

Albury Wodonga

Visitor Economy Report

2025



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.

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.

The Albury Wodonga Visitor Economy Report seeks to provide a clear, evidence-based understanding of how our destination is performing and evolving. In a competitive tourism environment, regional destinations must respond to changing visitor preferences, economic conditions and travel behaviours.

Data plays a critical role in supporting informed decision-making. Reliable insights into visitation patterns, visitor profiles, seasonal demand and expenditure help guide strategic priorities, marketing investment, product development and infrastructure planning. For stakeholders including tourism operators, event organisers, local businesses and government partners, access to shared data strengthens collaboration, reduces uncertainty and supports confident investment decisions that contribute to a stronger regional visitor economy.

Equally important is understanding what draws visitors to our region and how they engage with the destination before, during and after their visit. Analysis of digital engagement including search, website behaviour and social media interaction provides insight into visitor intent and inspiration. These insights help refine messaging, enhance the visitor experience and ensure our destination remains relevant, attractive and competitive in an evolving visitor economy.

The data in this report has been sourced from Tourism Research Australia (TRA), the Australian Government's official provider of tourism data, research and insights. It is a branch of Austrade (the Australian Trade and Investment Commission) and works in partnership with state, territory and industry stakeholders to deliver high-quality intelligence on Australia's visitor economy. Information from REMPLAN, an independent agency providing economic and employment industry data, and Localis, an Australian company operating a data analytics and forecasting platform, has also been sourced and is included in this report.



A change in the way data is collected

Tourism Research Australia (TRA), part of Austrade, has introduced a new approach to measuring domestic tourism through the Domestic Tourism Statistics (DoTS) program, replacing the long running National Visitor Survey (NVS) from January 2025.

The NVS had traditionally relied on telephone surveys of Australian residents to collect travel data; however, declining response rates, increasing costs and reduced willingness to participate in phone interviews meant this method was no longer sustainable or reliable.

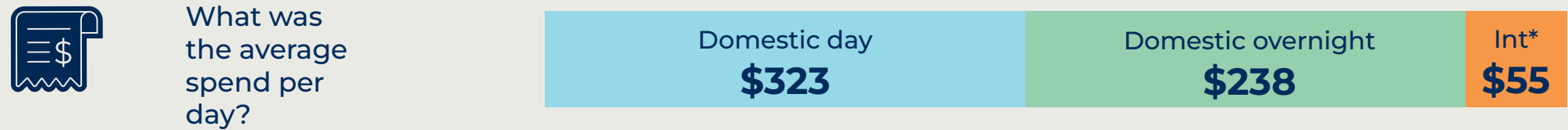
In contrast, DoTS uses a modern, multi method approach that combines online and face to face surveys with aggregated, anonymised mobile phone data, providing a larger and more representative picture of how Australians travel. The International Visitor Survey (IVS), which measures inbound international travel to Australia, continues to be collected using its existing methodology and has not changed.

As a result of these significant methodological changes, DoTS data is not directly comparable with historical NVS estimates. Differences in how the data is collected, the size and structure of the sample, and the inclusion of new data sources mean that shifts in visitor numbers or expenditure between 2024 and 2025 may reflect the change in methodology rather than actual changes in travel behaviour. For this reason, pre 2025 NVS data and post 2025 DoTS data should be treated as separate datasets, and caution should be used when interpreting trends across this transition period.

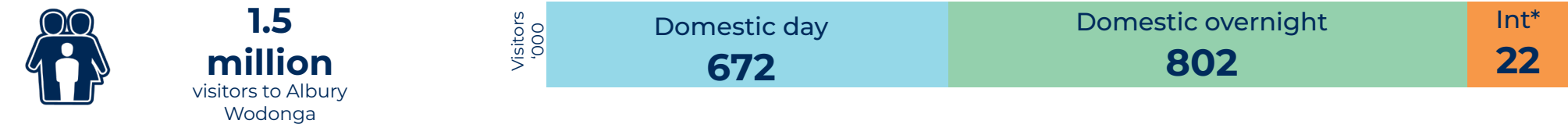


Visitor snapshot

What's the economic impact?



How many came to visit?



How long did they stay?



*International data is based on a 2-year average

Major tourism events in 2025

Understanding the role of events in stimulating demand, extending length of stay and increasing visitor spend allows us to better support event development, attraction and promotion.

