RIVERINA MURRAY ACCOMMODATION MARKET ASSESSMENT

FINAL REPORT

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DESTINATION RIVERINA MURRAY

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ACKNOWLEDGEMENT OF COUNTRY

Destination Riverina Murray acknowledges the many Aboriginal Nations and Aboriginal People of the Riverina Murray region as the traditional carers and custodians of the land that we all now live and work on. We pay our respect to Elders past, present and emerging. Destination Riverina Murray values the diversity of this region and works in partnership with local Aboriginal communities to respectfully celebrate and share Aboriginal culture with visitors to the region and also with locals who live here.

Front Cover Image Source: Destination Riverina Murray, 2018

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ACRONYMS

ABS – Australian Bureau of Statistics

IVS – International Visitor Survey

NVS – National Visitor Survey

TRA – Tourism Research Australia

VFR – Visiting Friends and Relatives

GLOSSARY OF TERMS

Commercial accommodation – referred to in this report comprises luxury hotel/resort (4 or 5 stars), standard hotel/motor inn (below 4 star), guest house or B&B, caravan park or commercial camping ground, rented house/apartment/flat or unit, serviced apartment and backpacker or hostel.

Private accommodation – referred to in this report comprises a friend or relatives' property, caravan or camping (i.e. non-commercial caravan or camping ground), own property and any other form of private accommodation.

EXECUTIVE SUMMARY

INTRODUCTION

Urban Enterprise was engaged by Destination Riverina Murray to prepare a study of visitor accommodation in the Riverina Murray region, focusing on the major centres of Albury, Griffith and Wagga Wagga as well as the Snowy Valleys. The study includes a gap analysis of tourist accommodation and identification of targeted future accommodation investment opportunities. The report includes an analysis of the visitor market, existing accommodation supply and performance, and strategic targets for accommodation investment.

RIVERINA MURRAY ACCOMMODATION CONTEXT

Riverina Murray has experienced growth in the number of visitors to the region since 2008, growing from 3.9 million in 2008 to 5.6 million visitor trips in 2017.

International visitation has been steadily increasing, growing at an average annual rate of 3.4% since 2008. In comparison, overnight visitation has experienced an average annual growth rate of 3.2% since 2008.

This historic growth highlights the strengthening market for visitor accommodation across destinations in the Riverina Murray region.

The sub region which receives the greatest proportion of visitation is Eastern Riverina (38%) followed by Albury Hume (22%) and Central Murray (19%).

The holiday and leisure market is the most significant overnight visitor market to Riverina Murray utilising commercial accommodation. The business visitor market complements the holiday and leisure visitors and are an important driver of demand of overnight accommodation. These primary markets should be the focus of accommodation opportunities.

People visiting friends and relatives (VFR) provide a secondary market for commercial accommodation but are less significant in terms of their impact on demand.

The Riverina Murray region has 625 establishments and 9,567 guest rooms identified through an audit of accommodation.

The Riverina Murray region accommodation room supply was predominantly contributed of Motel/Motor Inns (46%) and Hotel/Resorts (24%). The vast majority of Motel/Motor Inns and Hotel/Resorts are of 3 or 3.5 star quality highlighting an aging accommodation stock across the region.

The average size of Motel/Motor Inns and Hotel/Resorts is 22 rooms. This confirms the proliferation of small scale accommodation businesses that are operated across the region.

The extensive number of dated motel accommodation establishments are not meeting contemporary holiday and business market expectations and there is significant investment needed in the region to improve and expand the accommodation supply.

The majority of accommodation rooms in the region were constructed in the 1970s and 1980s reflecting travel patterns from a pre-digital era. The focus of much of the accommodation stock is highway prominence to draw short stay overnight travellers passing though. The tourism industry has undergone a significant change in a post digital era with much greater focus on quality and experience. Highway prominence is surpassed by digital prominence and quality experience is the number one driver contemporary visitor markets are seeking.

The delivery of quality accommodation is critical for growing the visitor base and is a motivator for visit to regional destinations. The Riverina Murray region must continue to attract investment in new visitor accommodation suited to family visitors markets, business travellers and adult couples.

With consideration of the target markets and accommodation supply, key gaps in accommodation across the Riverina Murray region include:

- Self-contained accommodation suitable for the business market, VFR market and events market;
- Quality holiday leisure tourist park accommodation leveraging from nature based assets in the region and the opportunity to grow the family market;
- Experiential accommodation such as farm stays and nature based accommodation.

ALBURY HUME SUB REGION

The Albury Hume sub region includes the Albury and Greater Hume local government areas and captures the cities and towns of Albury, Culcairn, Henty, Holbrook, Jindera and Walla Walla, along with other small villages. The sub region receives approximately 291,496 domestic overnight visitors staying in commercial accommodation and 195,895 domestic overnight visitors staying in private accommodation per year. In addition the sub region receives approximately 10,166 international visitors staying in commercial accommodation and 6,453 international visitors staying in private accommodation per year.

Albury is the key accommodation base in the sub region and has strengthened its relationship with Victorian sister City Wodonga, which together form one of the largest inland urban centres in Australia.

The holiday and leisure market is the most significant overnight visitor market to Albury Hume utilising commercial accommodation. The business visitor market complements the holiday and leisure visitors and are an important driver of demand of overnight accommodation, particularly during mid-week. These primary markets should be the focus of accommodation opportunities.

Albury and Wodonga have both attracted major investment in visitor product that is strengthening the appeal of the sub region for holiday leisure visitors. This includes Murray Art Museum Albury (MAMA) and Wagirra Wetlands in Albury, and CUBE and Bonegilla Migrant Centre in Wodonga.

Albury City also has an extensive events visitor market that drives weekend visits.

Projected visitor nights for the Albury Hume sub region show an additional 211,947 visitor nights for the sub region over the next 10 years.

Based on projected visitor nights Urban Enterprise estimates that an additional 431 guest rooms are needed across the sub region to service demand over the next 10 years.

The sub region has attracted significant investment in large scale quality accommodation in the past five years. One of the short term opportunities for the Albury Hume sub region is investment in or expansion of family friendly Tourist Parks' similar to RACV Cobram, Victoria.

GRIFFITH AND WESTERN RIVERINA SUB REGION

Griffith and Western Riverina receives on average, 161,427 domestic overnight visitors staying in commercial accommodation per year. The sub region also receives an additional 121,186 domestic overnight visitors staying in private accommodation, including 46,199 in Griffith.

The business visitor market is the most significant overnight visitor market to Griffith and Western Riverina utilising commercial accommodation.

Projected visitor nights for the Griffith and Western Riverina sub region show an additional 156,550 visitor nights for the sub region over the next 10 years. Based on projected visitor nights Urban Enterprise estimates that an additional 341 guest rooms are needed across the sub region to service demand over the next 10 years.

The sub region has attracted little investment in large scale contemporary accommodation over the past 10 years, with Quest in Griffith one of the few quality large scale accommodation establishments recently developed.

There is a short term opportunity to establish a boutique hotel in the sub region either in Griffith or surrounding Leeton to provide for the holiday leisure and business market. Reinvestment and expansion in one of the existing art deco hotels could provide a new destination accommodation facility that would improve the brand and profile of the sub region.

SNOWY VALLEYS SUB REGION

Snowy Valleys receives on average 70,101 domestic overnight visitors staying in commercial accommodation and 84,492 domestic overnight visitors staying in private accommodation per year.

The Snowy Valleys has 79 establishments and 672 guest rooms identified through an audit of accommodation.

The Snowy Valleys accommodation room supply was predominantly comprised of small to medium sized Motel/Motor Inns (39%).

Projected visitor nights for Snowy Valleys show an additional 16,000 visitor nights for the sub region over the next 10 years.

Based on projected visitor nights Urban Enterprise estimates that an additional 29 guest rooms are needed across the sub region to service demand over the next 10 years.

This is considered a conservative estimate for growth in the Snowy Valleys and reflects the current low and poor quality supply of accommodation in the sub region. There is urgent need for the sub region to attract investment in quality contemporary accommodation to attract new visitor markets.

Investment in larger accommodation may drive additional visitors to the sub region as this is currently a key constraint to attracting visitors. There is also a need to plan for accommodation supply to meet the needs of Snowy 2.0. This may include temporary accommodation supply during the project.

With consideration of the target markets and accommodation supply, key gaps in accommodation across the Snowy Valleys Region include:

- Small scale self-contained accommodation suitable for the business market, VFR market and events market;
- Quality holiday leisure tourist park accommodation leveraging from nature based assets in the sub region and the opportunity to grow the family market;
- Accommodation to meet the needs of Snowy 2.0.
- Boutique hotel accommodation with supporting food offer.

WAGGA WAGGA AND EASTERN RIVERINA SUB REGION

Wagga Wagga and Eastern Riverina receives on average 428,762 domestic overnight visitors staying in commercial accommodation and 346,805 domestic overnight visitors staying in private accommodation per year.

The holiday and leisure and the business markets are the most significant overnight markets to Wagga Wagga and Eastern Riverina.

Wagga Wagga and Eastern Riverina has 177 establishments and 2,647 guest rooms identified through an audit of accommodation.

The Eastern Riverina accommodation room supply was predominantly contributed of small and medium scale Motel/Motor Inns (50%).

With consideration of the target markets and accommodation supply, key gaps in accommodation across the Eastern Riverina Region include:

- Large self-contained accommodation suitable for the business market, VFR market and events market;
- Quality holiday leisure tourist park accommodation leveraging from nature based assets in the sub region and the opportunity to grow the family market;
- Hotel/ resort accommodation.

Projected visitor nights for the Eastern Riverina show an additional 262,569 visitor nights for the sub region over the next 10 years.

Based on projected visitor nights Urban Enterprise estimates that an additional 533 guest rooms are needed across the sub region to service demand over the next 10 years.

RIVERINA MURRAY ACCOMMODATION SHORT TERM INVESTMENT TARGETS

TARGET 1: HOLIDAY TOURIST PARK OR RESORT

ACCOMMODATION TYPE	HOLIDAY / TOURIST PARK / RESORT
ROOMS	25 - 50 CABINS 50 - 100 SITES
TARGET MARKETS	FAMILY GROUPS TOURING VISITORS EVENT VISITORS
POSSIBLE LOCATIONS	ALBURY, GRIFFITH, SNOWY VALLEYS AND WAGGA WAGGA

RACV Cobram Resort, Cobram

TARGET 2: BOUTIQUE HOTEL ACCOMMODATION

ACCOMMODATION TYPE	BOUTIQUE HOTEL
ROOMS	20 - 30
TARGET MARKETS	ADULT COUPLES INTERNATIONAL TOURING BUSINESS MARKET
POSSIBLE LOCATIONS	SNOWY VALLEYS, ALBURY, LEETON AND WAGGA WAGGA
FACILITIES	QUALITY DINING

Jackalope, Mornington Peninsula

TARGET 3: FARM STAY AND NATURE BASED ACCOMMODATION

ACCOMMODATION TYPE	FARM STAY / NATURE BASED ACCOMMODATION
ROOMS	UP TO 5 SELF-CONTAINED COTTAGES
TARGET MARKETS	ADULT COUPLES INTERNATIONAL TOURING BUSINESS MARKET FAMILY GROUPS
POSSIBLE LOCATIONS	ALL REGIONS AND LOCATIONS

Freshwater Creek Cottages, Freshwater Creek

PART A. INTRODUCTION AND BACKGROUND

1. INTRODUCTION

1.1. BACKGROUND

Urban Enterprise has been engaged by Destination Riverina Murray to undertake a market assessment of visitor accommodation within the Riverina Murray region, with a focus on the following centres:

- Albury;
- Griffith;
- Wagga Wagga; and
- Snowy Valleys.

