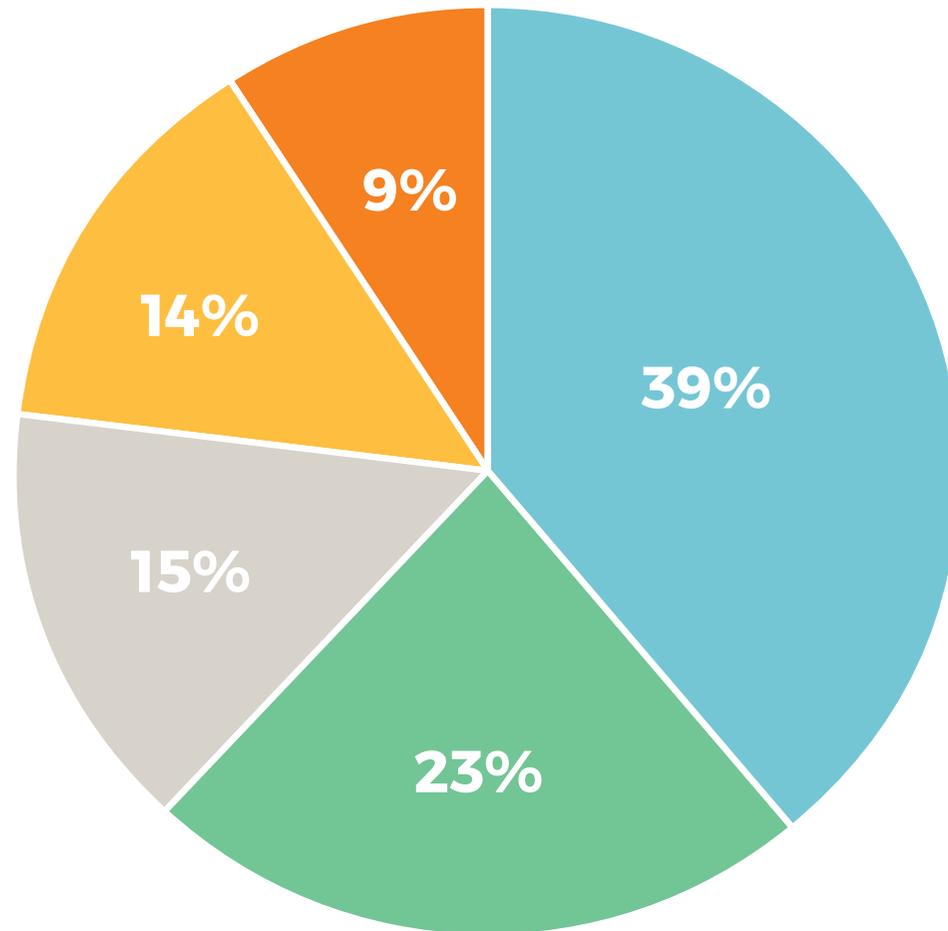
In 2024, the average length of stay increased slightly.



Results

Domestic overnight
visitors - origin
(average 2023-2024)*

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



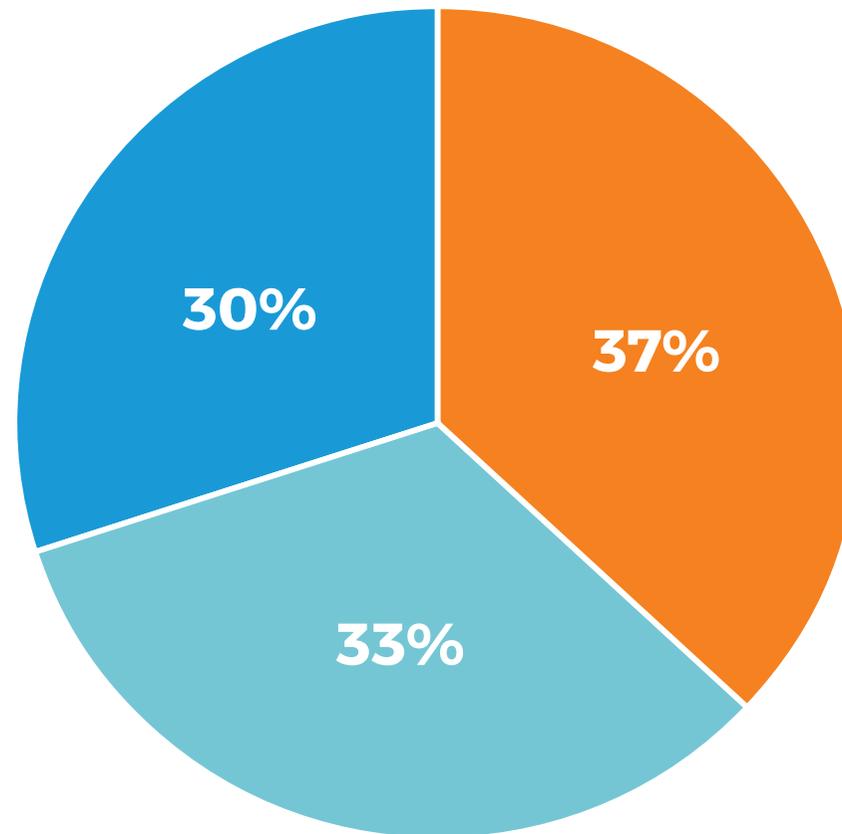
- Melbourne
- NSW other
- Victoria other
- Sydney
- Other states