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. Well supported annual events like Australian Country Junior Basketball Cup and Chryslers on the Murray are vital drivers of visitation, continuing to attract new and repeat visitors.



Event	Attendance	Economic impact (\$mil)
Australian Country Junior Basketball Cup	5,000	\$6.12
Football Victoria Country Championships	5,118	\$4.54
Chryslers on the Murray	7,180	\$3.92
Red Hot Summer Tour	6,370	\$3.10
North East Food & Wine Festival	6,920	\$2.82
Aurora: Tides of Treasure	30,000	\$2.34
Carnival of Cups	5,000	\$0.73
Gardenesque	6,500	\$0.65

Economic benefit of tourism

(REMPPLAN modelling)

If a visitor spends \$100 at a restaurant:

Direct impact:

- Restaurant revenue

Indirect impacts:

- Restaurant buys produce from local farmers
- Pays a local laundry service
- Uses local accountants
- Purchases cleaning supplies from wholesalers

Each of those purchases generates additional economic activity beyond the initial tourist spend.



\$1.153 billion
total economic impact

	Visitors	Average daily expenditure per trip	Average number of nights	Visitor impact
Domestic day visitors	672,000	\$323	N/A	\$217,056,000
Domestic overnight visitors	802,000	\$238	2.2	\$419,927,200
International visitors*	22,000	\$55	36	\$43,560,000
Total direct impact				\$680,543,200
Total indirect impact				\$472,731,374
Total tourism impact				\$1,153,275,000

*International data is based on a 2-year average

Visitor profile

Meet our typical visitors to Albury Wodonga

Gary and Emma are in their mid 60s and continue to work full time, enjoying an active but grounded stage of life. Married with adult children, they place strong value on enduring relationships with extended family and friends - many of whom live in Albury Wodonga.

Living in the Wyndham City Council area in Victoria, they typically travel to Albury Wodonga using their own car and stay for two nights to reconnect with family and friends. Preferring the comfort and flexibility of their own space, they choose commercial accommodation and spend approximately \$1,000 per visit across accommodation, dining, shopping and social outings. They enjoy an active outdoor lifestyle and regularly explore Albury Wodonga's walking trails, while also attending local sporting events.



Domestic day trips



A domestic day trip visitor is someone who travels within Australia to Albury Wodonga and does not stay overnight. These visitors typically travel for leisure, events, shopping, visiting friends and relatives or short outdoor experiences.

Available data on this market is limited, with only minimal insight into the activities undertaken and modes of transport used to access the region.

How much did they spend?



\$217M
economic
impact



\$323
average spend
per trip

Top reason to visit



Available data indicates that **50%** visited family and friends.

Top activity



50% participated in social activities

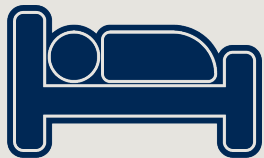
How did they get here?



Transport data shows that **93%** travelled by private vehicle



Domestic overnight visitor trips



802,000
visitors

A domestic overnight visitor is someone who travels within Australia and stays at least one night in Albury Wodonga.

These are the visitors who take the time to really soak up everything our cities have to offer. They stay with friends or check in to our motels, holiday parks or short stay accommodation.

The visitor mix is balanced across genders (48% male, 52% female). During their stay, visitors primarily participate in social activities, such as dining out, alongside outdoor activities including river experiences, walking and cycling trails, and enjoying the region's natural assets.

Top reasons to visit



49%
Visiting family/friends



30%
Holiday or Leisure



15%
Business

Top accommodation



34%
Hotel/Resort



32%
Friends/Family



15%
Caravan Parks/Campgrounds

How did they travel?



93%
Self drive



5%
Aircraft



2%
Other

How much did they spend?



\$419M
economic impact



\$238
average spend per night

How long did they stay?



2.2
nights

International visitor trips*



22,000
visitors

An international visitor is a person who travels to Albury Wodonga from outside Australia and stays at least one night in the region.

*International data is based on a 2-year average

Top reasons to visit



41%
Visiting family/friends



41%
Holiday or Leisure



4%
Other

Where did they stay?