1.2. PROJECT OBJECTIVES

The project objectives include:

1. Inform gaps in accommodation supply in key locations (Albury, Griffith, Wagga Wagga and Snowy Valleys); and
2. Identify accommodation typologies suitable for private investment including:
   a. Reinvestment into existing accommodation; and
   b. Investment into new accommodation.

1.3. METHOD

The study has adopted the following key method:

- An audit of accommodation providers in the Riverina Murray, with a focus on Albury, Griffith, Wagga Wagga and Snowy Valleys. This was partially informed by information received from each Council within the region;
- An audit of major visitor attracting events held within the Riverina Murray which influence the available accommodation in the region;
- Analysis of Tourism Research Australia's National Visitor Survey (NVS) and International Visitor Survey (IVS), as well as overnight visitation forecasts for the region; and
- Analysis of other datasets including the ABS Survey of Tourist Accommodation.

1.4. APPROACH

Data utilised throughout this report has been collected for each sub region in Riverina Murray. An overview of the council areas located within each sub region is provided in Table 1 below.

TABLE 1 RIVERINA MURRAY SUB REGIONS

SUB REGION	COUNCILS
Albury Hume	Albury, Greater Hume
Eastern Riverina	Bland, Temora, Coolamon, Junee, Cootamundra-Gundagi, Wagga Wagga, Lockhart.
Western Riverina	Carrathool, Griffith, Leeton, Narrandera, Murrumbidgee
Outback Riverina	Wentworth, Balranald, Hay
Central Murray	Murray River, Edward River, Berrigan, Federation
Snowy Valleys	Snowy Valleys

A map of the Riverina Murray sub regions is provided overleaf in Figure 1.

FIGURE 1 RIVERINA MURRAY SUB REGIONS

2. STRATEGIC CONTEXT

2.1. INTRODUCTION

The following section provides the strategic context for the study, including key findings from existing strategies and reports relevant to visitor accommodation and tourism in the Riverina Murray and the target destinations of Albury, Griffith, Snowy Valleys and Wagga Wagga.

2.2. KEY FINDINGS

Tourism is seen as a key driver for economic development throughout the region, with a focus on increasing the number of visitors, increasing visitor expenditure and creating sustainable tourism jobs.

Tourism development for New South Wales and the Riverina Murray is proposed to be achieved through:

- **Activation and development of tourism product, including food, wine, nature-based, events and festivals.**
- **Investment in accommodation in the region to match contemporary market demand; and**
- **Industry engagement, training and education.**

The NSW Visitor Economy Taskforce had set a plan to double overnight visitor expenditure in NSW by 2020. This accommodation study will assist this strategy by identifying overnight accommodation needs to support growth in overnight visitor spend in the Riverina Murray region.

2.3. NEW SOUTH WALES CONTEXT

FINAL REPORT OF THE VISITOR ECONOMY TASKFORCE

The Final Report of the Visitor Economy Taskforce provides an ambitious plan to double overnight visitor expenditure to NSW by 2020. The report recognises four key external market challenges which NSW needs to respond to if it is to achieve the 2020 target. These are:

- Competition is increasing;
- Global travel conditions and visitor expectations are changing;
- The domestic economy is changing; and
- Technology is increasingly influencing consumer behaviour.

The plan then sets out seven strategic imperatives to achieve the proposed growth. These include:

- Strategic Imperative 1: Increase visitation;
- Strategic Imperative 2: Grow physical capacity;
- Strategic Imperative 3: Renew and revitalise NSW destinations;
- Strategic Imperative 4: Improve the visitor experience;
- Strategic Imperative 5: Increase visitor spend;
- Strategic Imperative 6: Make NSW more competitive; and
- Strategic Imperative 7: Change of mindset.

ABORIGINAL TOURISM ACTION PLAN 2017- 2020

The vision of the Aboriginal Tourism Action Plan is to continue to support the development and promotion of NSW Aboriginal cultural tourism experiences, products and businesses leading to:

- A greater understanding of the richness of Aboriginal culture; and
- Economic and social benefits from Aboriginal people, both as operators and employees.

There are four key goals of the Action Plan:

- Goal 1 - Continue to build consumer awareness of Sydney and Regional NSW as destinations where Aboriginal culture is strong, vibrant and diverse;
- Goal 2 - Increase the inclusion of export-ready experiences in travel, trade distribution networks and marketing programs;
- Goal 3 - Develop new sustainable market-ready and export-ready Aboriginal cultural tourism products and events; and
- Goal 4 - Build on the success of cross-cultural exchange between NSW Aboriginal cultural tourism, Government and the Destination Networks.

NEW SOUTH WALES ABORIGINAL TOURISM TOOLKIT

The New South Wales Aboriginal Tourism Toolkit is a blueprint for growth of internationally ready aboriginal tourism product in NSW. The toolkit showcases 17 export ready tour products throughout the State. Three of these are located in the Riverina Murray region.

CHINA TOURISM STRATEGY 2012- 2020

There is specific State tourism strategy to direct business development and consumer marketing activity between 2012- 2020, as forecasts for 2020 indicate that the inbound market from China is set to more than double in size, contributing more than one million visitors to Australia and more than $6.8 billion in Total Inbound Economic Value. The eight strategic directions outlined in the policy include:

- Extend Marketing Activity into more Geographic Source Markets;
- Support Aviation and Route Development to Keep pace with demand;
- Target High Performance Consumer Segments;
- Improve the Quality and Range of Visitor Experiences;
- Increase Consumer Promotion;
- Develop Trade Distribution Networks;
- Expand Commercial and Government Partnerships; and
- Increase Resources to Facilitate Growth.

DESTINATION NETWORKS: DRIVING GROWTH OF THE VISITOR ECONOMY IN REGIONAL NSW (2016)

The Destination Networks report provides guidance on the new structure and governance of the tourism regions across NSW. The report identifies the role of the Destination Networks to facilitate visitor economy growth at the local level, through representing and coordinating the region's tourism industry.

The core responsibility of the Destination Networks is outlined as:

- Industry Engagement and Industry Development;
- Product Development;
- Training and Education;
- Preliminary Review of Local RVEF (Regional Visitor Economy Fund) Applications to ensure quality/compliance with guidelines. and
- Collaboration with DNSW on industry activities.

2.4. REGIONAL CONTEXT

RIVERINA MURRAY DESTINATION MANAGEMENT PLAN 2018

The Riverina Murray Destination Management Plan 2018 is the primary strategic tourism planning document for the Riverina Murray region. The DMP aims to drive growth in the visitor economy within the region and identifies a series of themes and priority projects. The following 9 themes were identified to improve the tourism industry in Riverina Murray:

- Theme 1: Major Centre Development - Develop the major regional centres to support a diverse visitor economy and projected visitor growth;
- Theme 2: Nature-Based Tourism - Utilise the region's natural assets to develop nature-based and recreational tourism experiences;
- Theme 3: Rivers and Waterways - Improve visitor access and experience to major rivers and lakes to increase water-based activities;
- Theme 4: Food and Agritourism - Leverage the region's agricultural strengths by encouraging the development of contemporary food experiences;
- Theme 5: Major Touring Routes - Harness the region's major transport corridors, heritage, and charming small towns to develop easy to navigate touring routes;
- Theme 6: Sport and Recreation - Unlock the strong sporting culture and infrastructure of the region to develop recreational experiences and attract major sporting events and carnivals;
- Theme 7: Events and Festivals - Developing a coordinated approach to festivals and events through increasing presence in the business and conference market;
- Theme 8: Accommodation - Improve and diversify the range of accommodation in the region matched to contemporary market demands; and
- Theme 9: Infrastructure and Servicing - Ensure that investment in key infrastructure and visitor servicing keeps pace with visitor growth and expectations.

DESTINATION RIVERINA MURRAY STRATEGIC PLAN 2017-18

The aim of the Destination Riverina Murray Strategic Plan is "to strengthen the region's visitor economy by developing strong partnerships with industry, local government and tourism organisations to collectively contribute towards increasing visitation, expenditure and dispersal within the Riverina Murray region."

This will be achieved through the following key objectives:

- Increase visitation, length of stay and expenditure to the region year-on-year.
- Position the Riverina Murray as one of the leading regional destinations for nature-based activities and experiences, Aboriginal tourism, regional conferencing, and agritourism.
- Encourage local residents to experience the region and become champions for the visiting friends and family market.
- Increase the number of large scale events with a focus on attracting visitors.
- Grow the profile of the Riverina Murray region, specifically in the capital city markets of Sydney, Canberra, Melbourne and Adelaide.
- Identify and work to improve the region's accessibility by road, rail and air travel.
- Focus on the opportunities to increase visitation from international markets.

The plan outlines six core priorities and actions to achieve these objectives which are

1. Destination Management Planning;
2. Destination and experience development;
3. Develop the region's capacity and capability to attract events and conferences;
4. Build digital capability and encourage the use of technology;
5. Increase investment in the region's tourism related infrastructure; and
6. Focus on opportunities in international markets.

RIVERINA MURRAY PRODUCT STRENGTHS

The Riverina Murray has a wide range of product strengths, including nature-based experiences, attractions, events and food and wine. A summary of these strengths by sub region, as identified in the Riverina Murray Destination Plan prepared by Urban Enterprise in 2018, is detailed below.

The product strengths are categorised as:

- Primary – well established strength of the region/sub-region, with mature and recognisable assets in the identified tourism product.

- Secondary – established strengths in the region/sub-region. However, not considered to be the number one tourism product. There is scope to further develop the product to improve product, awareness and profile.

- Emerging – there is evidence of an emerging tourism product in the region/sub-region, which is either new or relatively limited in scale.

TABLE 2 EXPERIENCE STRENGTHS

	OUTBACK RIVERINA	CENTRAL MURRAY	WESTERN RIVERINA	EASTERN RIVERINA	ALBURY HUME	SNOWY VALLEYS
Events & Festivals	Secondary	Primary	Secondary	Primary	Primary	Emerging
Arts & Culture	Secondary	Emerging	Secondary	Emerging	Primary	
History & Heritage	Primary	Secondary	Primary	Emerging	Secondary	Secondary
Sport & Recreation		Primary	Secondary	Primary	Primary	Emerging
Nature & Parks	Primary	Primary	Secondary	Emerging	Secondary	Primary
Rivers & Waterways	Primary	Primary	Primary	Primary	Primary	Primary
Dining & Local Produce	Secondary	Secondary	Emerging	Secondary	Secondary	Emerging
Wine, Brewing, Distilling		Secondary	Primary	Emerging		Emerging
Business and Conferencing	Emerging	Primary		Secondary	Primary	

Source: Riverina Murray Destination Management Plan, Urban Enterprise, 2018.

2.5. LOCAL CONTEXT

2.5.1. ALBURY

ALBURY WODONGA DESTINATION MANAGEMENT PLAN 2019 – 2023

The Albury Wodonga Destination Management Plan 2019 to 2023 is a shared collaboration between the Cities of Albury and Wodonga and is part of the "Two Cities One Community" initiative. The DMP provides guidance on the development of Albury Wodonga as a tourism destination into the future. Key objectives of DMP are:

- Grow visitor numbers (especially during non-peak periods);
- Increase visitor spend;
- Grow the average length of stay of visitors;
- Introduce more commissionable (paid) product; and
- Increase profile of State tourism agencies.

In addition to the key objectives, the DMP also identifies the following 5 areas for activation to support the vision for the destination:

- Diversification of the Region's Accommodation Offer;
- Growing Tourism Product Offer and Infrastructure;
- Focusing on Destination Events;
- Aligning Destination Marketing and Visitor Servicing with Growing Trends; and
- Tourism Governance and Supporting Industry Development.