* 2-year average (2023-2024) used due to incomplete data for 2024.

Results

Domestic overnight visitors - duration of visit (2024)

In 2024 domestic overnight visitors stayed an average of 2.3 nights in Albury Wodonga.

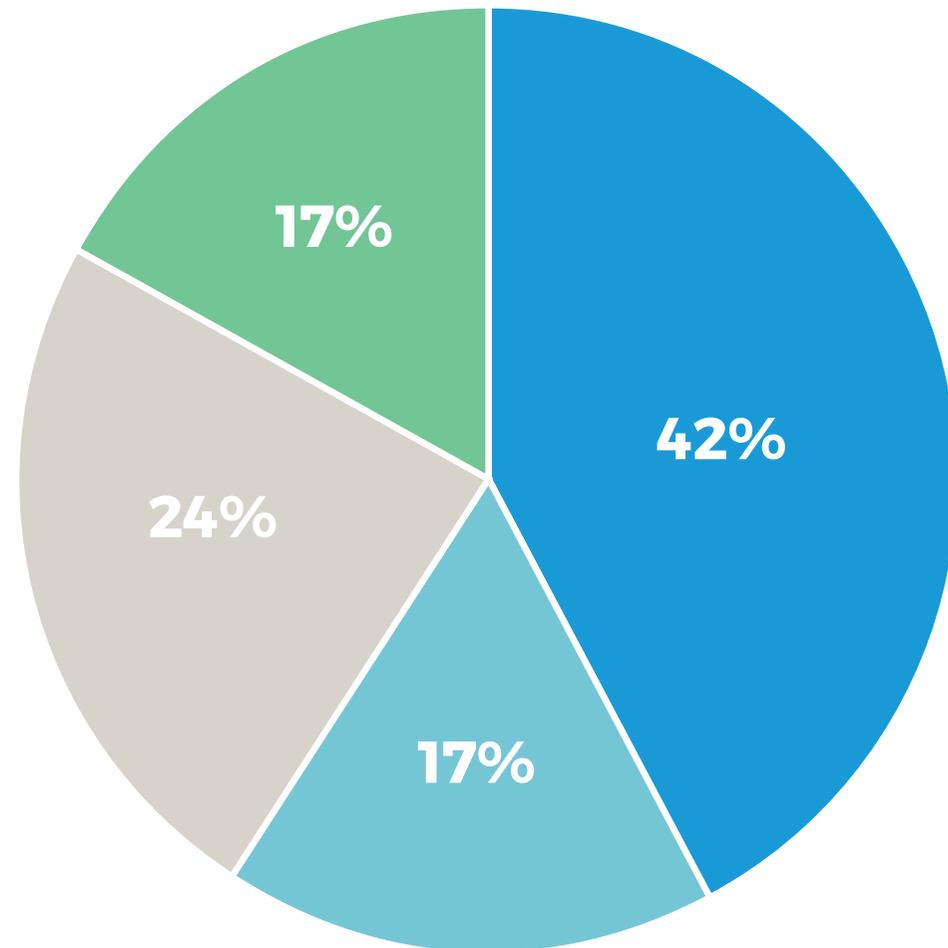


- 1 night
- 2 nights
- 3+ nights

Results

Domestic overnight visitors - age profile (average 2021-2024)*

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



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

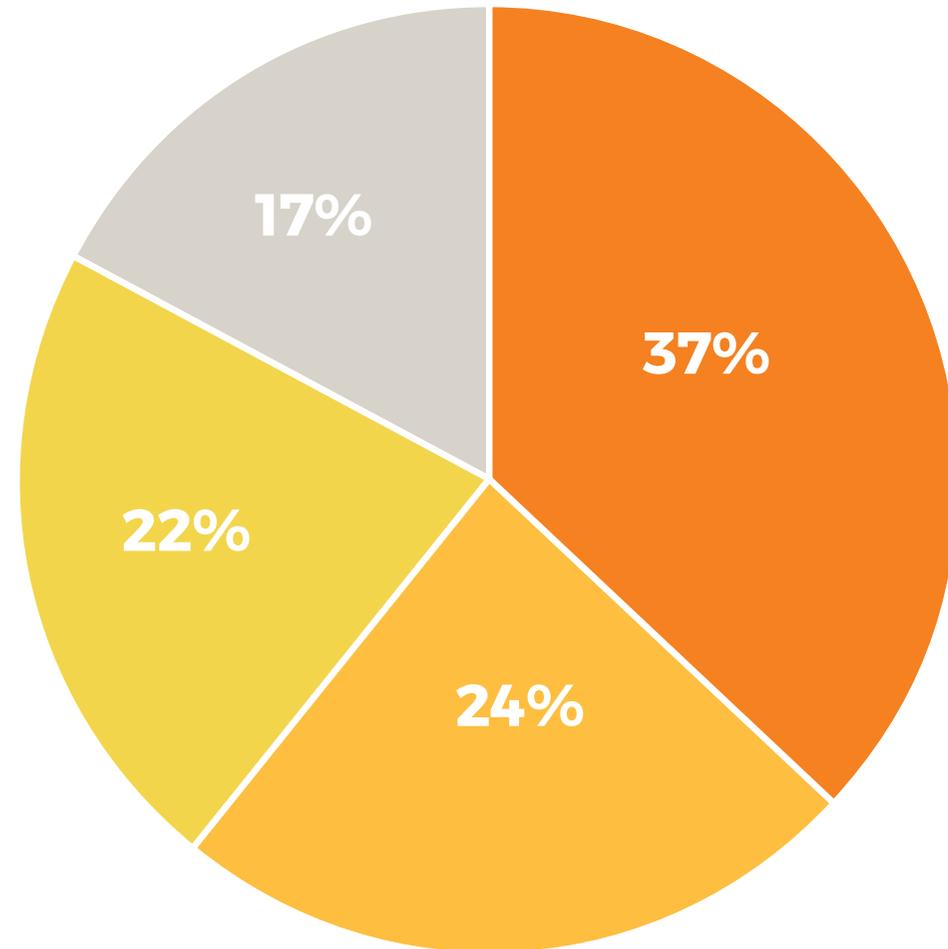
