



Albury Wodonga
Visitor Economy
Trends 2022

Contents

1. Purpose of report	2		
2. Albury Wodonga location	3		
3. Welcome to Albury Wodonga	4		
4. Major tourism events in 2022	5		
5. Economic benefit of tourism	6		
6. Results	7		
Domestic day trip visitors – all purposes	7		
Domestic day trip visitors – by purpose	8		
Domestic overnight visitor trips – all purposes	9		
Domestic overnight visitor trips – by purpose	10		
Domestic visitor nights – all purposes	11		
Domestic overnight visitor trips – by season (insufficient data)			
Domestic overnight visitor – origin	12		
Domestic overnight visitors – duration of visit	13		
Domestic overnight visitors – age profile	14		
Domestic overnight visitors – travel party	15		
Domestic overnight visitors – accommodation	16		
Domestic overnight visitors – top activities	17		
Domestic overnight visitors – transport used	18		
		Domestic overnight visitor trips – all purposes – top 15 regional NSW and Victoria	19
		Domestic overnight visitor trips – all purposes – Albury Wodonga and surrounding areas	20
		International visitor trips – all purposes	21
		International overnight visitor – nights – all purposes	22
		Albury Visitor Information Centre – enquiries	23
		Visit Albury Wodonga – social media followers	24
		7. Appendix	25
		Appendix A – Data details	25
		Appendix B – Confidence intervals and examples	26
		Appendix C – Glossary	27

Purpose of report

Albury Wodonga's tourism sector plays a significant role in the development of our region's liveability, social, cultural and economic success.

The tourism marketplace is increasingly competitive as regional destinations endeavour to capture a greater market share. As we reflect on the challenges of COVID-19 and recent flooding, it is now more important than ever to review and pursue key motivators for visitation to our region, experiences that resonate with travellers, and how best to grow and revitalise the tourism economy for the benefit of our community.

This report presents key findings and statistics that identify 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.

The beginning of 2022 commenced with cautious confidence, with the return of events and conferences to Albury Wodonga. However, the ongoing COVID-19 implications on the events sector were met with hesitation. During the first quarter of 2022, events such as Australian Country Junior Basketball Cup and Chryslers on the Murray were not able to proceed. As the year continued, visitor confidence returned as events were restabilised and progressed.

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 2022



Tourism attributed an overall economic impact of **\$1.157 billion** to Albury Wodonga.
An increase of 96% from \$591M in 2021.



There were **800,000** overnight visitors to Albury Wodonga.
An increase of 106%



Marketing activity drove **330,000** monthly online searches for Albury Wodonga.



Visit Albury Wodonga social media followers increased by **12%** from 2021.



Negotiated 19 successful business event and conference bids with an economic impact of **\$1.49M***



The number of domestic day trip visitors increased by **20%** from 2021.



The Visit Albury Wodonga team serviced **252,000** enquiries through various mediums.
An increase of 32%

* 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 2022

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.

In addition to the major tourism events, 2022 saw other mid-sized events including Austin's Over Australia and Wodonga Gold Cup, attract and increase visitation to our cities.

Unfortunately, due to the ongoing impacts of COVID-19 and floods in late 2022, events such as PGA Murray River Classic, Cross Border Dragon Boat Championships, Australian Country Junior Basketball Cup, Chryslers on the Murray and Crowded House Australian Tour were not able to proceed.



Event	Attendance	Economic impact (\$mil)
AURORA Luna Light Journey	62,000	\$4.14
Albury Gold Cup Carnival	10,400	\$3.88
U15 National AFL Carnival	1,500	\$3.29
Red Hot Summer Tour	6,000	\$2.90
Big Bash Cricket	7,500	\$2.25
Margaret Court Cup	550	\$1.89
North East Food & Wine Festival	8,192	\$1.70
Australian U16 Youth Cricket Championships	650	\$0.80
U/16 Victorian Cricket Championships	655	\$0.50

Economic benefit of tourism

(REMPPLAN modelling)

Tourism attributed over **\$1.157 billion** to the local economy. An increase of **96%** from 2021.



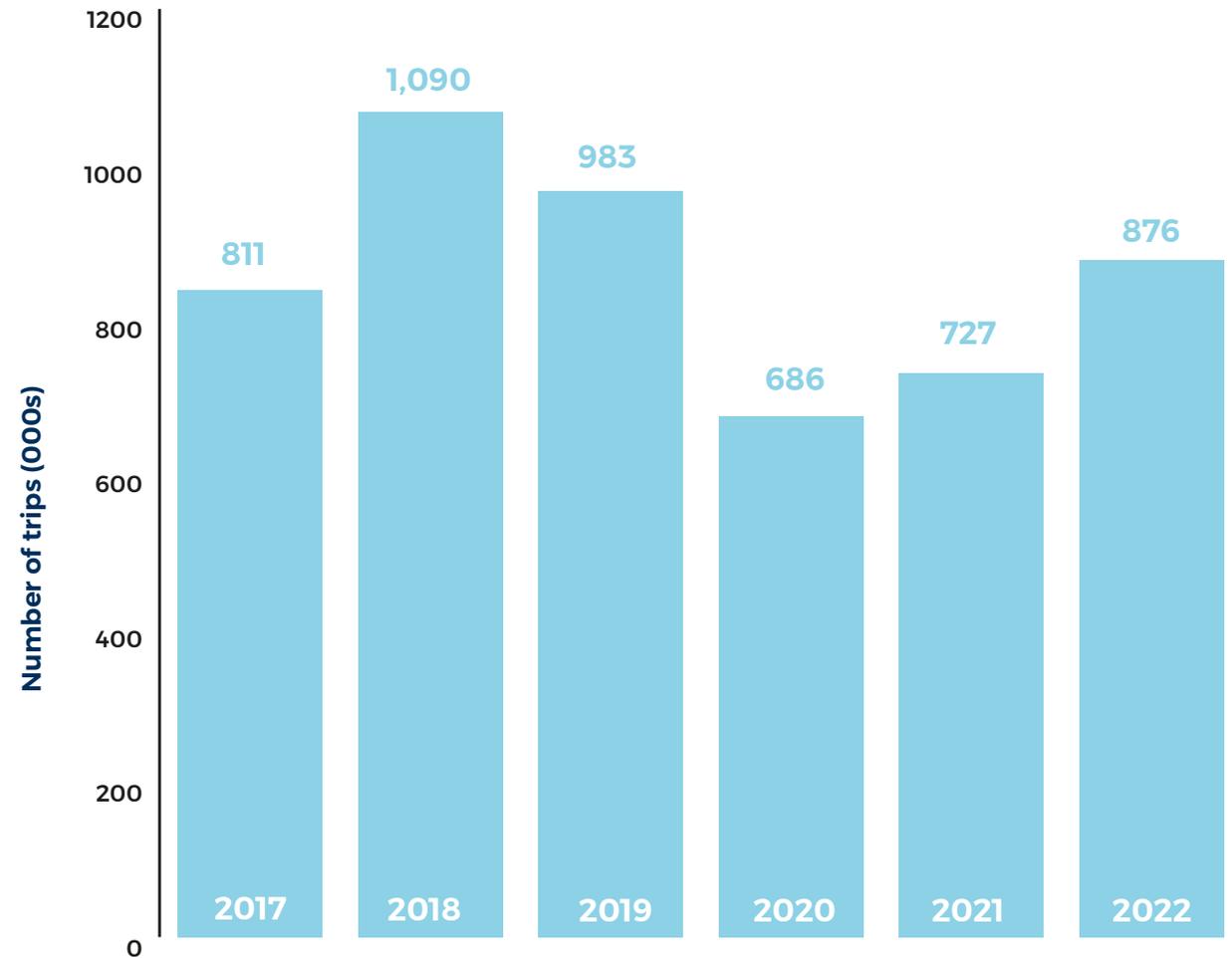
	Visitors	Average daily expenditure per trip	Average number of nights	Visitor impact (000)
Domestic Day Visitors	876,000	\$160	N/A	\$140,160
Domestic Overnight Visitors	800,000	\$263	2.5	\$504,960
International Visitors	-	-	-	-
Total direct impact				\$645,120
Total indirect impact				\$512,660
Total tourism impact				\$1,157,780

*Due to COVID-19 recovery and international borders reopening, Tourism Research Australia could not 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 2022 could not be calculated.