Key actions which support the above objectives and areas of activation which relates to accommodation include the development of a higher quality destination holiday park (Tier 1 Project), backpacker accommodation (Tier 2 Project), camping at Wonga Wetlands (Tier 2 Project) and luxury eco-chalets/glamping (Tier 1 Project)

COMMUNITY STRATEGIC PLAN 2030

The Albury Community Strategic Plan is the primary Plan for the future growth and development of Albury. The Plan has 4 themes, with theme 1 "A Growing Sustainable Economy" the most relevant to economic development and tourism. Key tourism and accommodation outcomes of the theme include:

- "*1.1 Increase visitors to Albury and the surrounding region; and*
- *1.2 Improve visitor and residents' experiences*".

2.5.2. GRIFFITH

WESTERN RIVERINA REGIONAL ECONOMIC DEVELOPMENT STRATEGY 2018 – 2022

The Western Riverina Regional Economic Development Strategy 2018 to 2022 is a shared strategy across the 5 local government areas located within Western Riverina. This recognises tourism as an engine of growth for the region.

GUIDING GRIFFITH 2040

The Guiding Griffith 2040 Plan outlines the long term vision for the municipality and identifies principles and values to guide future growth and decision making. In relation to tourism, the Strategy identifies the need to promote the municipality as a tourism destination.

2.5.3. WAGGA WAGGA

COMMUNITY STRATEGIC PLAN 2040

The Wagga Wagga Community Strategic Plan 2040 provides guidance in achieving the vision for Wagga Wagga in 2040. In relation to economic development and tourism, the Plan outlines a series of objectives to support the city's growing economy. A key objective identified is to support the city as tourism destination, with a key outcome of the Plan being the need to accommodate visitors, including through ensuring there is a variety of accommodation and camping facilities provided.

2.5.4. SNOWY VALLEYS

SNOWY VALLEYS DESTINATION MANAGEMENT PLAN 2018

The Snowy Valleys Destination Management Plan was prepared by Urban Enterprise in 2018 and provides clear directions for destination development of the Snowy Valleys Council area. The DMP outlines the roles and structure governing tourism in the locality, clearly articulating Council's vision for the future. Key strategic development themes identified are provided below, which address the overarching issues and opportunities for tourism development.

1. Leveraging from Iconic Nature Assets;
2. Creating a premier cycling destination;
3. Showcasing regional produce through contemporary food and agritourism experiences;
4. Revitalising assets, infrastructure and accommodation;
5. Maximising strategic positioning, linkages and tourism governance.

In relation to accommodation, a gamechanger project identified is the Blowering Dam Destination Accommodation and Café.

SNOWY VALLEYS ECONOMIC DEVELOPMENT STRATEGY 2018-2022

The Snowy Valleys Economic Development Strategy 2018 – 2022 identifies a series of themes and actions to promote a thriving economy within the municipality. The key theme relating to tourism is:

- "Theme 4: *Support the Development of a Strong and Sustainable Tourism Sector in the Snowy Valleys"*

To support this theme, 5 Council led and Council supported actions are identified with the following council led action relating to accommodation within the municipality:

  - *Action 4.1: Investigate needs and opportunities for short term accommodation product development to serve the Snowy Valleys' visitor market*

COMMUNITY STRATEGIC PLAN 2028

The Snowy Valleys Community Strategic Plan 2028 identifies the priorities of the local community for the future of the municipality.

For each community located within the municipality a series of community priorities are identified by the Plan. A shared priority across numerous communities is improving tourism. In response to this, a number of tourism related strategies are identified including:

- *"2.1 Encourage sustainable tourism initiatives which create employment and boost the local economy:*

3. NATIONAL & STATE TRENDS

3.1. INTRODUCTION

This section of the report provides an assessment of the macro trends in accommodation and tourism that are relevant to this study.

3.2. KEY FINDINGS

International arrivals to Australia have been strong, growing at 6% between 2017 and 2018. North East Asia is the largest source of arrivals, with over 2.67 million people including 53% from China, providing significant opportunities for the Riverina Murray region to capitalise on growth in international visitation.

Nationwide, the biggest increase in international arrivals was seen from Southern and Central Asia (21.4%) between 2017 and 2018.

In New South Wales, there has been the largest growth in luxury and up-scale accommodation offerings, indicating the market demand for these types of accommodation. Furthermore, data shows that luxury accommodation has the highest occupancy rate in NSW consistently (between 82% to 90%), whereas budget accommodation has the lowest occupancy rate (47% to 57%).

3.3. NATIONAL VISITATION TRENDS

International arrivals to Australia increased by 6% between 2017 and 2018 (year ending June) to 9.07 million. North East Asia is the biggest source of arrivals, with over 2.67 million people (53% from China) visiting Australia.

1.64 million passenger arrivals were recorded from Europe, with growth of 2.4%, followed by 1.57 million arrivals from Oceania & Antarctica (New Zealand comprising 1.37 million people) and 1.395 million from South East Asia (growth of 2.1%) with Singapore and Malaysia being the primary origin markets.

TABLE 3 INTERNATIONAL ARRIVALS TO AUSTRALIA

REGION OF ORIGIN	2017 ('000)	2018 ('000)	CHANGE
Oceania & Antarctica	1,538.90	1,569.60	2.00%
Europe	1,603.80	1,643.00	2.40%
The Americas	1,059.20	1,124.30	6.10%
Sub Saharan Africa	83.8	90.1	7.50%
North Africa & Middle East	123.4	126.3	2.40%
South East Asia	1,367.40	1,395.90	2.10%
North East Asia	2,416.10	2,678.90	10.90%
Southern & Central Asia	365.3	443.5	21.40%
Total	8,557.60	9,071.80	6.00%

Source: ABS, Overseas Arrivals. Year Ending June 2017 and 2018.

3.4. STATE ACCOMMODATION TRENDS

NEW SOUTH WALES ACCOMMODATION ESTABLISHMENTS

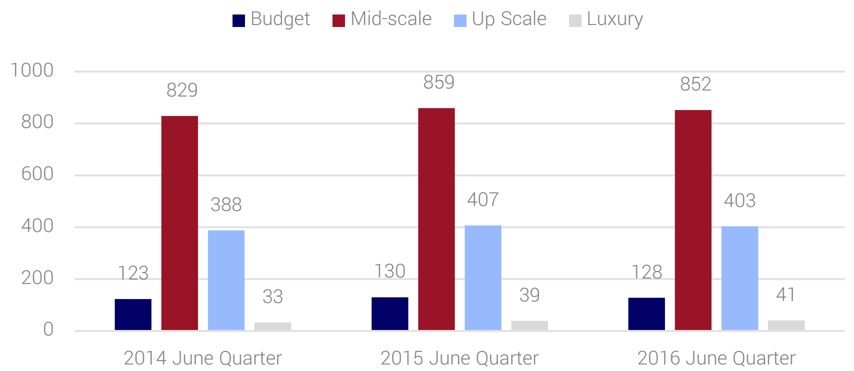
Figure 2 shows the number of establishments in New South Wales with 15 or more rooms in June Quarter, 2014, 2015 and 2016 by the quality of establishment.

The data shows that there was net increase of 15 Up-Scale Hotels, Motels and Serviced Apartments between the 2014 June Quarter and the 2016 June Quarter. The number of Mid-Scale establishments also experienced growth between the June Quarter 2014 and June Quarter 2016, with a net increase of 23 (2.8%).

There was also net growth in the number of luxury accommodation establishments, increasing by 24% (8 establishments) from 33 to 41.

There was also net growth of 5 Budget Hotels, Motels and Serviced Apartments over the period (equating to 4.1% growth).

FIGURE 2 NEW SOUTH WALES ACCOMMODATION ESTABLISHMENTS BY QUALITY



Source: ABS, Survey of Tourist Accommodation, 2015-16, 2014-15 and 2013-14.

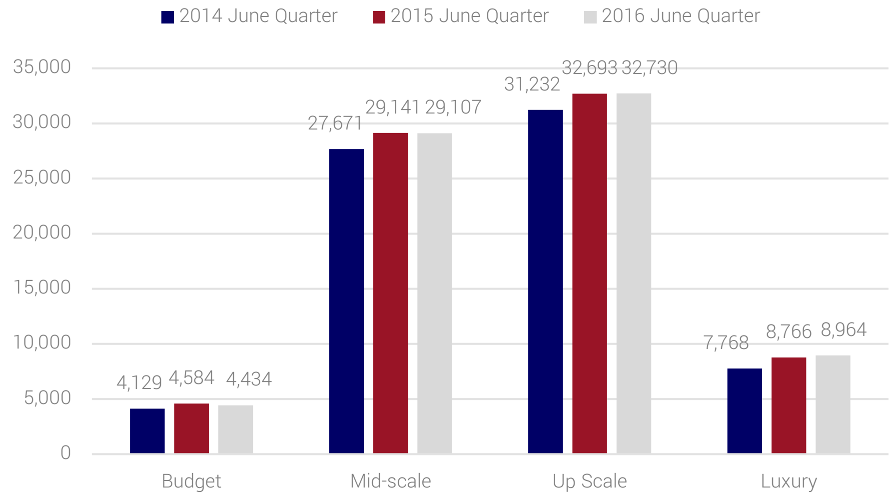
NEW SOUTH WALES ACCOMMODATION ROOMS

Figure 3 shows the number of accommodation rooms in New South Wales (accommodation establishments with 15 or more rooms) in the June Quarters of 2014, 2015 and 2016.

Up-Scale establishments experienced the greatest growth between 2014 and 2016 (June Quarters), with the total number of rooms increasing by approximately 1,500 rooms (+5%). Mid-Scale establishments also experienced a high amount of growth in the total number of rooms, increasing by 1,436 rooms (+5%).

The total number of rooms in luxury accommodation experienced growth of approximately 1,200 rooms (+15%), increasing from 7,768 rooms in 2014 (June Quarter) to 8,964 rooms in 2016 (June Quarter).

FIGURE 3 NEW SOUTH WALES ACCOMMODATION ROOMS BY QUALITY



Source: ABS, Survey of Tourist Accommodation, 2015-16, 2014-15 and 2013-14.

NEW SOUTH WALES ACCOMMODATION OCCUPANCY

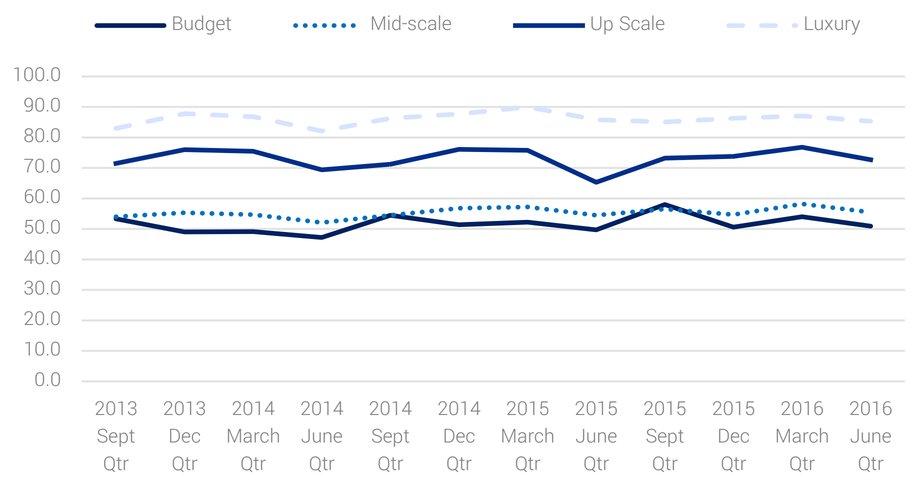
Figure 4 shows the occupancy rate of accommodation (accommodation establishments with 15 or more rooms) by quality of establishment between the September 2013 Quarter and the June Quarter 2016.