* 4-year average (2021-2024) used due to incomplete data for 2024.

* No publishable data available for 15-19 years. There is limited publishable data which will affect the accuracy of this graph.

Results

Domestic overnight visitors
- travel party
(average 2023-2024)*

Travelling alone
remains the
most popular
way to visit
Albury Wodonga



- Travelling alone
- Adult couple
- Other
- Family groups

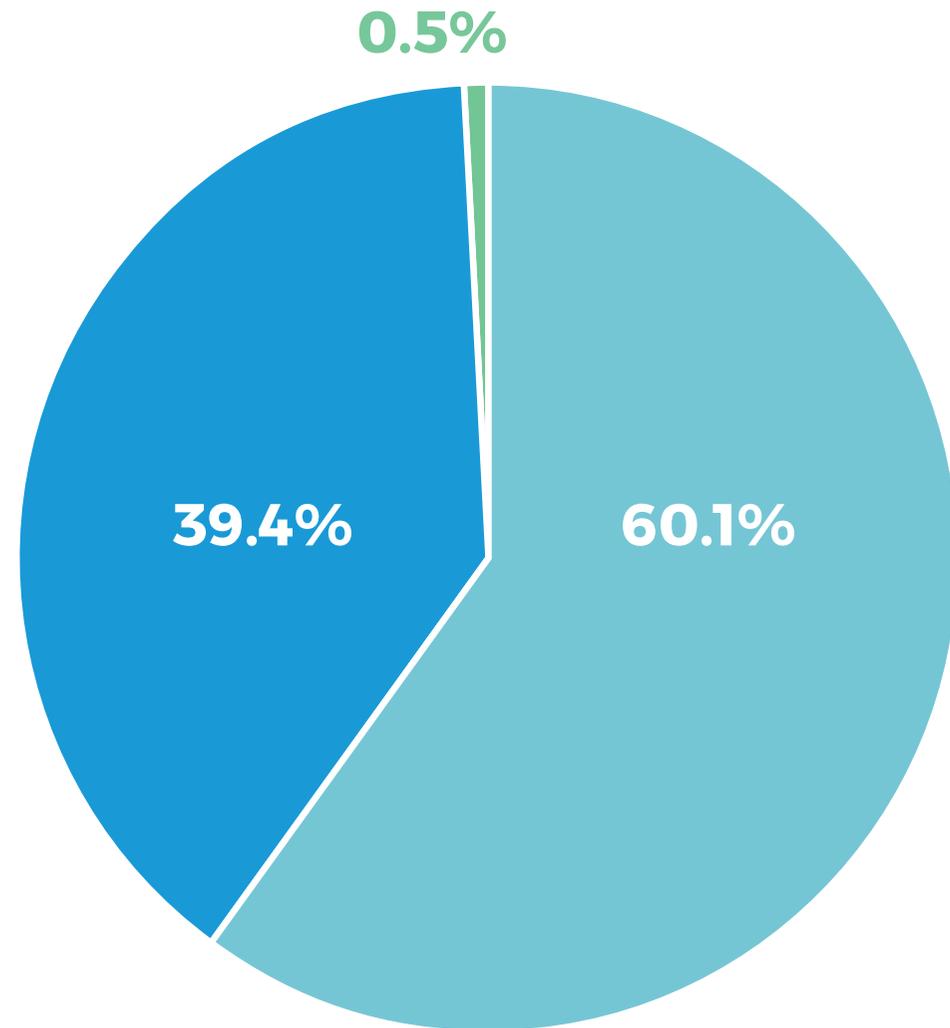
* 2-year average (2023-2024) used due to incomplete data for 2024.