Results

Domestic day trip visitors - all purposes (2022)

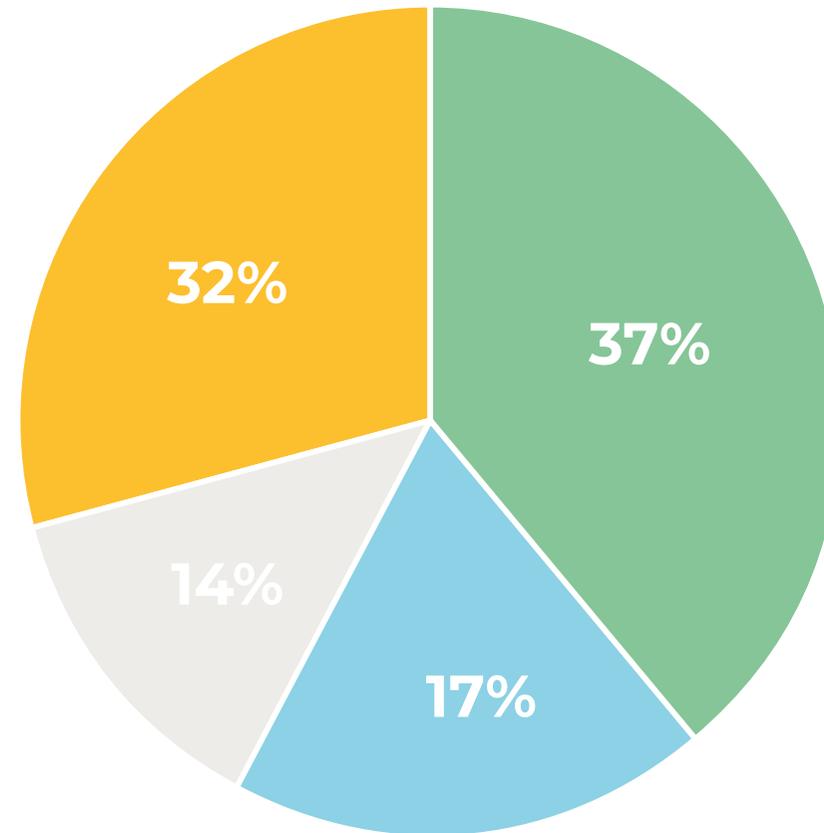
In 2022 Albury Wodonga recorded 876,000 domestic day visitors, a 20% increase on 2021.



Results

Domestic day trip visitors
- by purpose
(average 2019-2022)*

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



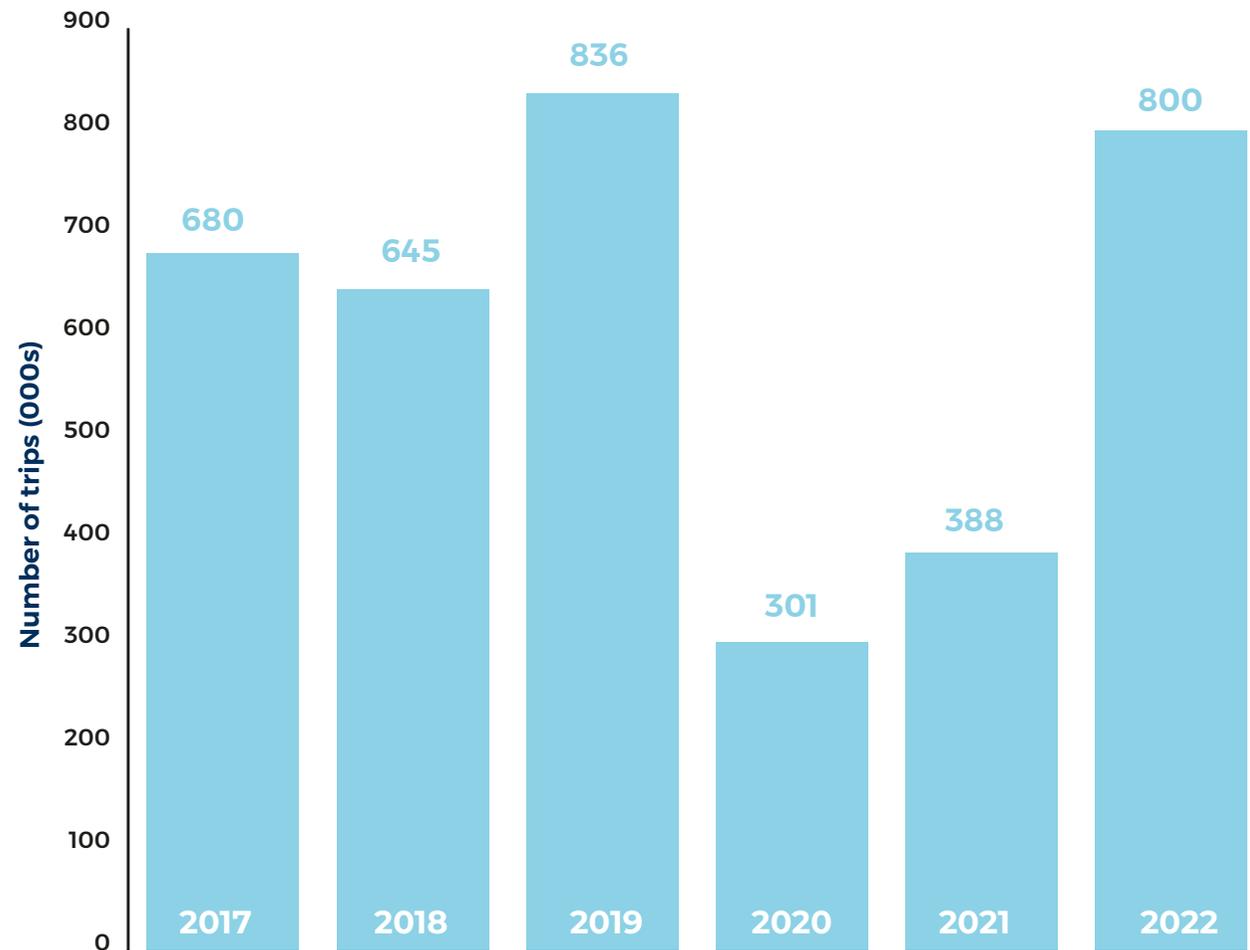
- Holiday or leisure
- Visiting friends and relatives
- Business
- Other

* 4-year average (2019-2022) used due to incomplete data for 2022.