The data indicates luxury accommodation has the greatest level of occupancy throughout each quarter with occupancy rates ranging from 82% and 90%.

Upscale accommodation establishments also had high occupancy rates throughout each quarter between 2013 and 2016, with rates ranging from 69% in the 2014 June Quarter to 77% in 2016 March Quarter.

The occupancy rates of budget and mid-scale accommodation establishments averaged approximately 52% and 55% respectively over the three-year period.

FIGURE 4 NEW SOUTH WALES ACCOMMODATION OCCUPANCY BY QUALITY OF ESTABLISHMENT



Source: ABS, Survey of Tourist Accommodation, 2015-16, 2014-15 and 2013-14.

PART B. RIVERINA MURRAY REGION ASSESSMENT

4. VISITATION TRENDS

4.1. INTRODUCTION

This section of the report provides an overview of visitation and visitor nights to the Riverina Murray region, including the separation of those visitors staying in commercial accommodation and those staying in private accommodation. This section utilises analysis of Tourism Research Australia's National Visitor Survey (NVS) and International Visitor Survey (IVS).

4.2. KEY FINDINGS

Riverina Murray has experienced growth in the number of visitors to the region since 2008, growing from 3.9 million in 2008 to 5.6 million visitor trips in 2017.

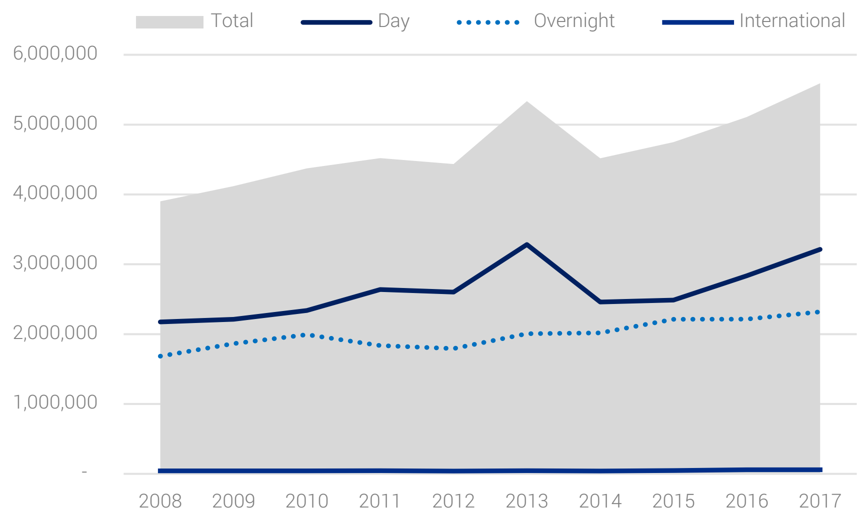
International visitation has been steadily increasing since 2008, growing at an average rate of 3.4% since 2008. In comparison, overnight visitation has experienced an average growth rate of 3.2% since 2008.

The sub region which receives the greatest proportion of visitation is Eastern Riverina (38%) followed by Albury Hume (22%) and Central Murray (19%).

4.3. VISITATION OVERVIEW

Visitation to the Riverina Murray has grown at an average of 3.7% per year since 2008, with the region attracting approximately 5.6 million visitor trips in 2017. Visitation in 2017 comprised of 57.5% daytrips 41.5% domestic overnight trips and 1% international visitation.

FIGURE 5 VISITATION OVERVIEW



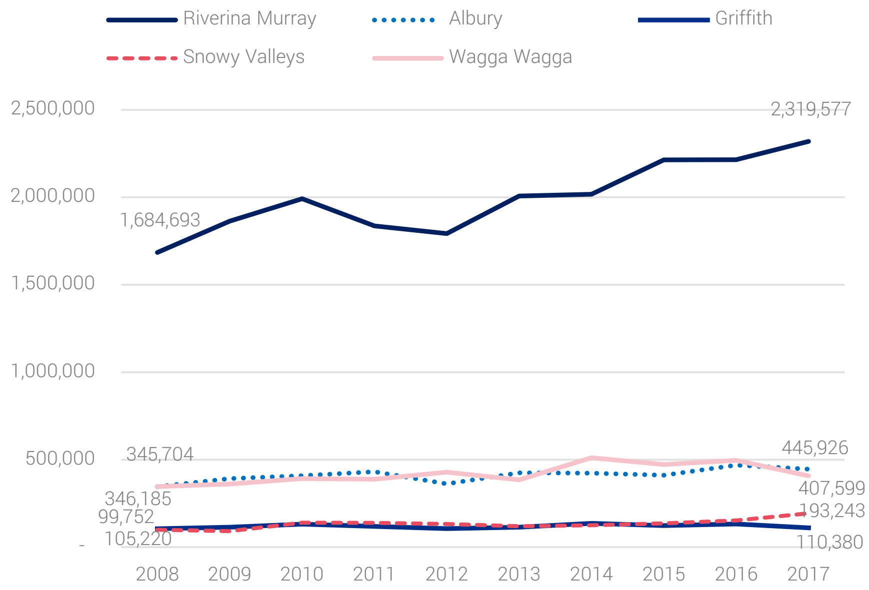
Source: TRA – National Visitor Survey and International Visitor Survey, 2008 to 2017.

DOMESTIC OVERNIGHT VISITOR TRIPS

Figure 6 identifies the total number of domestic overnight visitor trips over a 10-year period.

Since 2008, there has been a number of peaks and troughs in the number of visitor trips however overall there has been strong growth. In 2008 there was 1.68 million domestic overnight visitor trips. In 2017 there was 2.3 million domestic overnight trips. Overall, domestic overnight visitation has grown at an average rate of 3.2% per year since 2008.

FIGURE 6 DOMESTIC OVERNIGHT VISITOR TRIPS

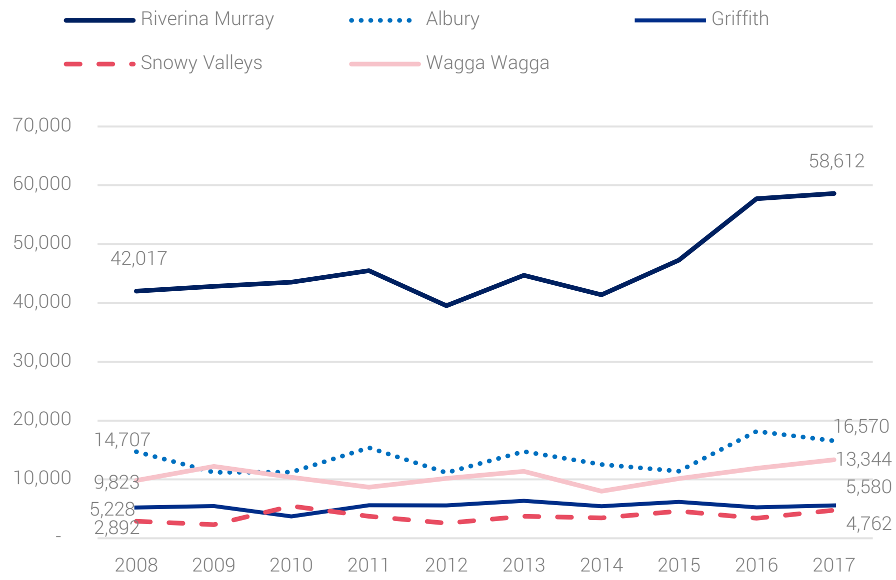


Source: TRA – National Visitor Survey, 2008 to 2017.

INTERNATIONAL VISITOR TRIPS

Figure 7 identifies the number of international visitor trips to the Riverina Murray over a 10-year period. Overall, there has been strong growth in the number of international visitor trips, growing from 42,017 in 2008 to 58,612 in 2017 or at an average rate of 3.4% per year.

FIGURE 7 INTERNATIONAL VISITOR TRIPS



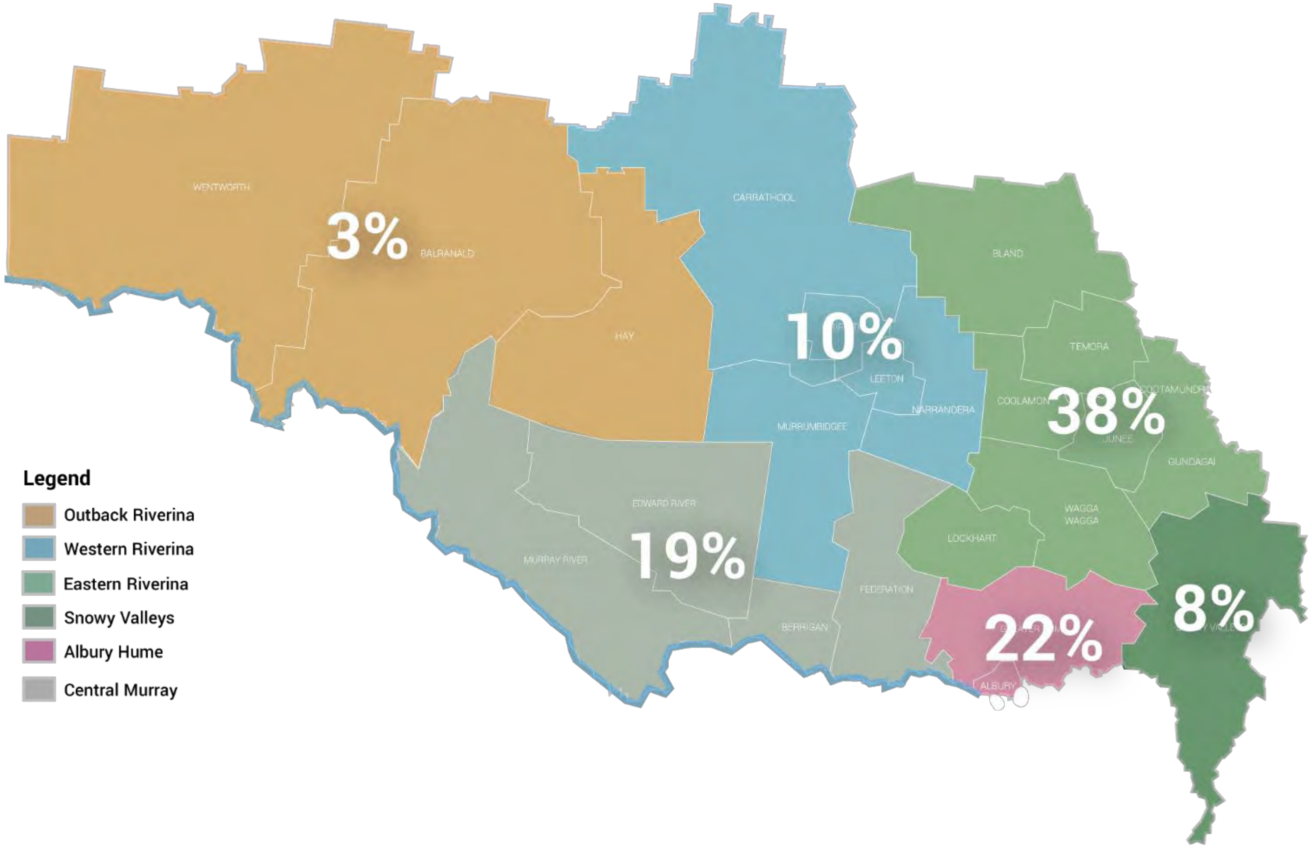
Source: TRA –International Visitor Survey, 2008 to 2017.

4.4. DISTRIBUTION OF VISITATION

The distribution of domestic overnight visitation has been analysed based on the number of visitors to each Local Government Areas within Riverina Murray. The results are as follows:

- 38% of visitation is to Eastern Riverina;
- 22% of visitation is to Albury Hume;
- 19% of visitation is to Central Murray;
- 10% of visitation is to Western Riverina;
- 8% of visitation is to Snowy Valleys; and
- 3% of visitation is to Outback Riverina.