* There is limited publishable data which will affect the accuracy of this graph.

Results

Domestic overnight visitors - accommodation (2024)

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

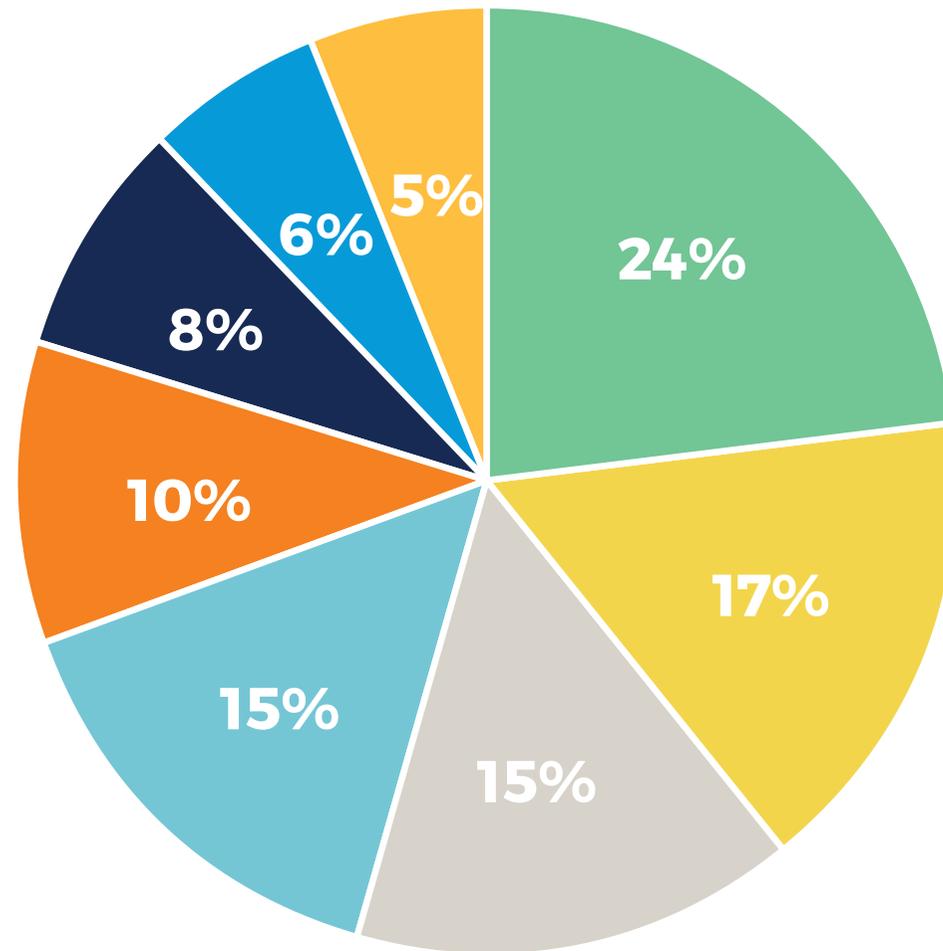


- Commercial property
- Private accommodation
- Other

Results

Domestic overnight visitors - top activities (average 2023-2024)*

Dining out has remained the most popular activity, followed by outdoor activities.