41%
Friends/ Family



32%
Hotel/Resort



27%
Other

Top activities



31%
Local attractions



28%
Outdoor/sports



28%
Social

How much did they spend?



\$44M
economic impact



\$55
average spend per night

How long did they stay?



36
nights

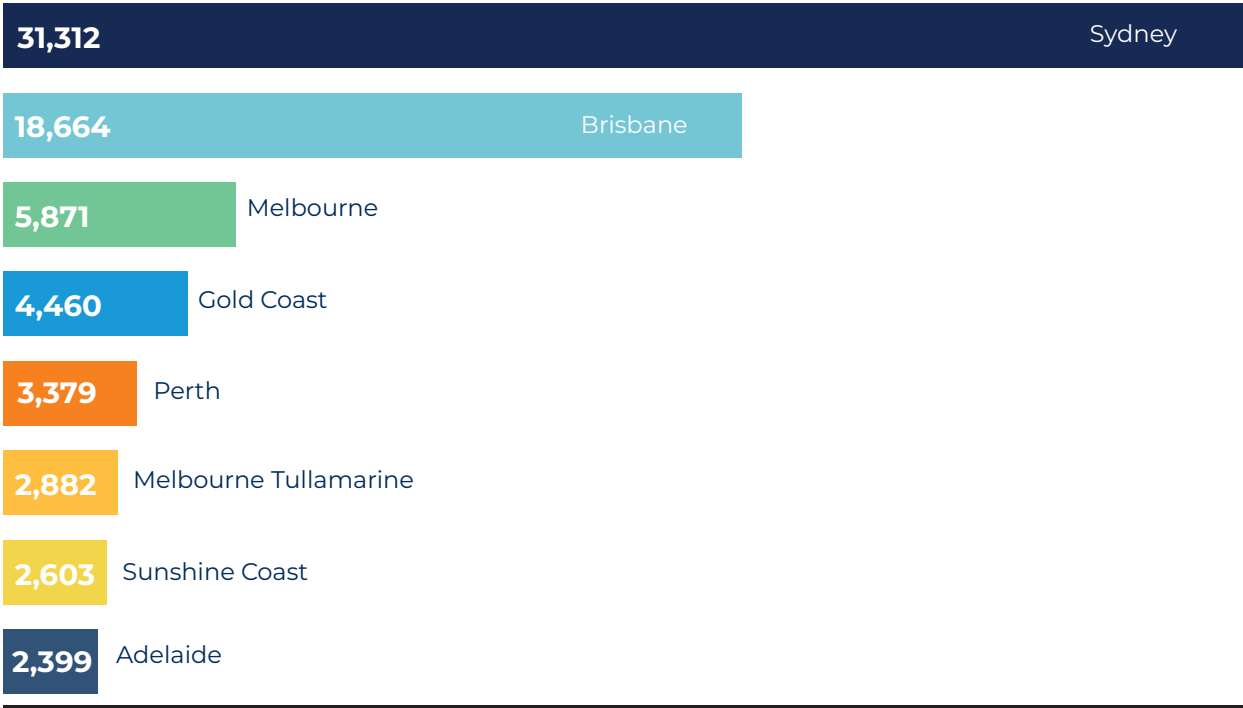
Flight searches



84,060
total searches

Flight search data provides valuable insight into traveller interest in Albury Wodonga. It shows where visitors are searching from, when they plan to travel, and how demand changes across seasons and events. This data helps identify key source markets, peak travel periods and emerging opportunities, supporting more targeted marketing and better planning to attract visitors to the region.

Search activity by source market



Rising markets



18.7K
Brisbane
+3.57%

2.9k
Melbourne Tullamarine
+6.43%

Falling markets



4.7k
Gold Coast
-40.26%

2.6k
Sunshine Coast
-35.14%

Sentiment

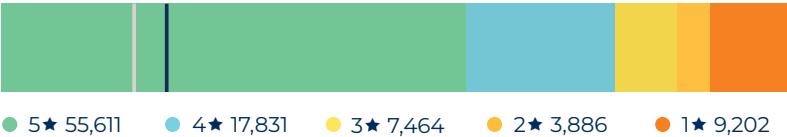


290.8K reviews

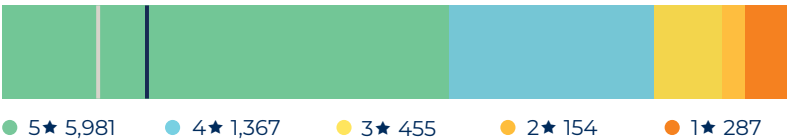
Sourced from Localis, a data platform that turns datasets into insights, this customer sentiment is based on Google Reviews, with detailed breakdowns by category and comparisons to state-wide averages.