FIGURE 8 DISTRIBUTION OF DOMESTIC OVERNIGHT VISITORS BY SUB-REGION



Source: TRA – National Visitor Survey and International Visitor Survey, 2008 to 2017.

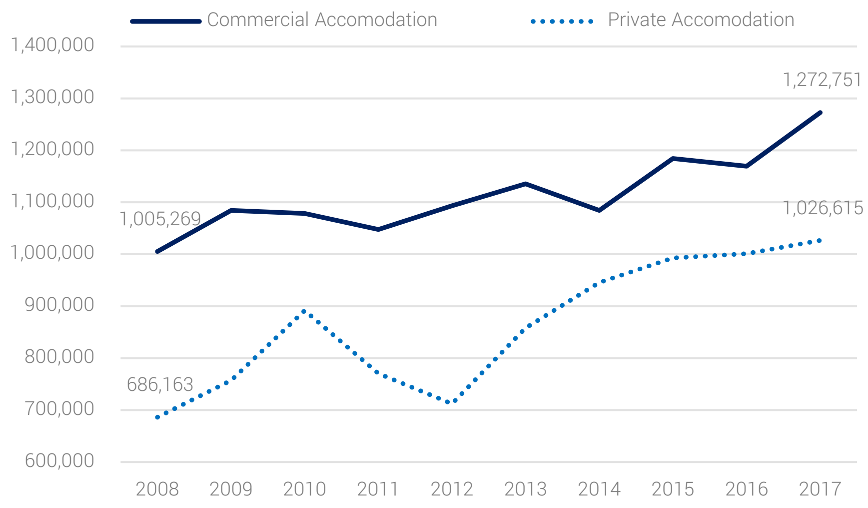
4.5. VISITATION – COMMERCIAL VS PRIVATE ACCOMMODATION

DOMESTIC OVERNIGHT VISITOR TRIPS

The number of domestic overnight visitors staying in commercial accommodation has grown over the past 10 years, increasing from 1.0 million in 2008 to 1.27 million in 2017 (refer Figure 9).

The number of domestic overnight visitors staying in private accommodation has also experienced growth over the past 10-years, growing from 686,163 in 2008 to over 1 million in 2017. The growth in visitors staying in private accommodation highlights significant growth and importance of the VFR market, many of whom stay in private, unpaid accommodation.

FIGURE 9 DOMESTIC OVERNIGHT – VISITOR TRIPS



Source: TRA – National Visitor Survey, 2008 to 2017.

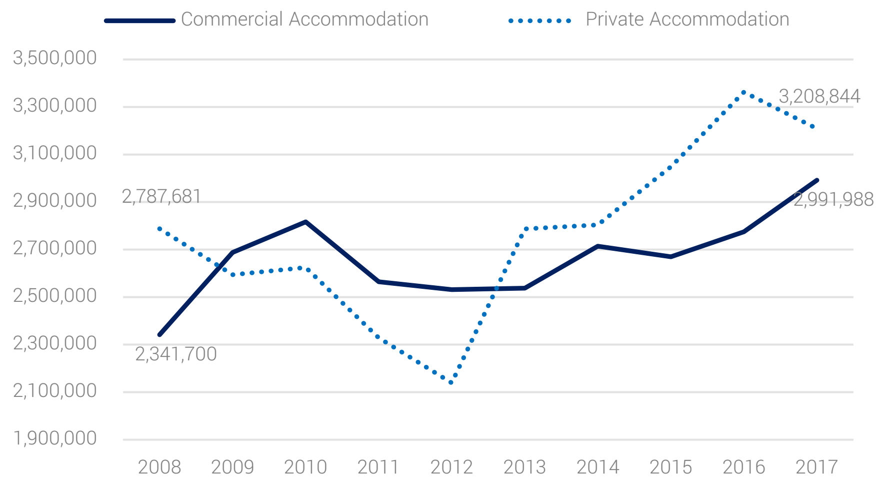
DOMESTIC OVERNIGHT VISITOR NIGHTS

Figure 10 identifies the number of domestic overnight visitor nights to the Riverina Murray over the past 10 years. Overall, the number of domestic overnight visitor nights has increased, for both commercial and private accommodation. It is identified that a greater number of visitor nights are spent in private accommodation than commercial accommodation in the region.

The total number of domestic overnight visitor nights in private accommodation increased from approximately 2.79 million nights in 2008 to over 3.2 million nights in 2017.

In comparison, the total number of domestic overnight visitor nights in commercial accommodation increased from approximately 2.3 million nights in 2008 to approximately 3 million nights in 2017.

FIGURE 10 DOMESTIC OVERNIGHT – VISITOR NIGHTS



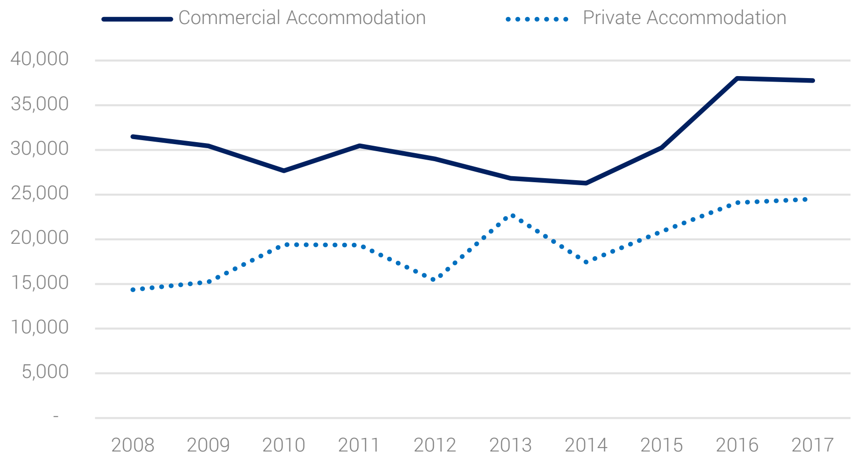
Source: TRA – National Visitor Survey, 2008 to 2017.

INTERNATIONAL VISITOR TRIPS

Figure 11 identifies the number of international visitors staying in commercial and private accommodation over the past 10 years.

A greater number of international visitors to the Riverina Murray stay in commercial accommodation when compared to private accommodation, with 37,754 international visitors staying in commercial accommodation compared with 24,497 staying in private accommodation.

FIGURE 11 INTERNATIONAL – VISITOR TRIPS



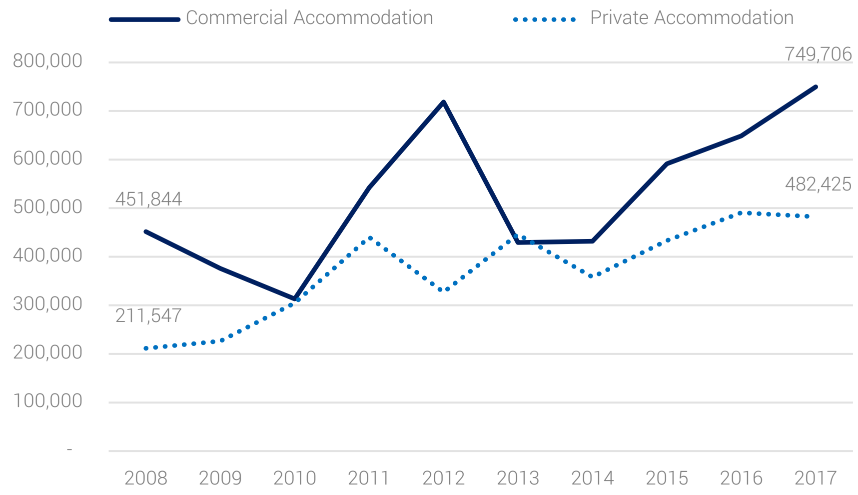
Source: TRA – International Visitor Survey, 2008 to 2017.

INTERNATIONAL VISITOR NIGHTS

Figure 12 identifies the number of international visitor nights spent in commercial and private accommodation in Riverina Murray.

A greater number of international visitor nights are spent in commercial accommodation compared with private accommodation, with the number of visitor nights spent in each accommodation type 749,706 nights and 482,425 nights respectively.

FIGURE 12 INTERNATIONAL – VISITOR NIGHTS



Source: TRA – International Visitor Survey, 2008 to 2017.

5. VISITOR MARKET ANALYSIS

5.1. INTRODUCTION

This section of the report provides an overview and analysis of the Riverina Murray visitor market, drawing on Tourism Research Australia's National Visitor Survey (NVS) and International Visitor Survey (IVS).

The analysis includes a comparison of visitors that stay in commercial accommodation and visitors which stay in private accommodation. Commercial accommodation includes the following accommodation types (of all sizes):

- Luxury hotel or resort (4 or 5 star);
- Standard hotel/motor inn (below 4 star);
- Serviced apartment;
- Guest house of Bed & Breakfast;
- Rented house/apartment/flat or unit (not serviced daily);
- Caravan park or commercial camping ground;
- Backpacker or hostel; and
- Other commercial accommodation.

Private accommodation includes the following accommodation types:

- Friends or relative's property;
- Caravan or camping (non-commercial);
- Own property; and
- Other private accommodation.

5.2. KEY FINDINGS

The holiday and leisure market are the most significant overnight visitor market to Riverina Murray utilising commercial accommodation. The business visitor market complements the holiday and leisure visitors and are an important driver of demand of overnight accommodation. These primary markets should be the focus of accommodation opportunities.

People visiting friends and relatives provide a secondary market for commercial accommodation but are less significant in terms of their impact on demand for commercial accommodation.

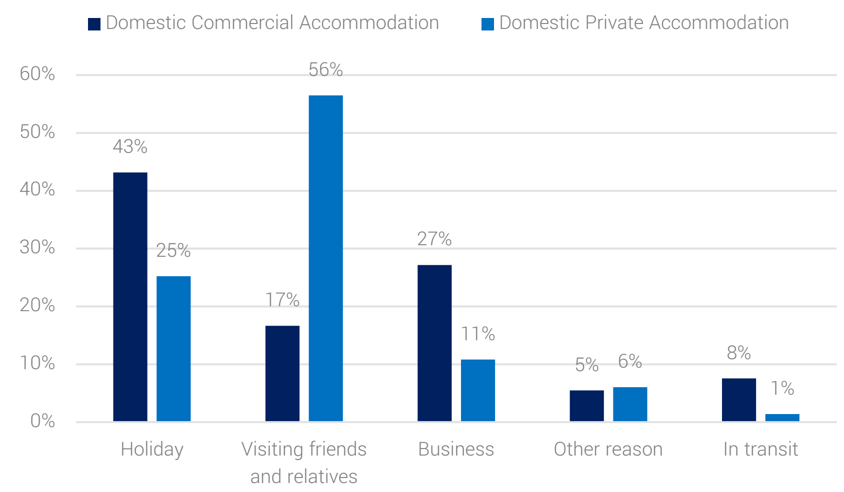
The accommodation profile suggests that domestic overnight visitors primarily stay in standard hotel/motor inn accommodation (below 4 star), caravan parks and luxury hotel or luxury resort (4 or 5 star). Accommodation benchmarking with other locations in Victoria and New South Wales suggests that there may be an undersupply of quality hotel and resort accommodation in Riverina Murray.

5.3. REASON FOR STOPOVER

DOMESTIC OVERNIGHT VISITORS REASON FOR STOPOVER

Domestic overnight visitors to the Riverina Murray staying in commercial accommodation are primarily visiting for a holiday (43%) followed by for business (27%). In comparison, the primary reason for stopover for visitors staying in private accommodation is to visit friends and relatives (57%), followed by for a holiday (25%) as identified in Figure 13 below. It is noted that the data captures visitors staying in Airbnb.