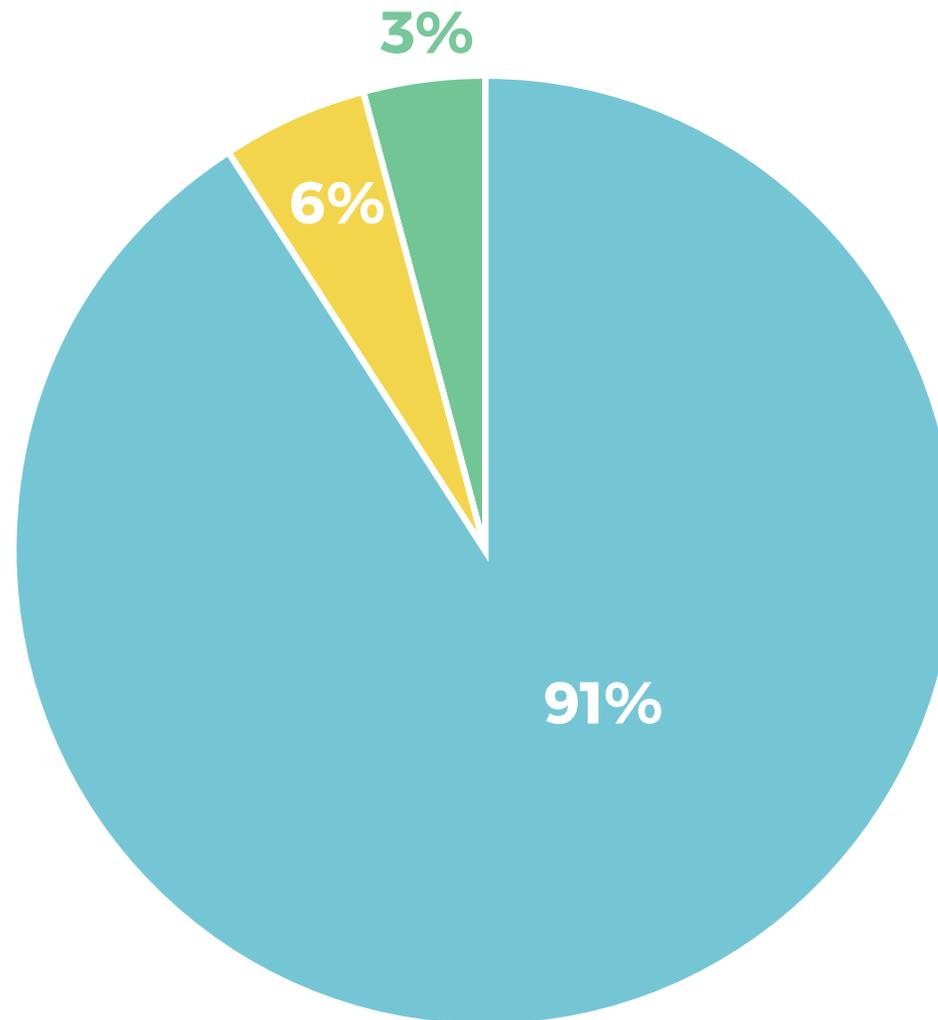
- Eat out at restaurants and/or cafés
- Outdoor/nature/active outdoor/sports
- General sightseeing/tourist attraction
- Visit friends and relatives
- Pubs, clubs, discos etc
- Go shopping
- Arts/heritage
- Other social activities

* 2-year average (2023-2024) used due to incomplete data for 2024.