This allows for an at-a-glance understanding of how customer perceptions compare both locally and across the wider states of NSW and Victoria.

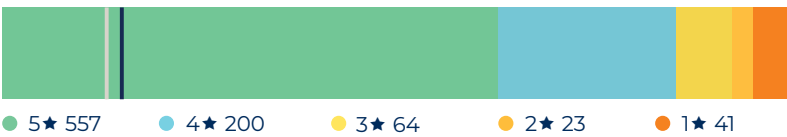
Food & Dining



Arts, Culture & Entertainment



Events & Venues



Retail & Shopping



Tourist Attractions



Area Avg. State Avg.

How does Albury Wodonga rate?



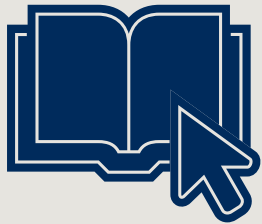
4.3 Average Rating

Is it positive or negative?



243.1K Positive Reviews

Website performance

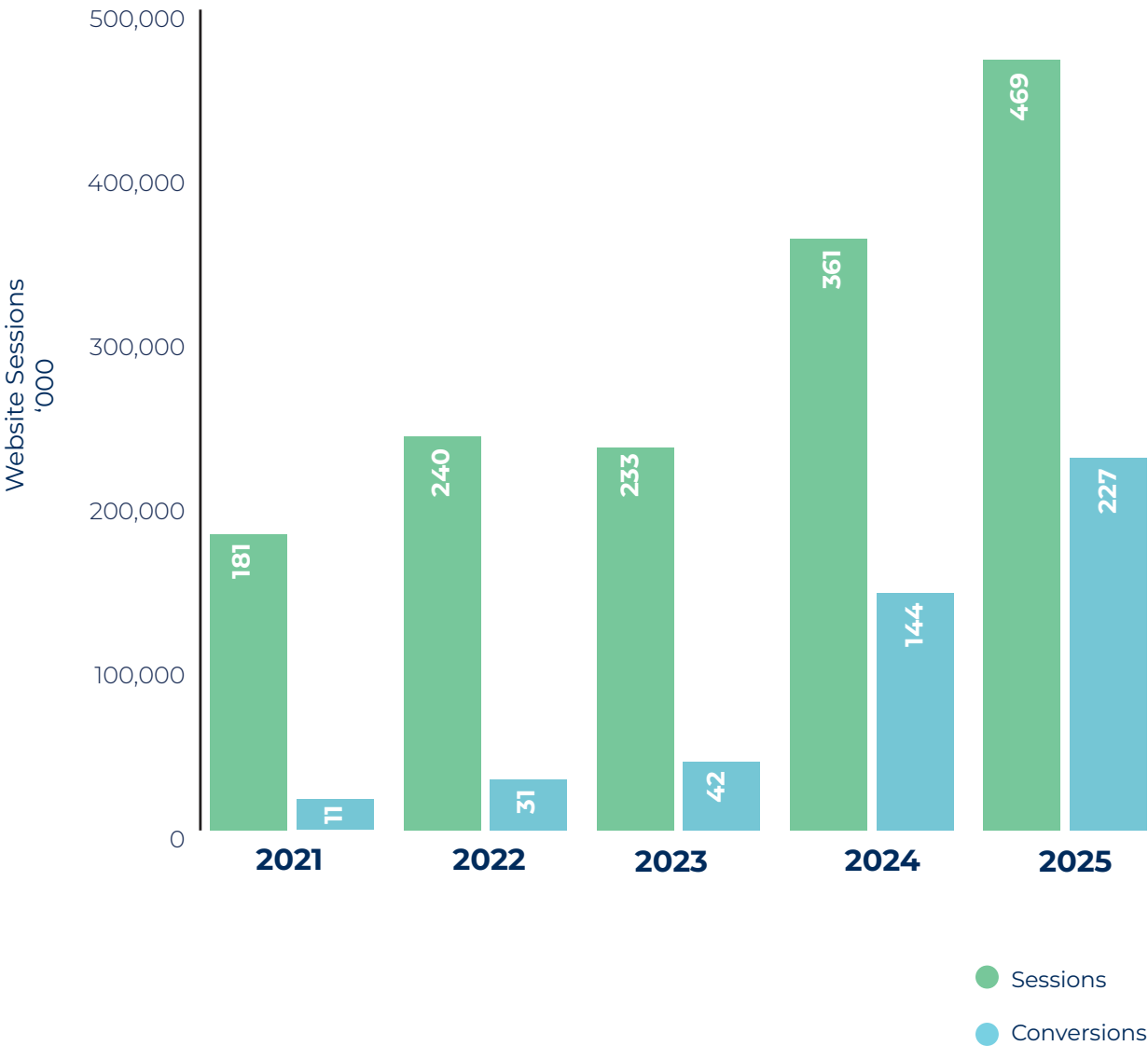


696,000
total digital events

Website performance for Visit Albury Wodonga reflects how effectively the website attracts potential visitors, inspires travel planning, and encourages engagement with the region. Performance is measured through indicators such as visitor traffic, on-site behaviour, and completion of key actions that support tourism outcomes.

A session represents a single visit to the Visit Albury Wodonga website, during which a user may browse multiple pages, view experiences, or access travel information. One person may generate multiple sessions across different visits.

A conversion occurs when a user completes a meaningful action aligned with tourism objectives, such as viewing key experience pages, downloading visitor guides, clicking through to local operators, or submitting an enquiry. Conversions help indicate how well the website supports trip planning and promotes the Albury Wodonga region.