Results

Domestic overnight visitor trips - all purposes (2022)

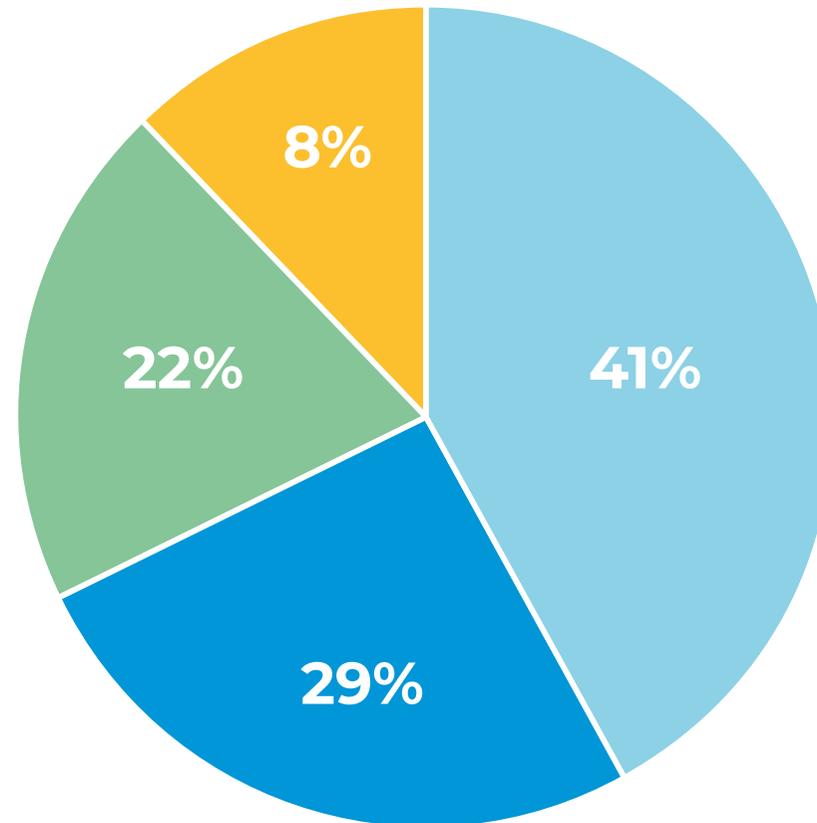
There were 800,000 domestic overnight visitors to Albury Wodonga, an increase of **106%** from 2021 to 2022.



Results

Domestic overnight
visitor trips - by purpose
(average 2019-2022)*

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



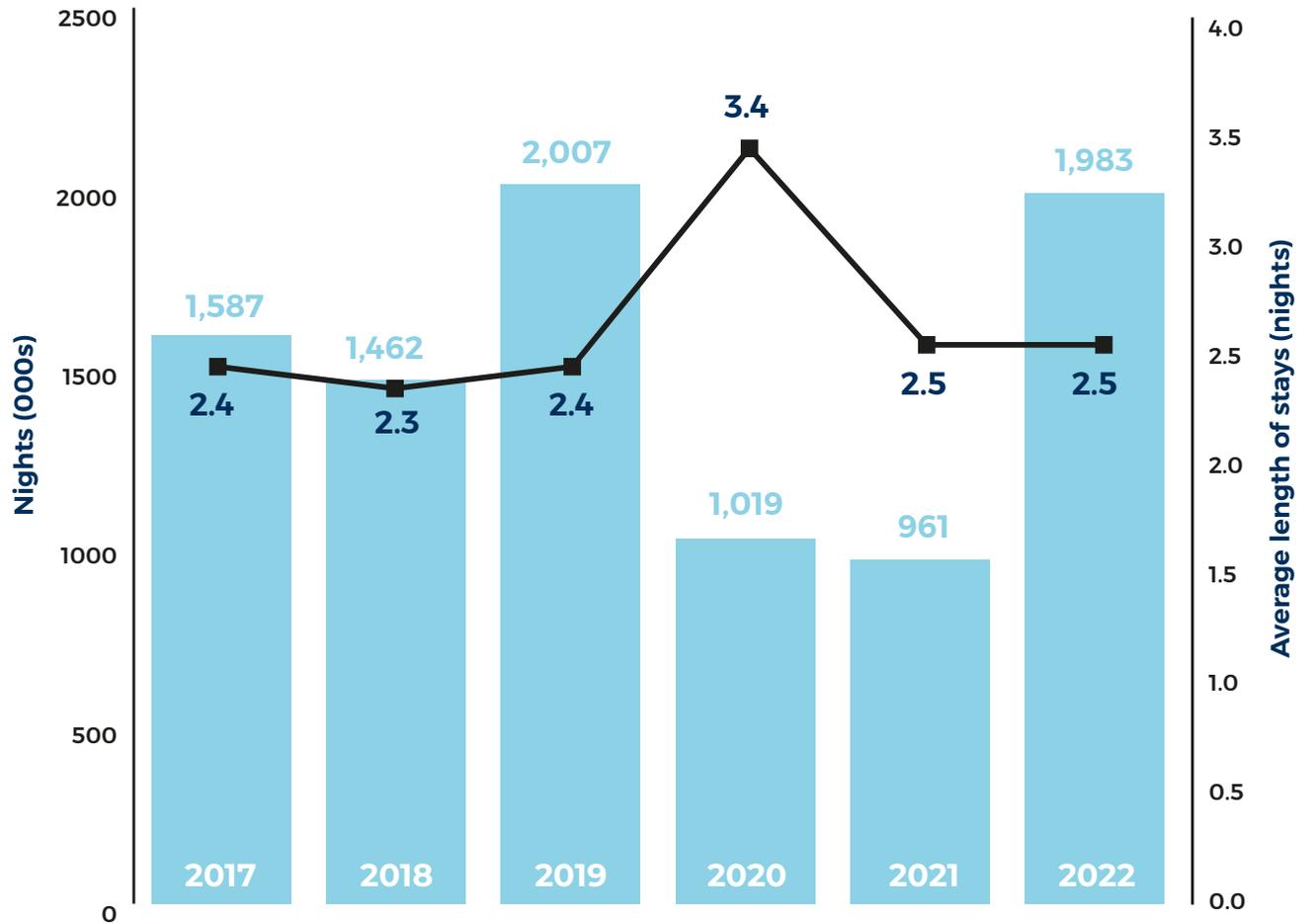
- Visiting friends and relatives
- Holiday or leisure
- Business
- Other

* 4-year average (2019-2022) used due to incomplete data for 2022.

Results

Domestic visitor nights - all purposes (2022)

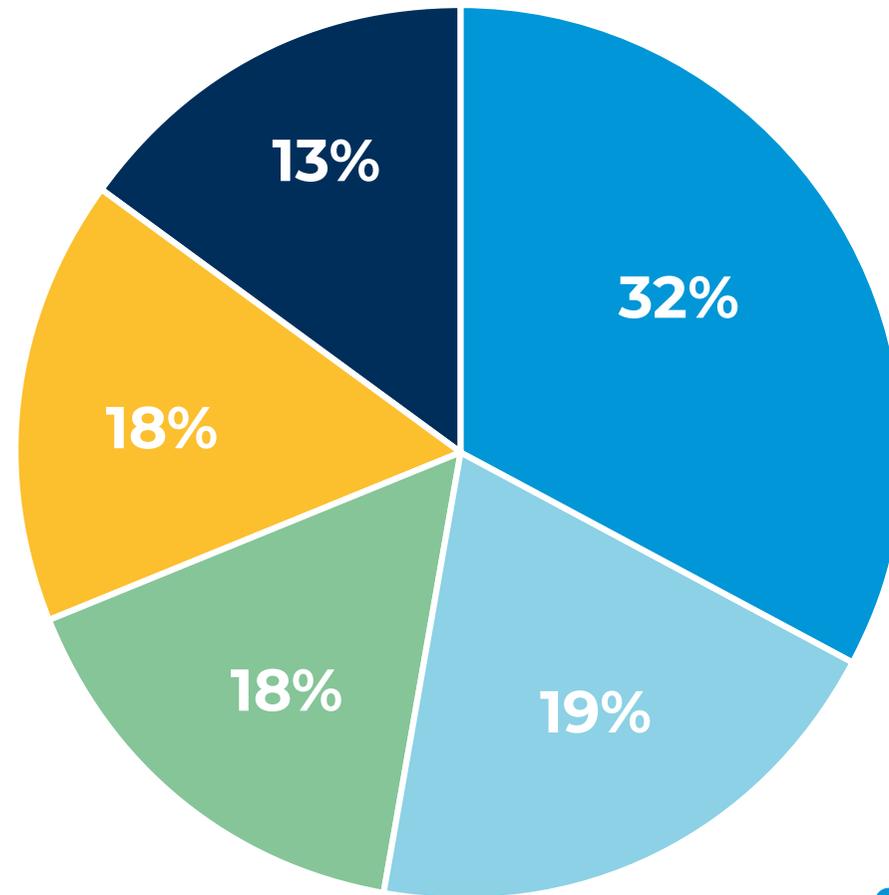
In 2022 the number of domestic visitor nights increased by **106%** on the previous year.