Results

Domestic overnight visitors - transport used (average 2021-2024)*

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



- Self drive
- Aircraft
- Other

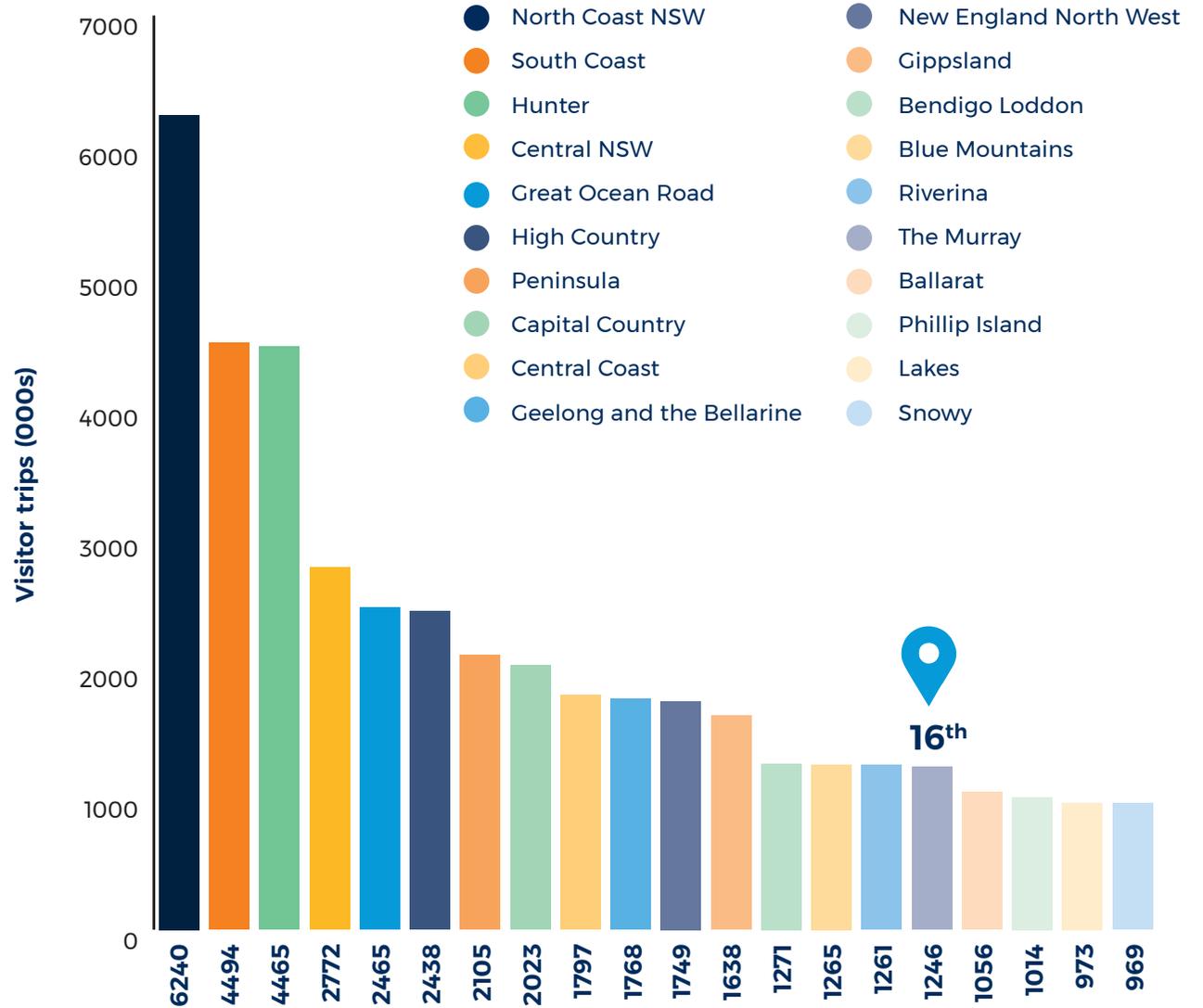
* 4-year average (2021-2024) used due to incomplete data for 2024.

* There is limited publishable data which will affect the accuracy of this graph.

Results

Domestic overnight visitor trips - top 20 regional Victorian and NSW regions - all purposes (2024)

When ranked among other Victorian and NSW regions, the Murray region (of which Albury Wodonga forms a part) is the 16th most visited region for domestic overnight visitation.