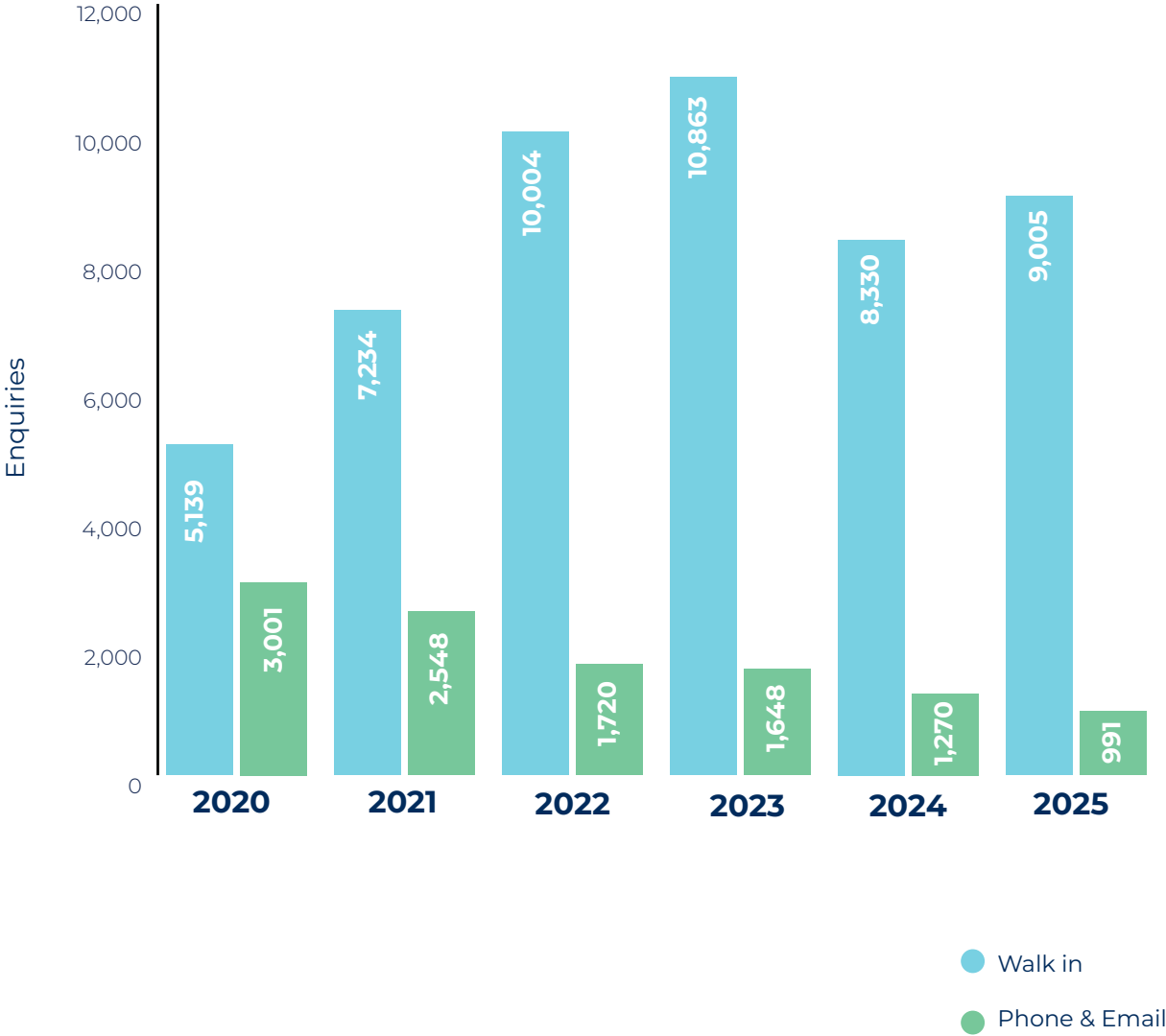
Visitor enquiries



237,098
enquiries

Visitor Centre enquiries refer to requests for information made by visitors through the Albury Visitor Information Centre, including in-person, phone, email and digital enquiries.

These enquiries typically relate to accommodation, attractions, events, itineraries, transport and local experiences, and provide an indicator of visitor interest, planning behaviour and information needs before or during a visit.



Owned media audience



26,964

followers and subscribers

Social media followers are individuals who choose to follow Visit Albury Wodonga’s official social media accounts. Follower numbers indicate the size of the destination’s engaged online audience and provide a measure of ongoing interest in Albury Wodonga, supporting awareness, inspiration and repeat engagement over time.

Email subscribers are those who have signed up to the Visit Albury Wodonga What’s On email.



Appendix

Appendix A – Data details

Domestic Tourism Statistics (DoTS)

From January 2025, the Domestic Tourism Statistics (DoTS) collection replaced the National Visitor Survey (NVS) as Australia's primary measure of domestic tourism activity. DoTS uses a modern methodology combining large-scale mobile phone mobility data with approximately 32,000 annual surveys conducted via online and face-to-face interviews.

The collection covers Australian residents aged 14 years and over and provides insights into domestic travel volumes, nights, and expenditure. The survey is conducted by Tourism Research Australia, part of the Australian Trade and Investment Commission (Austrade).

International Visitor Survey

The International Visitor Survey (IVS) is conducted by Tourism Research Australia and has operated since the early 1970s.