Results

Domestic overnight
visitors - origin
(average 2019-2022)*

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



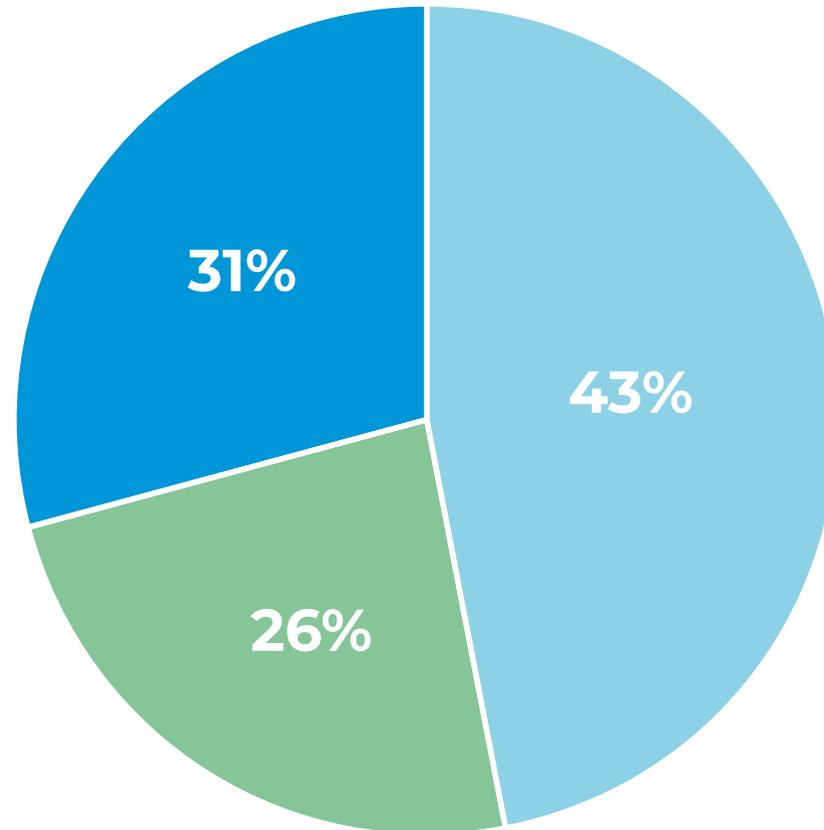
- Melbourne
- Victoria other
- Sydney
- NSW other
- Other states

* 4-year average (2019-2022) used due to incomplete data for 2022.

Results

Domestic overnight visitors - duration of visit (2022)

In 2022 domestic overnight visitors stayed an average of 2.5 nights in Albury Wodonga, with a 5% increase in 2 night stays.

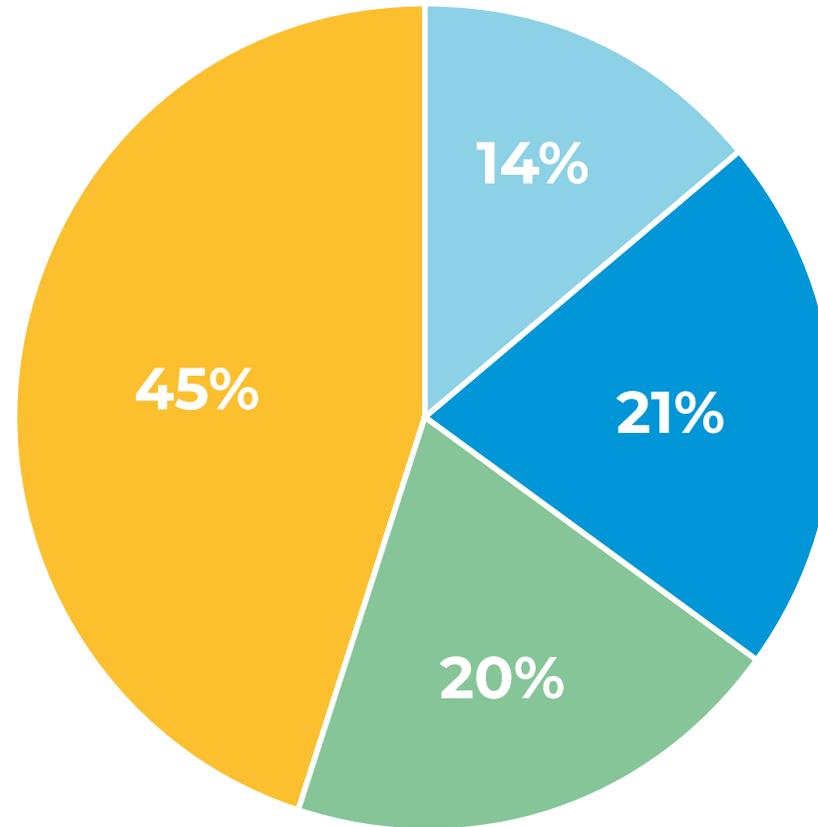


- 1 night
- 2 nights
- 3+ nights

Results

Domestic overnight visitors - age profile (average 2019-2022)*

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



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

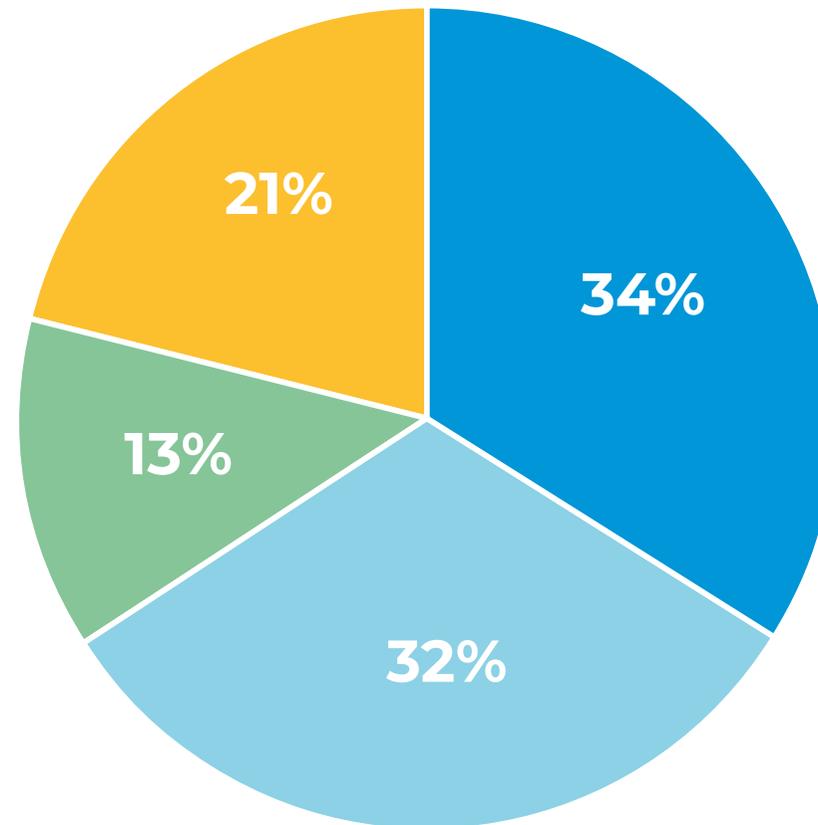
* 4-year average (2019-2022) used due to incomplete data for 2022.

* No publishable data available for 15-19 years.