FIGURE 13 DOMESTIC OVERNIGHT VISITORS REASON FOR STOPOVER



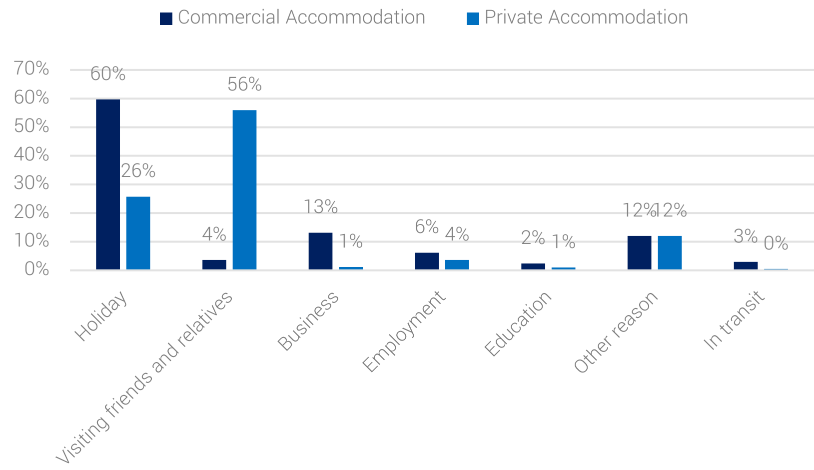
Source: National Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

INTERNATIONAL VISITORS REASON FOR STOPOVER

International overnight visitors to the Riverina Murray staying in commercial accommodation are primarily visiting for a holiday (60%), followed by for business (13%). Only 4% of international visitors staying in commercial accommodation are visiting friends and relatives.

International overnight visitors staying in private accommodation, in comparison, are primarily visiting friends and relatives (56%) as identified in Figure 14 below.

FIGURE 14 INTERNATIONAL VISITORS REASON FOR STOPOVER



Source: International Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

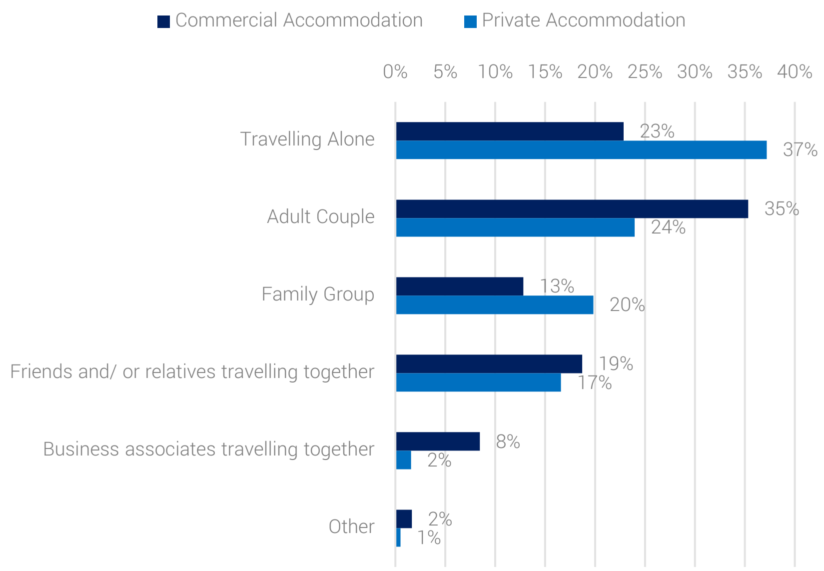
5.4. TRAVEL PARTY TYPE

DOMESTIC OVERNIGHT VISITORS TRAVEL PARTY

35% of domestic overnight visitors staying in commercial accommodation are adult couples, with a further 23% travelling alone. In comparison, 37% of domestic overnight visitors staying in private accommodation are travelling alone, with a further 23% adult couples.

There is also a greater proportion of domestic overnight visitors who are travelling as a family group staying in private accommodation (20%) than domestic overnight visitors who are travelling as a family group staying in commercial accommodation (13%) as identified in Figure 15.

FIGURE 15 DOMESTIC OVERNIGHT VISITORS TRAVEL PARTY



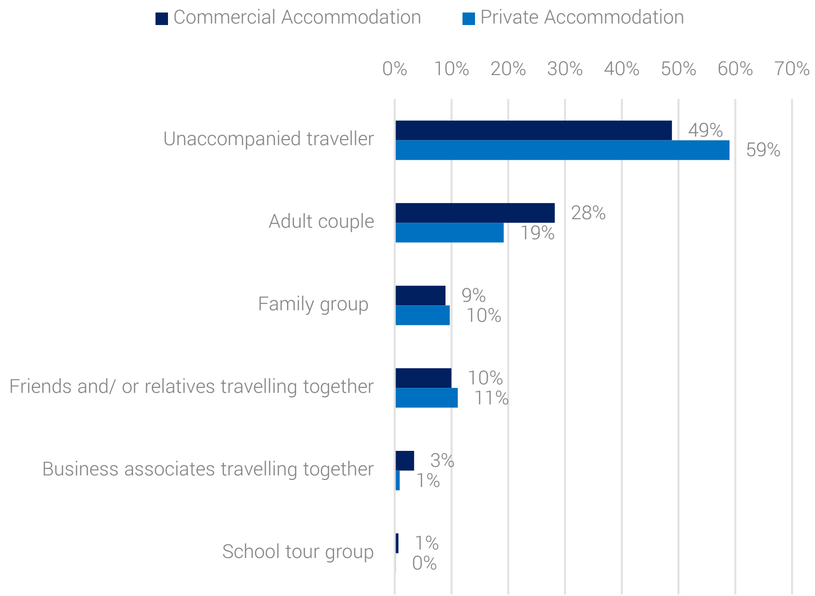
Source: National Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

INTERNATIONAL OVERNIGHT TRAVEL PARTY

As identified in Figure 16 , the majority of international overnight visitors to the Riverina Murray are unaccompanied travellers, for both those staying in commercial (49%) and private accommodation (59%).

There is also a high percentage of international visitors who are adult couples staying in both commercial (28%) and private accommodation (19%).

FIGURE 16 INTERNATIONAL OVERNIGHT VISITORS TRAVEL PARTY



Source: International Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June).

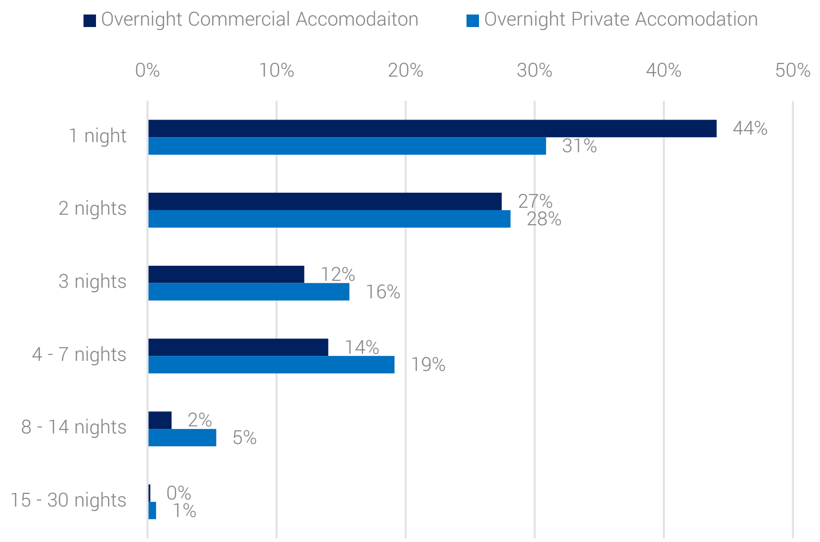
5.5. LENGTH OF STAY

DOMESTIC OVERNIGHT VISITORS LENGTH OF STAY

44% of domestic overnight visitors staying in commercial accommodation stayed in the Riverina Murray for 1 night, while 27% stayed for 2 nights and 12% for 3 nights.

In comparison, 31% of domestic overnight visitors staying in private stayed for 1 night, 28% stayed for 2 nights and 16% stayed for 3 nights as identified in Figure 17.

FIGURE 17 OVERNIGHT VISITORS LENGTH OF STAY

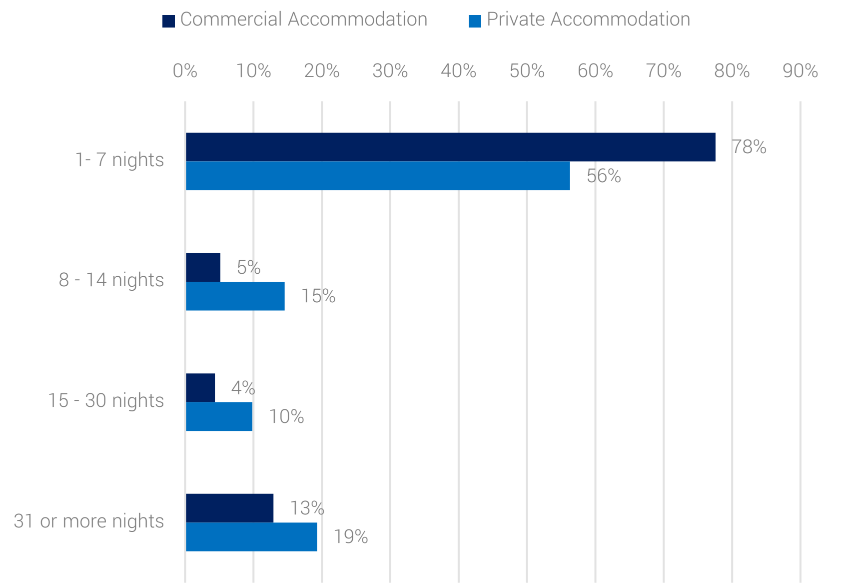


Source: National Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June).

INTERNATIONAL VISITORS LENGTH OF STAY

The majority of international visitors to Riverina Murray staying in commercial accommodation (78%) as well as private accommodation (56%) stayed in the region for 1 to 7 nights, as identified in Figure 18.

FIGURE 18 INTERNATIONAL VISITORS LENGTH OF STAY



Source: International Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

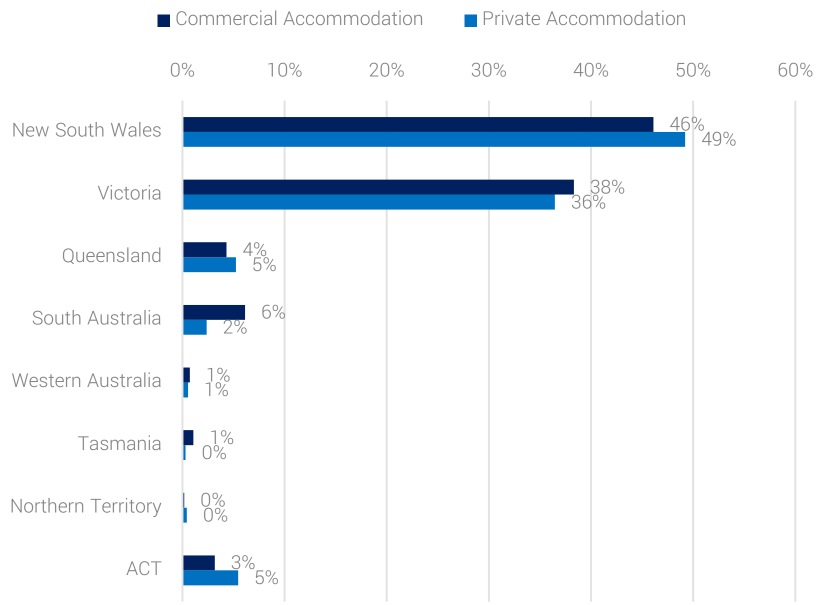
5.6. VISITOR ORIGIN

DOMESTIC OVERNIGHT VISITOR STATE OF ORIGIN

Figure 19 identifies the state of origin for domestic overnight visitors to Riverina Murray.