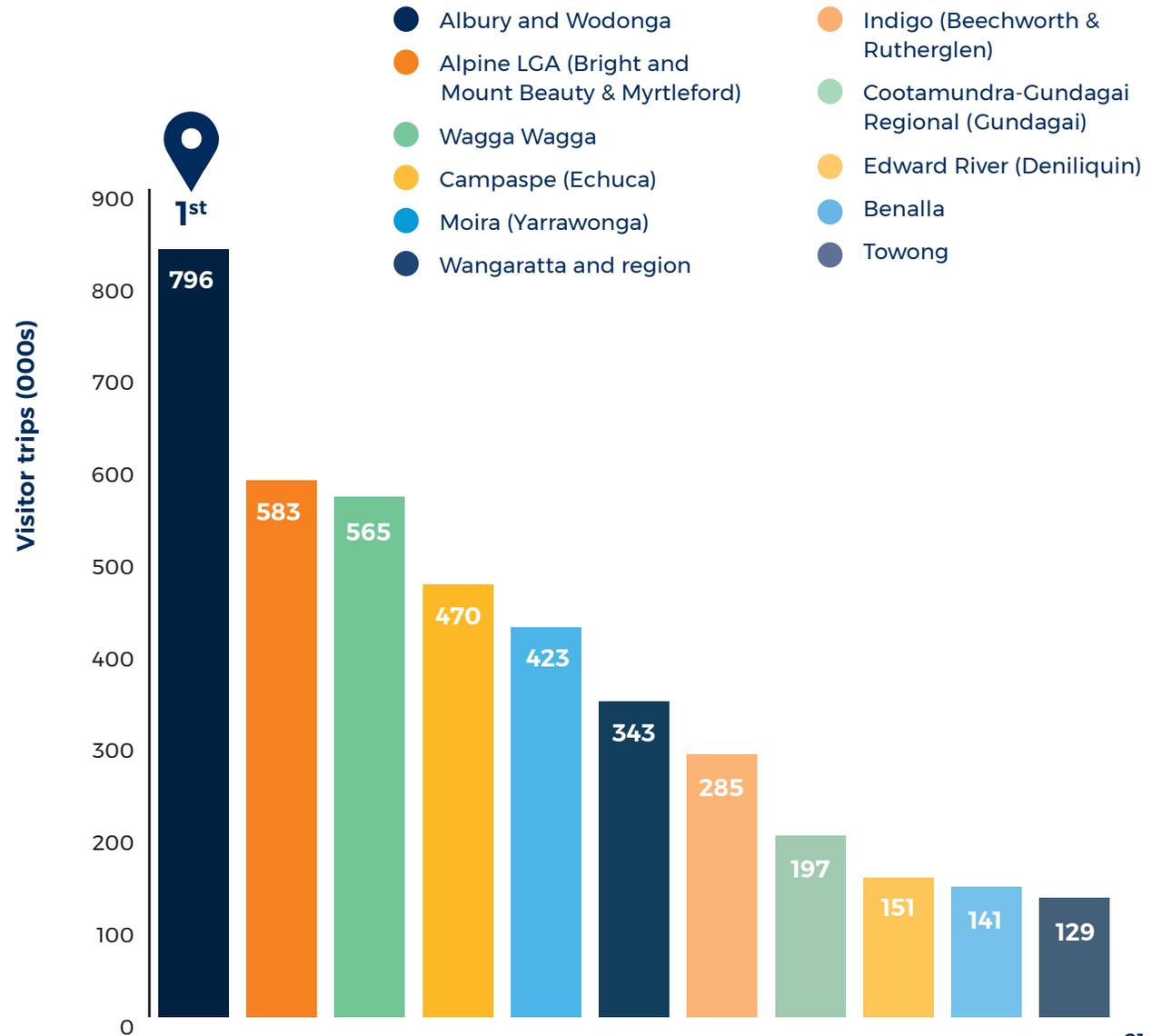
Results

Domestic overnight visitor trips - all purposes - Albury Wodonga and surrounding areas (average 2023-2024)*

Over a 2-year average Albury Wodonga has the highest level of domestic overnight visitation.



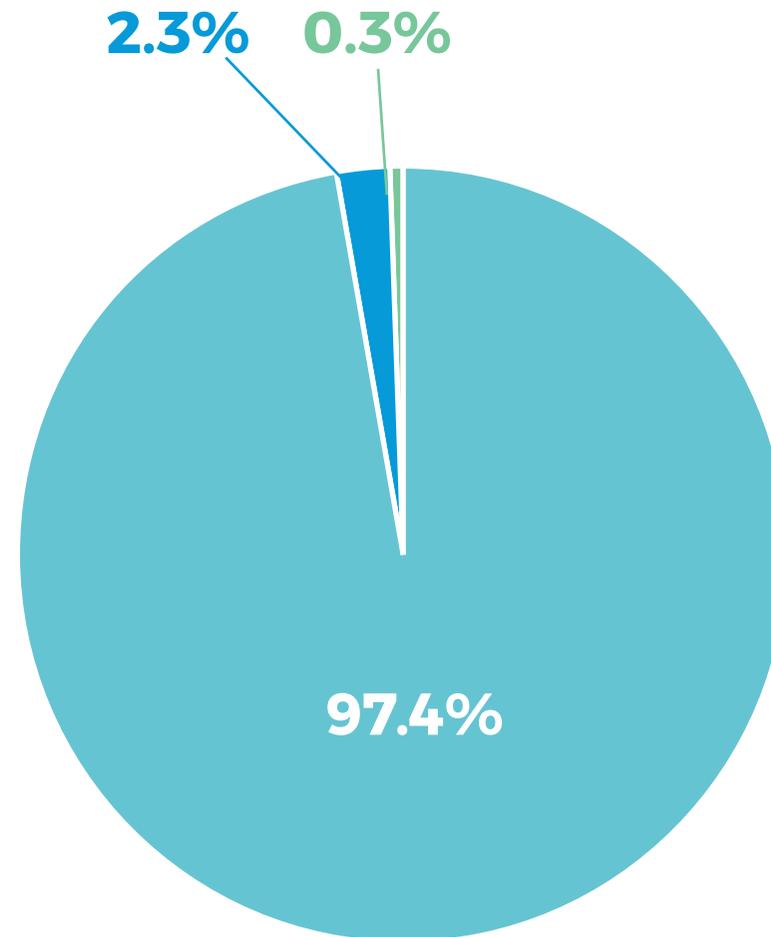
* 2-year average (2023-2024) used due to incomplete data for 2024.