Results

Domestic overnight visitors
- travel party
(average 2019-2022)*

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



- Adult couple
- Travelling alone
- Family groups
- Other

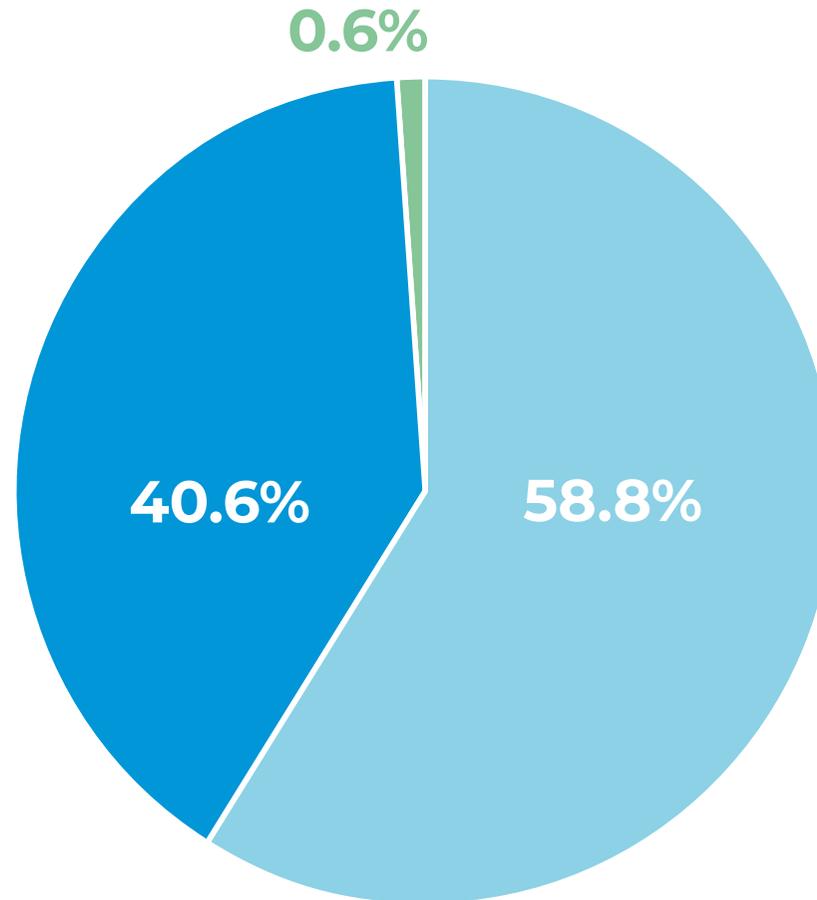
* 4-year average (2019-2022) used due to incomplete data for 2022.

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

Results

Domestic overnight visitors - accommodation (2022)

Commercial properties are the most popular type of accommodation used by domestic overnight visitors, increasing by 5.2% in 2022.

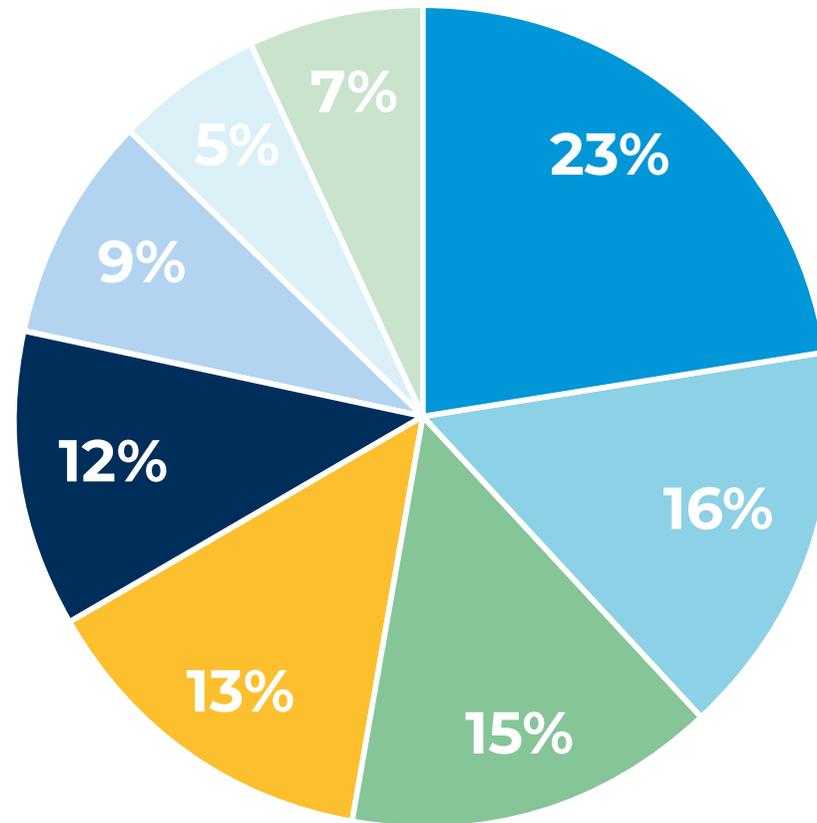


- Commercial property
- Private accommodation
- Other

Results

Domestic overnight visitors - top activities (2022)

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

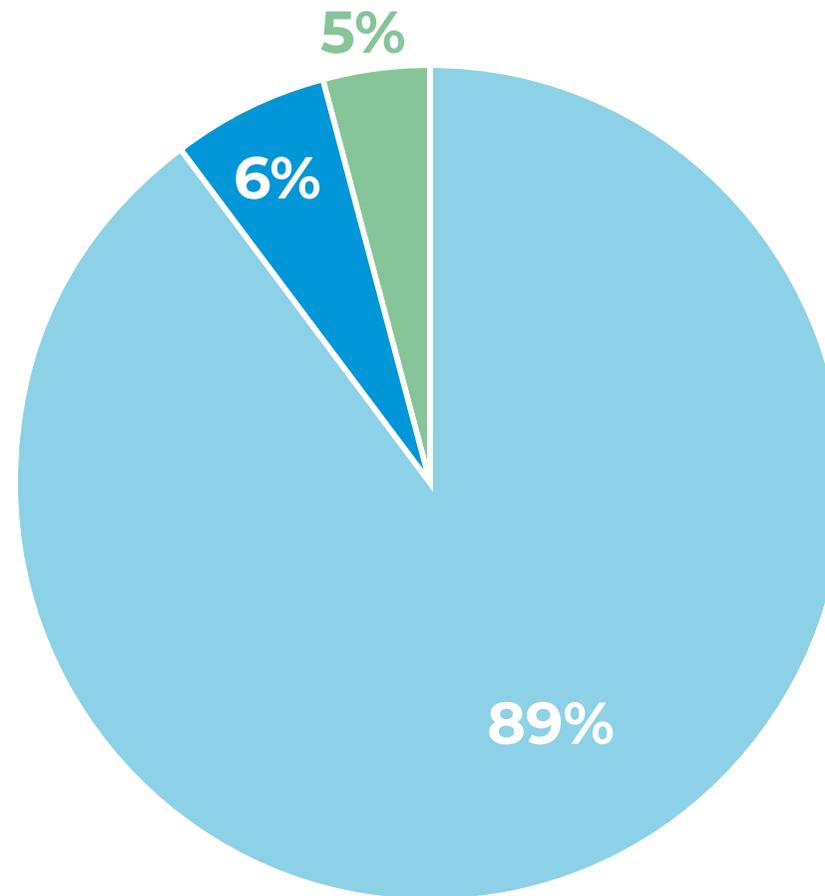


- Eat out at restaurants and/or cafés
- General sightseeing/tourist attraction
- Outdoor/nature/active outdoor/sports
- Visit friends and relatives
- Pubs/clubs
- Go shopping
- Arts/heritage
- Other