Of those visitors staying in both commercial and private accommodation the majority are from New South Wales. There is also a high percentage of visitors staying in both commercial and private accommodation from Victoria.

FIGURE 19 DOMESTIC OVERNIGHT VISITOR STATE OF ORIGIN



Source: National Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

INTERNATIONAL VISITOR COUNTRY OF ORIGIN

Table 4 identifies the country of residence for international visitors to the Riverina Murray region, staying in both commercial and private accommodation. Of international visitors staying in commercial accommodation, 16% are from the United Kingdom, 14% are from New Zealand and 9% are from the United States of America.

TABLE 4 INTERNATIONAL VISITOR COUNTRY OF ORIGIN

COUNTRY OF ORIGIN	INTERNATIONAL COMMERCIAL ACCOMMODATION	INTERNATIONAL PRIVATE ACCOMMODATION
United Kingdom	16%	16%
New Zealand	14%	17%
United States of America	9%	9%
Other Europe	8%	4%
Germany	7%	6%
Other Countries	5%	3%
China	4%	10%
France	3%	3%
Scandinavia	3%	4%
Taiwan	3%	5%
Singapore	3%	2%
Korea	3%	5%
Canada	3%	1%
Japan	3%	1%
Malaysia	3%	1%
Other Asia	2%	0%
Hong Kong	2%	1%
Netherlands	2%	1%
India	2%	2%
Switzerland	2%	3%
Indonesia	1%	1%
Italy	1%	2%
Thailand	1%	2%

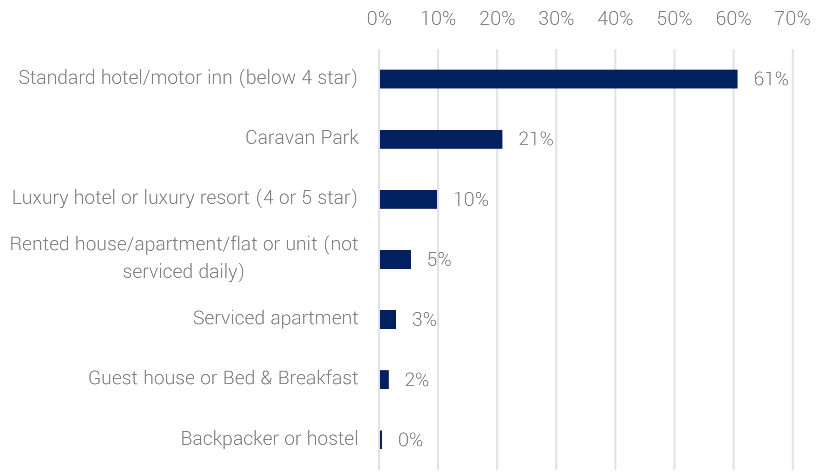
Source: International Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

5.7. ACCOMMODATION STAYED IN

DOMESTIC OVERNIGHT ACCOMMODATION STAYED IN

On average 61% of domestic overnight visitors to Riverina Murray staying in commercial accommodation (of all sizes) stay in a standard hotel while a further 21% stay in a caravan park or commercial camping ground as identified in Figure 20.

FIGURE 20 DOMESTIC OVERNIGHT – TYPE OF COMMERCIAL ACCOMMODATION STAYED IN

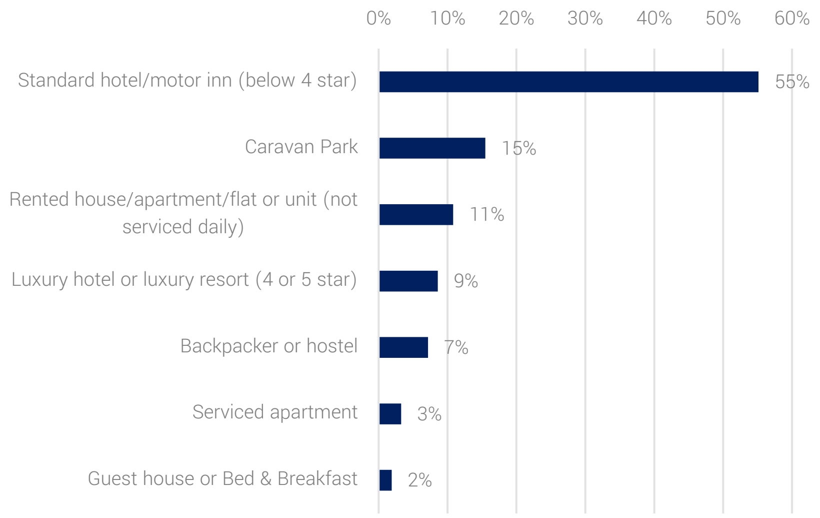


Source: National Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June). Data includes all accommodation sizes.

INTERNATIONAL OVERNIGHT ACCOMMODATION STAYED IN

On average, 55% of international visitors staying in commercial accommodation stay in a standard hotel / motor-inn, while a further 15% stay in a commercial caravan park or camping ground.

FIGURE 21 INTERNATIONAL – TYPE OF COMMERCIAL ACCOMMODATION STAYED IN



Source: International Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

5.8. ACCOMMODATION PROFILE BENCHMARKING

Table 5 shows the TRA domestic overnight accommodation profile of visitors staying in commercial accommodation in Local Government Areas in New South Wales and Victoria.

The analysis shows that Riverina Murray has a lower proportion of visitors staying in luxury hotels or resorts (-1.4%) and Standard hotel/motor inn (-0.6%) compared to the destination(s) average. A higher proportion of visitors to Riverina Murray are staying in a caravan park (+2%), a rented property (+0.7%) or guesthouse or bed and breakfast, (+0.6%).

TABLE 5 ACCOMMODATION PROFILE BENCHMARKING

	BATHURST REGIONAL (NSW)	GOULBURN MULWAREE (NSW)	WESTERN PLAINS REGIONAL (NSW)	GREATER SHEPPARTON (VIC)	MILDURA (VIC)	DESTINATION(S) AVE	RIVERINA MURRAY	DIFFERENCE B/N RIVERINA MURRAY AND DESTINATION(S) AVE
Luxury hotel or luxury resort (4 or 5 star)	16%	9%	9%	9%	13%	11.2%	9.8%	-1.4%
Standard hotel/motor inn (below 4 star)	57%	72%	66%	62%	51%	61.3%	60.7%	-0.6%
Serviced apartment	4%	1%	2%	3%	2%	2.4%	2.9%	+0.5%
Guest house or Bed & Breakfast	1%	2%	1%	1%	1%	1.0%	1.6%	+0.6%
Rented house/apartment/flat or unit (not serviced daily)	9%	1%	2%	6%	6%	4.7%	5.4%	+0.7%
Caravan Park	14%	14%	21%	20%	26%	18.9%	20.9%	+2.0%
Backpacker or hostel	0%	1%	1%	1%	0%	0.4%	0.5%	+0.1%

Source: TRA NVS 2014-2018 and Urban Enterprise, 2019.

6. ACCOMMODATION SUPPLY

6.1. INTRODUCTION

This section of the report provides an audit of accommodation establishments in the Riverina Murray. The audit includes room supply, bed spaces, average room rate, star rating and the spatial distribution of accommodation.

6.2. KEY FINDINGS

The Riverina Murray region has approximately 625 establishments and over 9,567 guest rooms identified through an audit of accommodation.

The Riverina Murray region accommodation room supply was predominantly comprised of Motel/Motor Inns (46%) and Hotel/Resorts (24%). The vast majority of Motel/Motor Inns and Hotel/Resorts are of 3 or 3.5 star quality highlighting an aging accommodation stock across the region.

The average size of Motel/Motor Inns and Hotel/Resorts is 22 rooms. This confirms the proliferation of small scale accommodation businesses that are operated across the region.

With consideration of the target markets and accommodation supply, key gaps in accommodation across the Riverina Murray region include:

- **Self-contained accommodation suitable for the business market, VFR market and events market;**
- **Quality holiday leisure tourist park accommodation leveraging from nature based assets in the region and the opportunity to grow the family market;**
- **Experiential accommodation such as farm stays and nature based accommodation.**

6.3. ACCOMMODATION AUDIT

Urban Enterprise prepared an audit of tourist accommodation in the Riverina Murray. The audit is based on a number of sources including lists of accommodation provided by Destination Riverina Murray and Local Government Areas within the region.

Every effort has been made to ensure that all accommodation establishments are reflected in the audit, however, Urban Enterprise cannot guarantee that there may not be omissions.

The accommodation audit does not include short term letting services such as Airbnb, as this is a volatile accommodation market, where supply levels fluctuate. Airbnb accommodation supply is analysed separately. However, it should be noted that some self-contained accommodation providers in the audit are listed through multiple providers, including Airbnb.

ESTABLISHMENTS

There were 625 accommodation establishments identified in the accommodation audit in the Riverina Murray region. Over half of accommodation establishments identified were motel/ motor inns (32% of establishments) and self-contained house/ apartment/ unit accommodation (26% of establishments), followed by hotels/ resorts (16% of establishments) and caravan camping (14% of establishments).

TABLE 6 ACCOMMODATION ESTABLISHMENTS

TYPE OF ACCOMMODATION	# ESTABLISHMENTS	%
Motel/Motor Inn*	201	32%
Self contained house/apartment/unit	164	26%
Hotel/Resort	101	16%
Caravan/Camping (Cabins only)	86	14%
B&B/Guesthouse	45	7%
Farmstay	15	2%
Group Accommodation/Backpackers	13	2%
Total	625	100%

Source: Urban Enterprise, 2019

*Motels/ Motor Inns includes pub accommodation.

TOTAL ESTIMATED ROOM STOCK

In total there was 9,567 accommodation rooms identified through the accommodation audit in the Riverina Murray region. The majority of rooms are from motel/ motor inns (4,409 rooms or 46% of rooms), hotels/ resorts (2,271 rooms or 24% of rooms), caravan/ camping (1,418 rooms or 15% of rooms), and self-contained house/ apartment/ unit establishments (864 rooms or 9% of rooms).

TABLE 7 ACCOMMODATION ROOMS

TYPE OF ACCOMMODATION	# ROOMS	%
Motel/Motor Inn	4,409	46%
Hotel/Resort	2,271	24%
Caravan/Camping (Cabins only)	1,418	15%
Self contained house/apartment/unit	864	9%
Group Accommodation/Backpackers	353	4%
B&B/Guesthouse	192	2%
Farmstay	60	1%
Total	9,567	100%

Source: Urban Enterprise, 2019

AVERAGE NUMBER OF ROOMS PER ESTABLISHMENT

Group accommodation / backpackers are typically the largest accommodation establishments in the Riverina Murray region with an average of 27 rooms per establishment. Hotels and motels/motor inns are also large accommodation establishments in the Riverina Murray region, averaging approximately 22 rooms per establishment. B&B/ guesthouse accommodation and farmstay establishments had the lowest average number of rooms per establishment at 4 rooms.

TABLE 8 ACCOMMODATION ROOMS PER ESTABLISHMENT

TYPE OF ACCOMMODATION	AVERAGE NUMBER OF ROOMS PER ESTABLISHMENT
Group Accommodation/ Backpackers	27
Hotel/Resort	22
Motel/Motor Inn	22
Caravan/Camping (Cabins only)	16
Self contained house/apartment/unit	5
B&B/Guesthouse	4
Farmstay	4

Source: Urban Enterprise, 2019

TOTAL ESTIMATED BED SPACES

There was a total of 20,066 bed spaces identified in the accommodation audit. The majority of bed spaces were in motel/ motor inns (42%), followed by caravan/ camping (22%), hotels/ resorts (21%) and self-contained house/ apartment/ unit establishments (9%).