Results

Albury Visitor Information Centre - enquiries (2024)

There was a **55%** increase in website visitation to visitalburywodonga.com

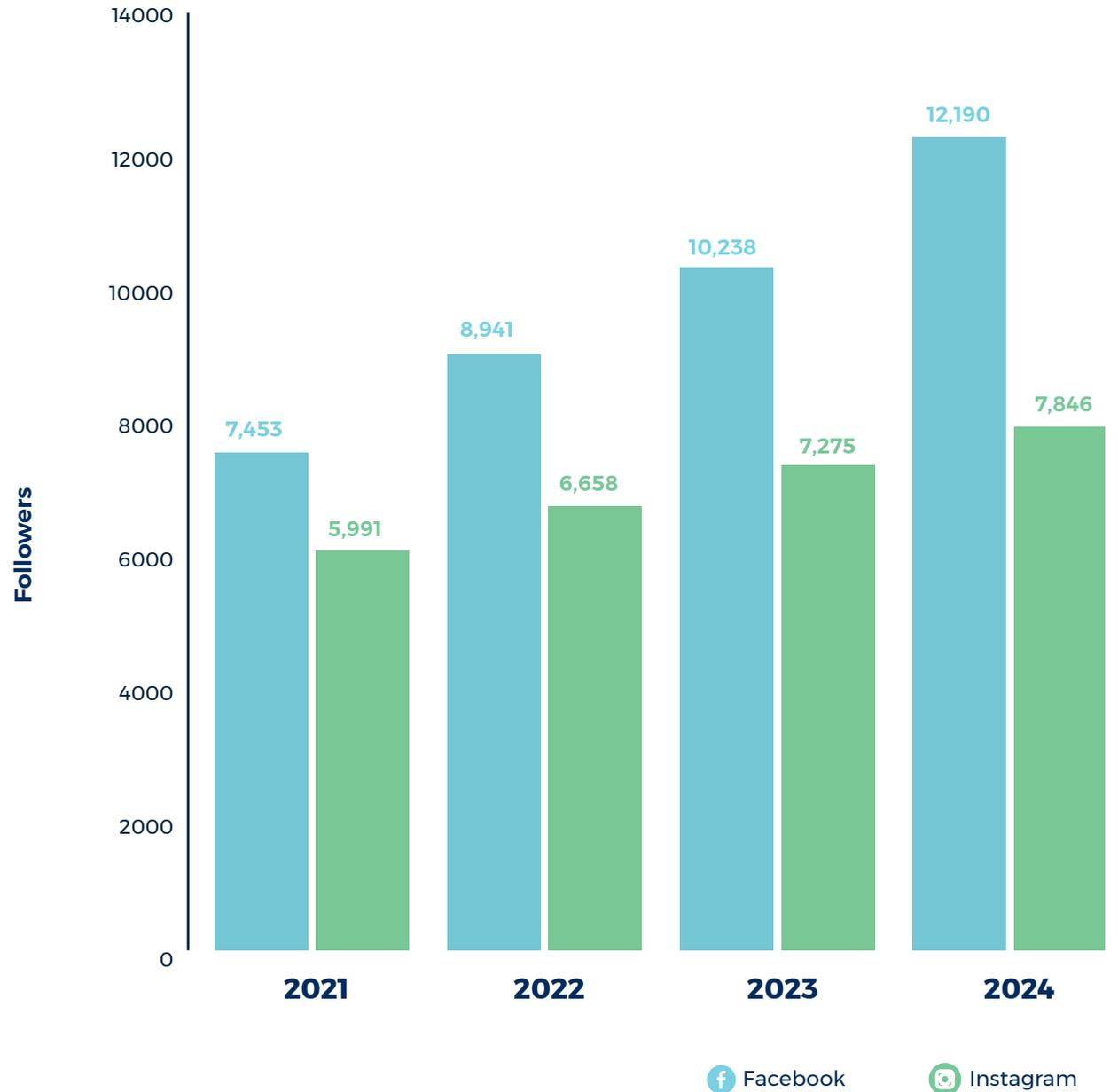


- Website
- Walk-in
- Phone & Email

Results

Visit Albury Wodonga social media followers (2024)

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 60,000. 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.

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	

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	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 & Experience Team Leader at **AlburyCity (02) 6023 8111**.

Visit Albury Wodonga

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