Results

Domestic overnight visitors
- transport used
(average 2019-2022)*

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



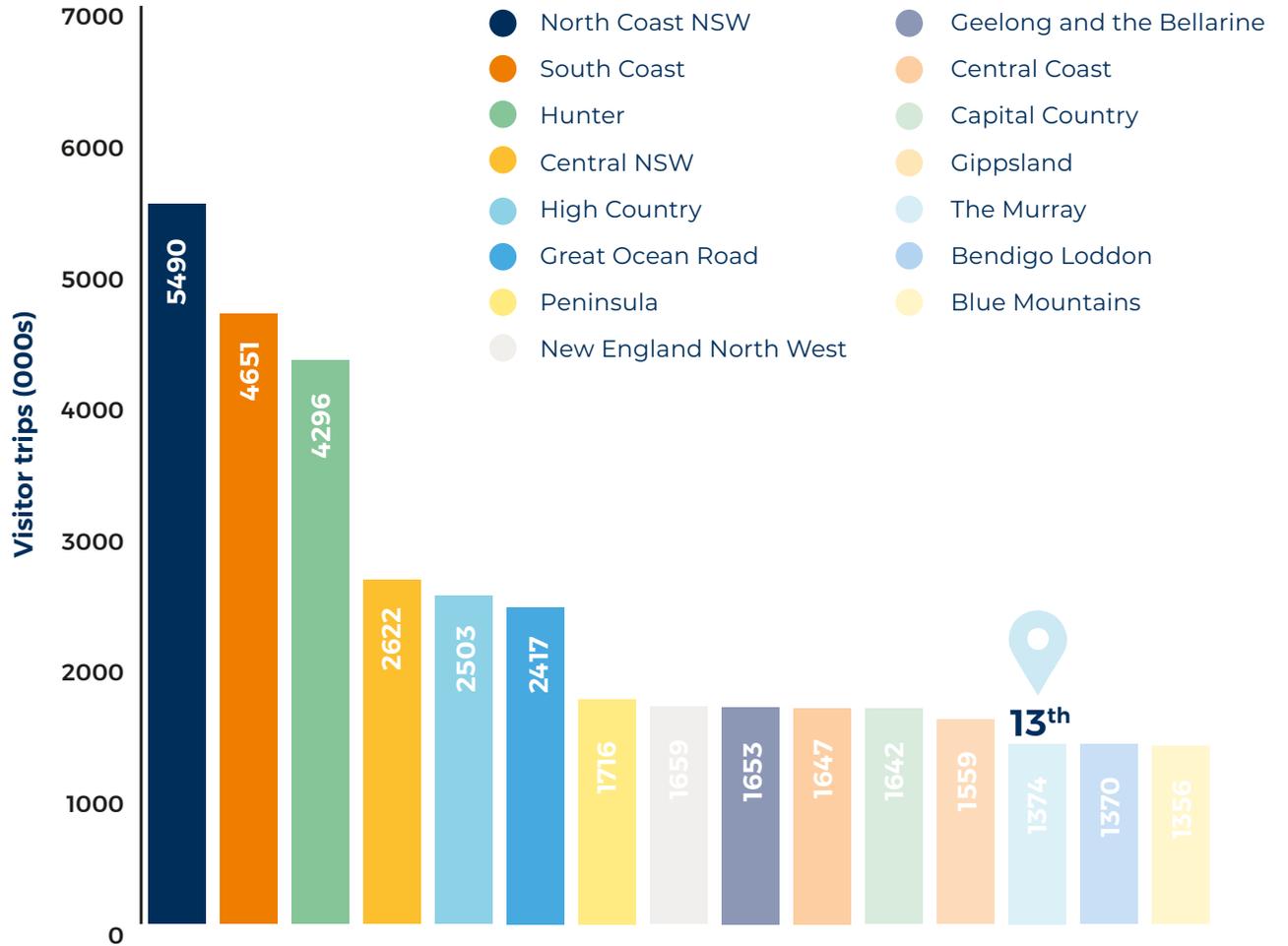
- Self drive
- Aircraft
- Other

* 4-year average (2019-2022) used due to incomplete data for 2022.

Results

Domestic overnight visitors - top 15 regional Victorian and NSW regions - all purposes (2022)

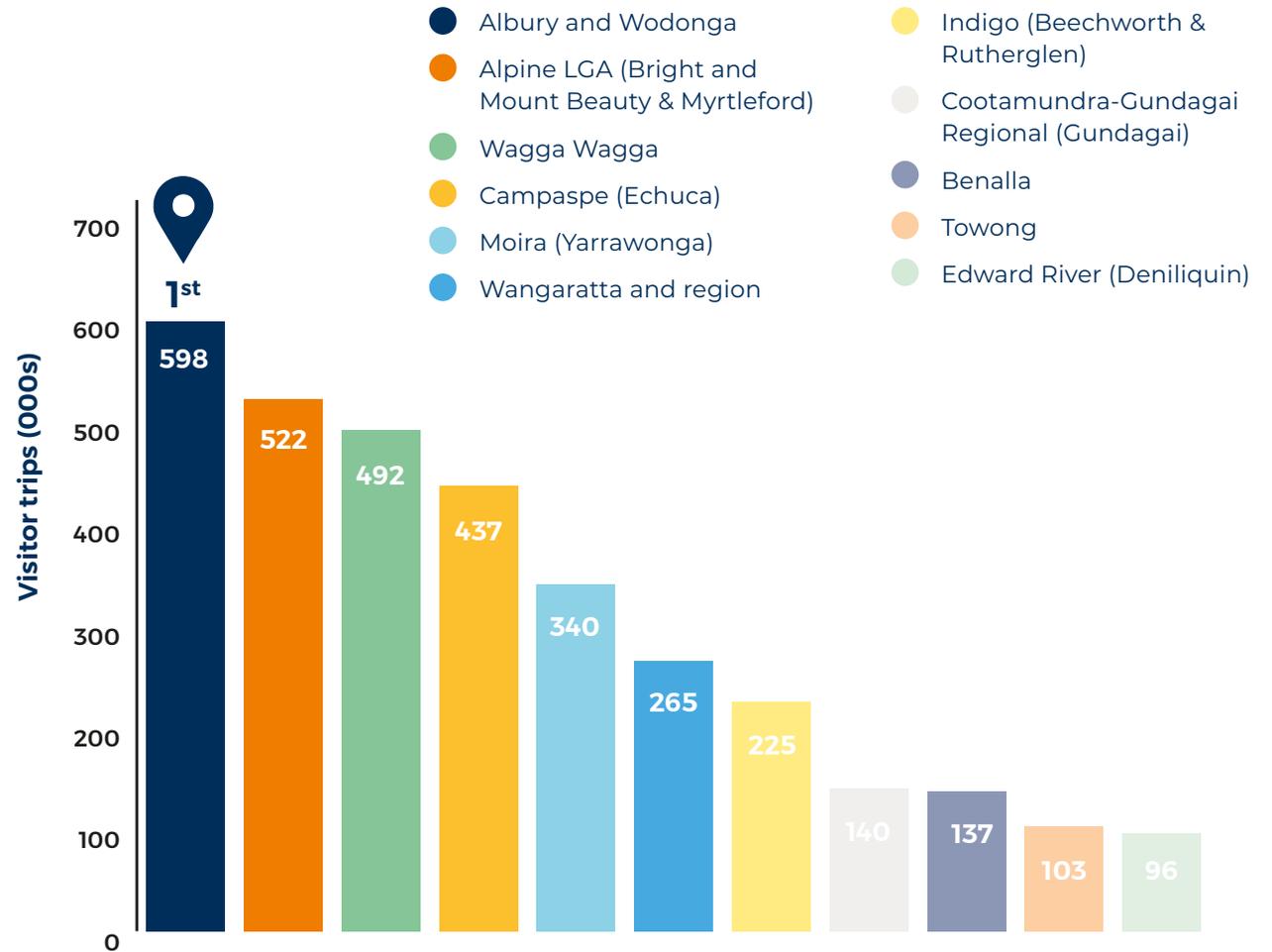
When ranked among other Victorian and NSW regions, the Murray region (of which Albury Wodonga forms a part) increased two places to 13th most visited region for domestic overnight visitation.