It surveys approximately 40,000 departing short-term international visitors aged 15 years and over each year in the departure lounges of Australia's major international airports, including Sydney, Melbourne, Brisbane, Cairns, Perth, Adelaide, Darwin and the Gold Coast.

The survey uses a flight-based sampling method, selecting departing flights and passengers to ensure adequate representation across key visitor markets and travel segments.

Tourist Accommodation Data

Since 2016, accommodation performance data has been sourced from the Australian Accommodation Monitor (AAM).

The AAM is a national accommodation dataset managed by Austrade (Tourism Research Australia) and delivered by STR (CoStar) using industry-supplied data.

It covers hotels, motels and serviced apartments across metropolitan and regional Australia providing data on occupancy, supply, demand and revenue performance.

This system replaces the ABS survey and provides more timely, industry-aligned insights into accommodation performance.

Flight and Review data

Sourced by Localis which integrates multiple large-scale datasets including Visa transaction data (approx 50-60% of card spend), mobility / location data from millions of devices, booking platforms (eg AirBnB, Booking.com).

Appendix B – Glossary

Average stay

The total number of nights divided by the total number of 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 includes 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 over 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 stay overnight 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 14 years or more who undertake trips that involve a stay away from home of at least one night, but less than one year. These trips exclude permanent moves and routine travel.

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.

Nights

The number of nights spent away from home (and in Australia for international visitors) as part of a trip.

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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