Results

Domestic overnight visitor trips - all purposes - Albury Wodonga and surrounding areas (average 2021-2022)*

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

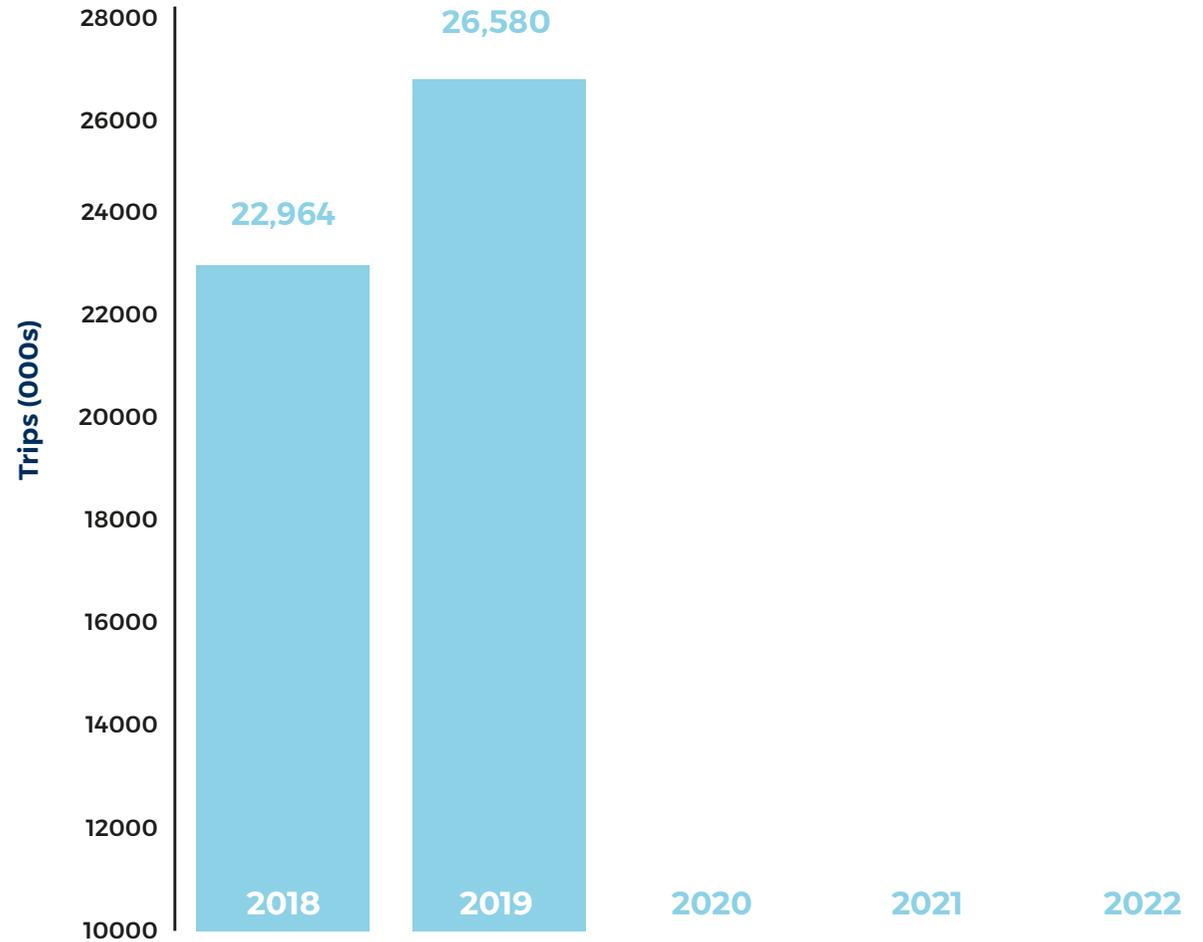


* 2-year average (2021-2022) used due to incomplete data for 2022.
 * By LGA due to insufficient data by towns as previously reported.

Results

International visitor trips
- all purposes - Albury Wodonga
(2022)*

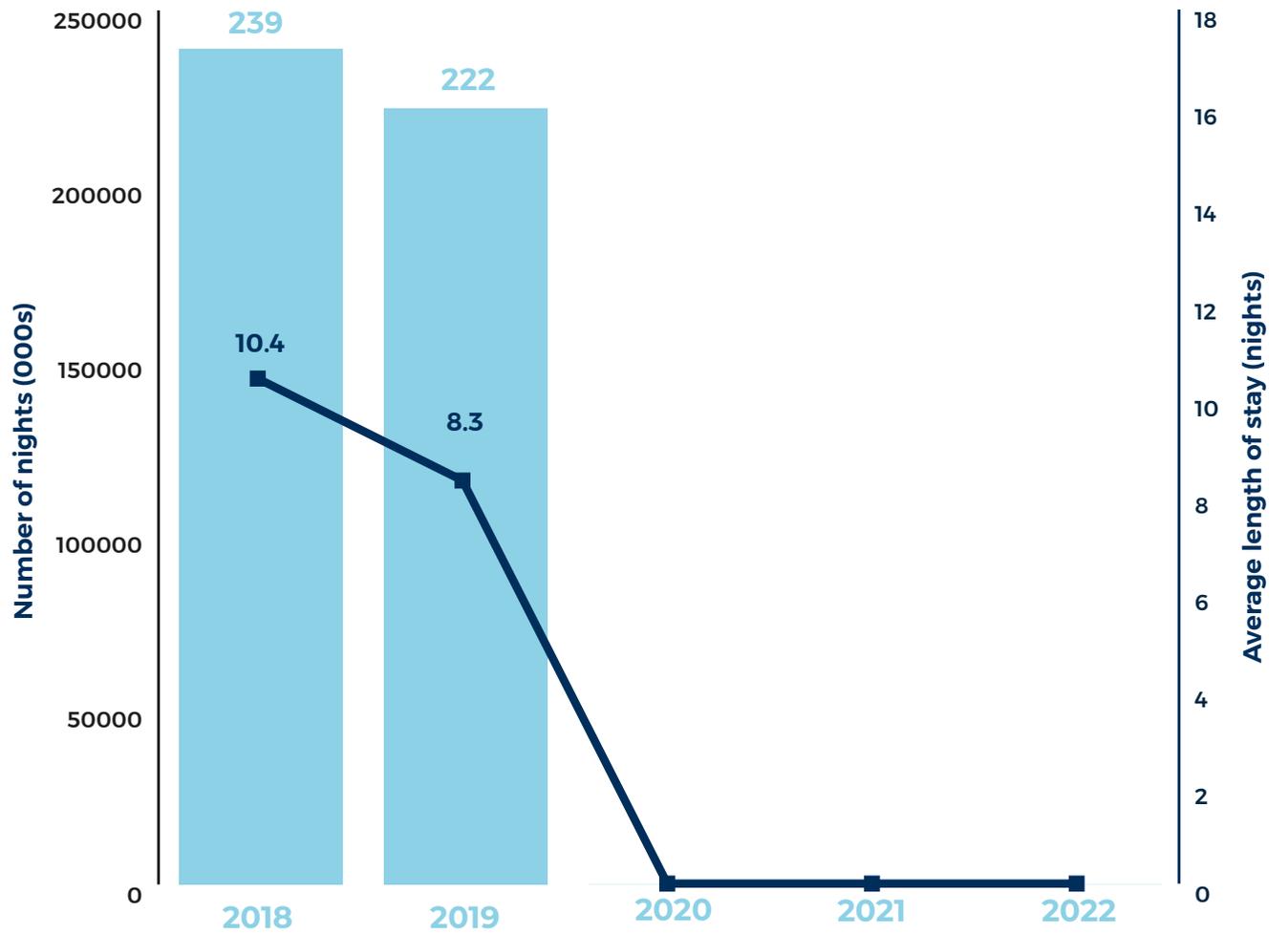
*No data available due to international borders reopening and small sample size.



Results

International overnight
visitors - nights - all purposes
- Albury Wodonga (2022)*

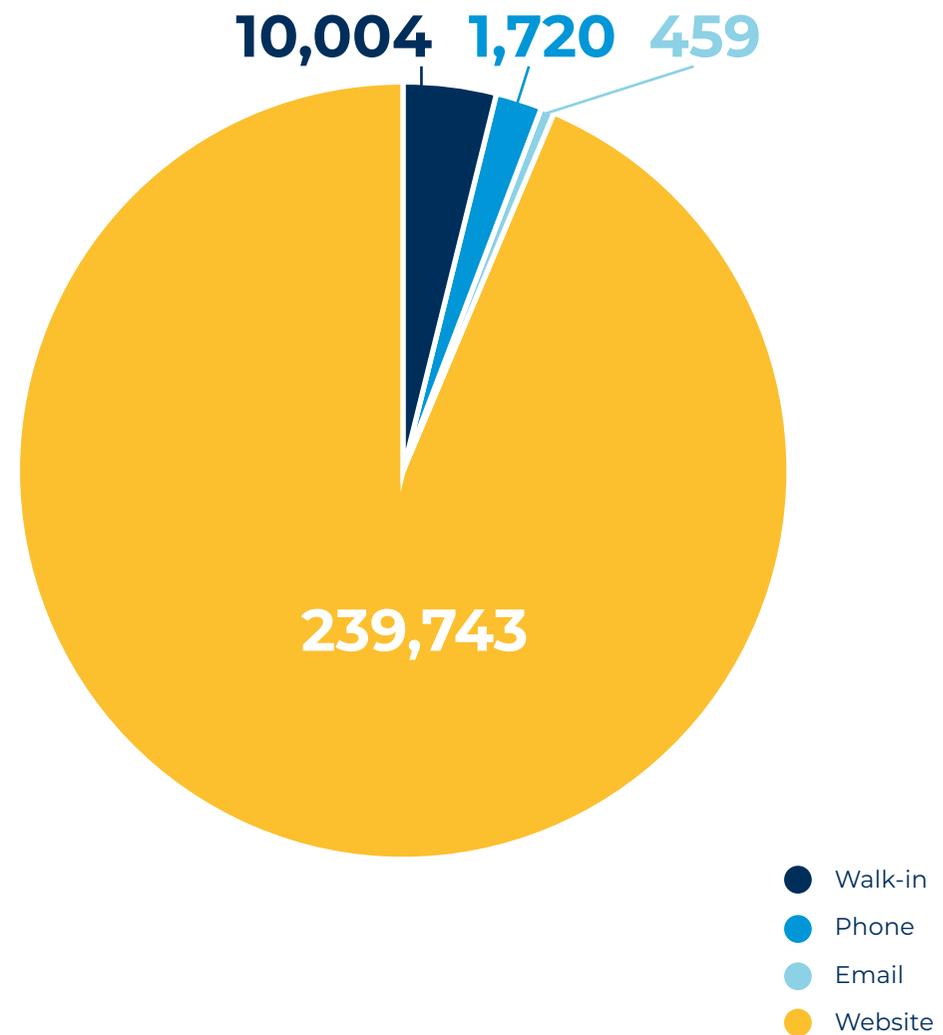
*No data
available due
to international
borders reopening
and small sample
size.



Results

Albury Visitor Information Centre - enquiries (2022)

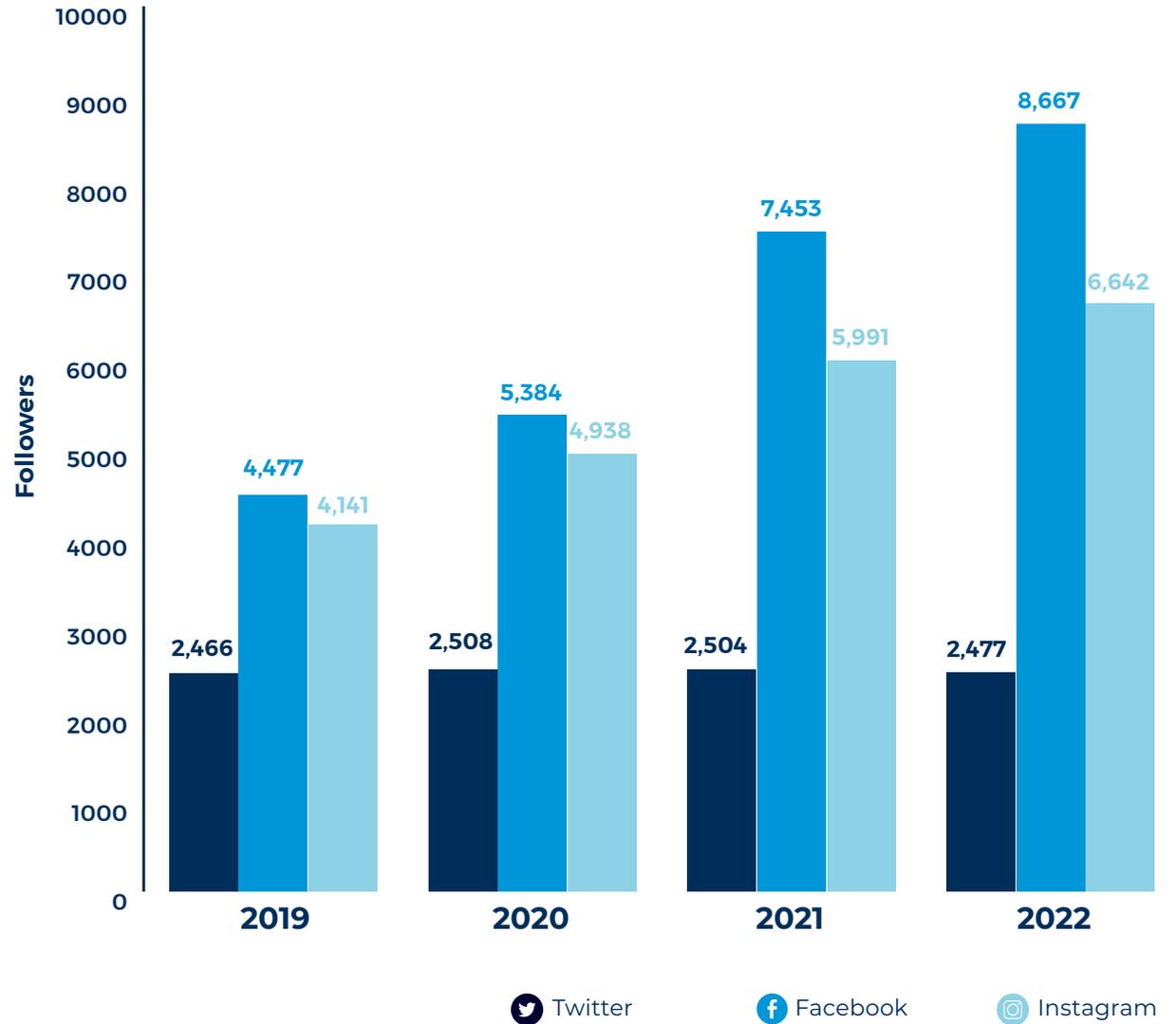
There was a **32%** increase in visitor enquiries across multiple mediums during 2022.



Results

Visit Albury Wodonga social media followers (2022)

During 2022 Visit Albury Wodonga social media followers increased by 12% on the previous year.



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. Under normal circumstances the survey targets a sample size of 120,000 interviews annually. Current estimates indicate that 90,000 interviews were collected in the 2022 calendar year. This sample size still ensures reliable tourism estimates will be produced at the National, State and tourism region levels. 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 40,000 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

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.

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. That is, the estimates are closer to the values that would be obtained if the entire Australian population was interviewed.

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

International Visitor Survey table and example

If the estimated number of Chinese visitors who stayed in NSW was 100,000, then looking at the 'Visits' column of the table above, this estimate has a 95% confidence interval of plus or minus 14.7%. Therefore, there are 19 chances in 20 that the true number of Chinese who stayed in NSW is within 100,000 plus or minus 14.7% of this estimate, that is, in the range 85,300 to 114,700.

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 8262](tel:0260238262).

Visit Albury Wodonga

Albury Visitor Information Centre

Railway Place, Cnr Smollett and

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info@visitalburywodonga.com