TABLE 9 ACCOMMODATION BED SPACES

TYPE OF ACCOMMODATION	# BED SPACES	%
Motel/Motor Inn	8,482	42%
Caravan/camping (Cabins only)	4,408	22%
Hotel/Resort	4,226	21%
Self contained house/apartment/unit	1,784	9%
B&B/Guesthouse	283	1%
Group Accommodation/Backpackers	774	4%
Farmstay	109	1%
Total	20,066	100%

Source: Urban Enterprise, 2019

STAR RATING

Table 10 shows the average star rating for accommodation establishments in Riverina Murray. Not all accommodation establishments have a star rating, including many self-contained accommodation establishments, therefore the table below does not necessarily reflect all accommodation establishments as part of the audit.

Farmstay, self-contained house/ apartment/ unit and B&B / guest house accommodation were typically the highest rated accommodation in terms of star rating (average 4 stars), followed by motels and hotels/ resorts (3.5 star).

TABLE 10 AVERAGE STAR QUALITY

	AUDIT STAR RATING
B&B/Guesthouse	4.0
Caravan/Camping (Cabins only)	3
Farmstay	4.5
Hotel/Resort	3.5
Motel/Motor Inn	3.5
Self contained house/apartment/unit	4.0
Group Accommodation/Backpackers	3

Source: Urban Enterprise, 2019

6.4. SPATIAL DISTRIBUTION OF ESTABLISHMENTS

The following pages contain maps which show the distribution of accommodation establishments across the Riverina Murray region. The maps are grouped by the following accommodation types:

1. B&B and Guesthouse accommodation;
2. Group/Backpackers accommodation.
3. Caravan and Camping accommodation;
4. Farmstay accommodation;
5. Hotel/Resort accommodation;
6. Motel/Motor Inn accommodation; and
7. Self contained house, apartment and unit accommodation.

B&B AND GUESTHOUSE ACCOMMODATION

B&B and Guesthouse accommodation is concentrated in the Eastern Riverina, and Snowy Valleys sub regions. There is also a number of establishments located in the Western Riverina and Central Murray sub regions.

GROUP ACCOMMODATION/BACKPACKERS

There is a limited number of group accommodation and backpacker establishments in Riverina Murray. Establishments are located in areas such as Wagga Wagga, Griffith and in the Snowy Valleys sub region.

CARAVAN AND CAMPING ACCOMMODATION

Caravan and Camping accommodation establishments are spread throughout the Riverina Murray region with a concentration in towns throughout the region. There are limited accommodation establishments in the Outback Riverina sub region.

FARMSTAY ACCOMMODATION

There are a 15 farmstay accommodation establishments located throughout the Riverina Murray. The establishments are located primarily away from townships. Each sub region has at least one establishment.

HOTEL AND RESORT ACCOMMODATION

Hotel and Resort accommodation establishments are spread throughout the Riverina Murray region. There is a significant number of establishments in the Eastern Riverina, Western Riverina and Albury Hume sub regions. There is also a cluster of establishments along the Murray River in Moama.

In addition there is a number of establishments located in the Outback Riverina sub region.

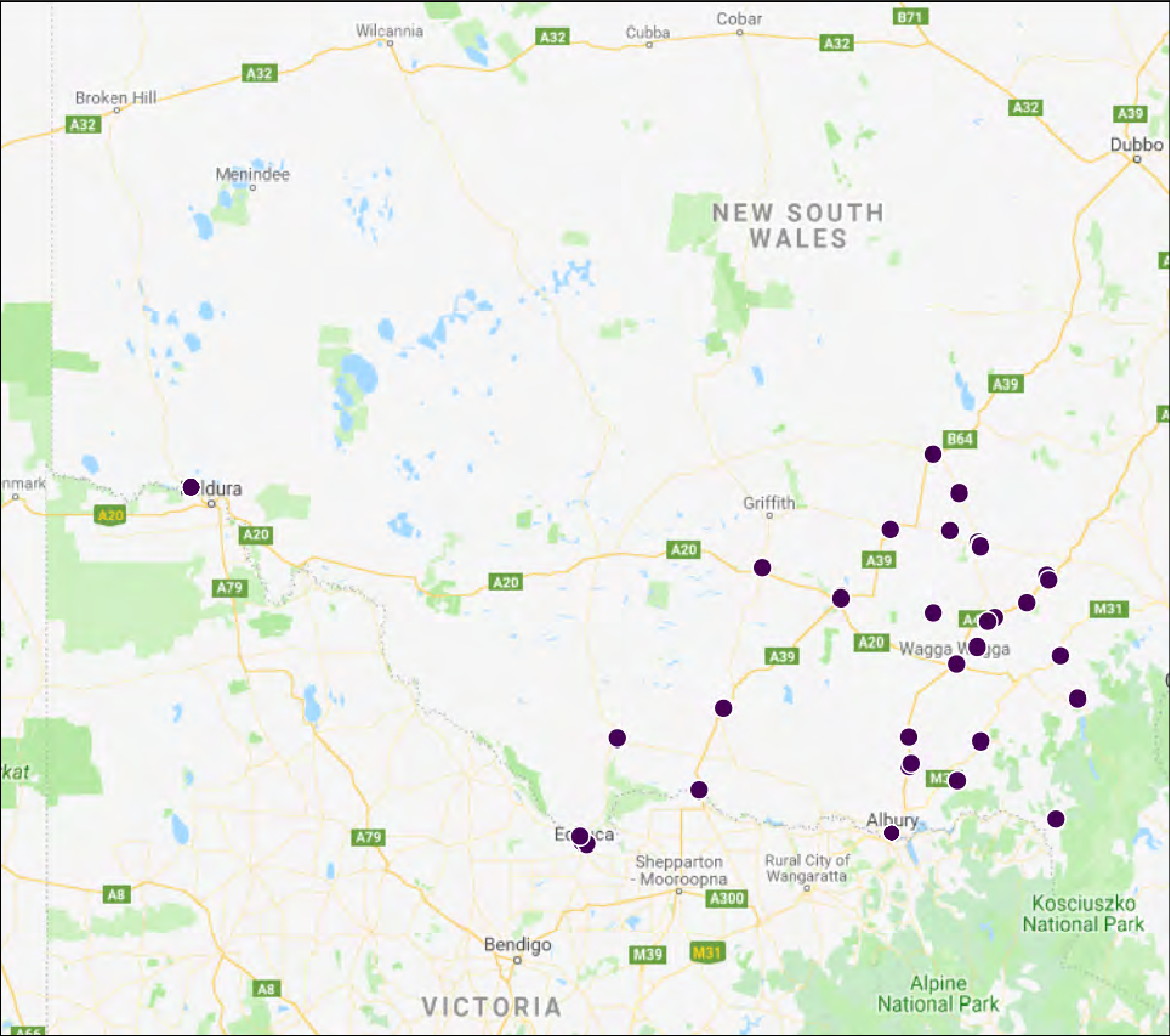
MOTEL/MOTOR INN ACCOMMODATION

These accommodation establishments are primarily located in the Eastern Riverina, Western Riverina and Albury Hume sub regions. There is also a number of providers in the Snowy Valleys, Central Murray sub region and in the Outback Riverina region.

SELF CONTAINED HOUSE, APARTMENT AND UNIT ACCOMMODATION

Self-contained accommodation establishments are primarily located in and around the major centres of Albury and Wagga Wagga. There is also a significant number of establishments located in the Snowy Valleys sub region.

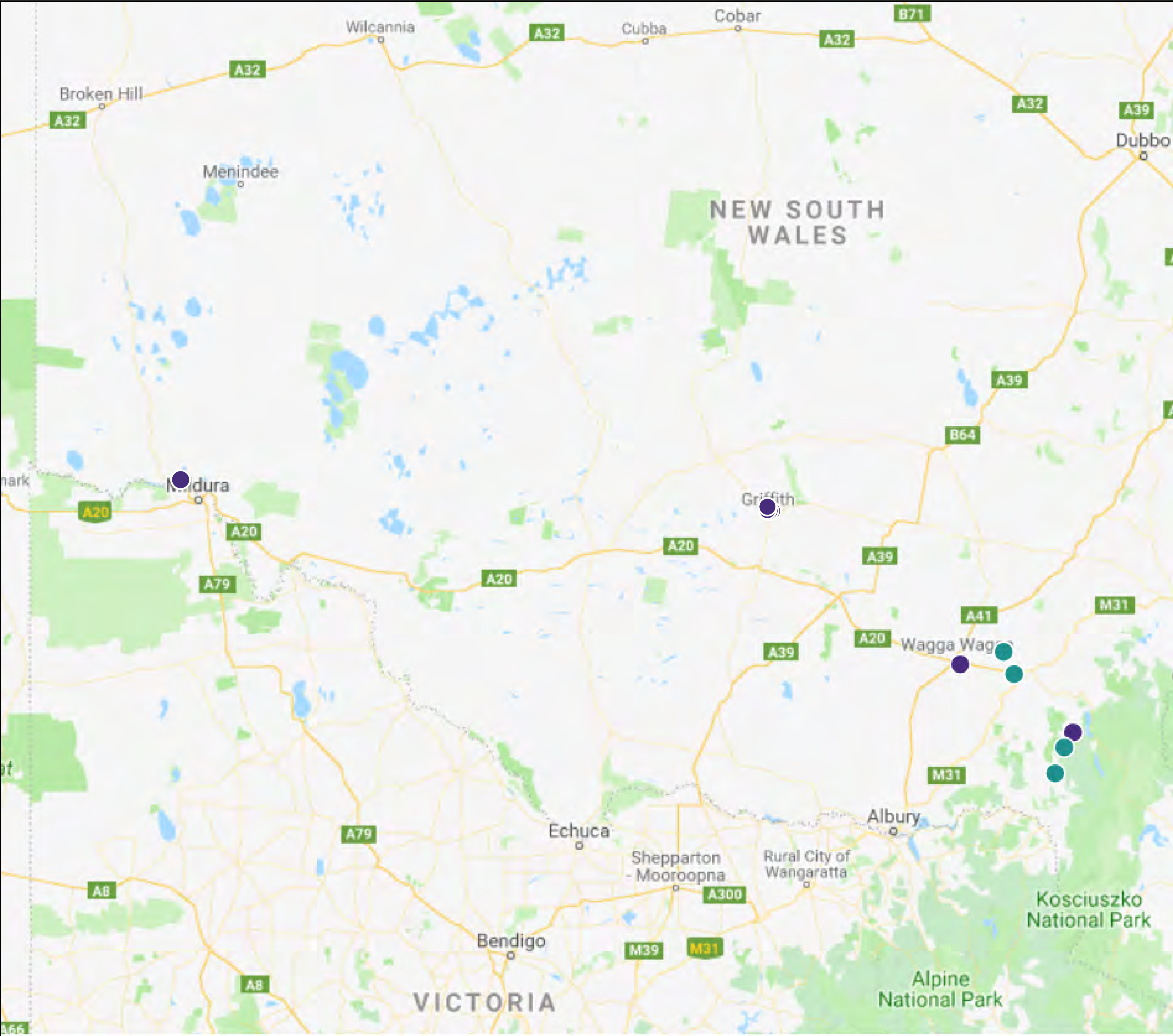
In addition, there is a number of establishments located along the Murray River in locations such as Mulwala and Moama.



B&B AND GUESTHOUSE
ACCOMMODATION ESTABLISHMENTS IN RIVERINA MURRAY

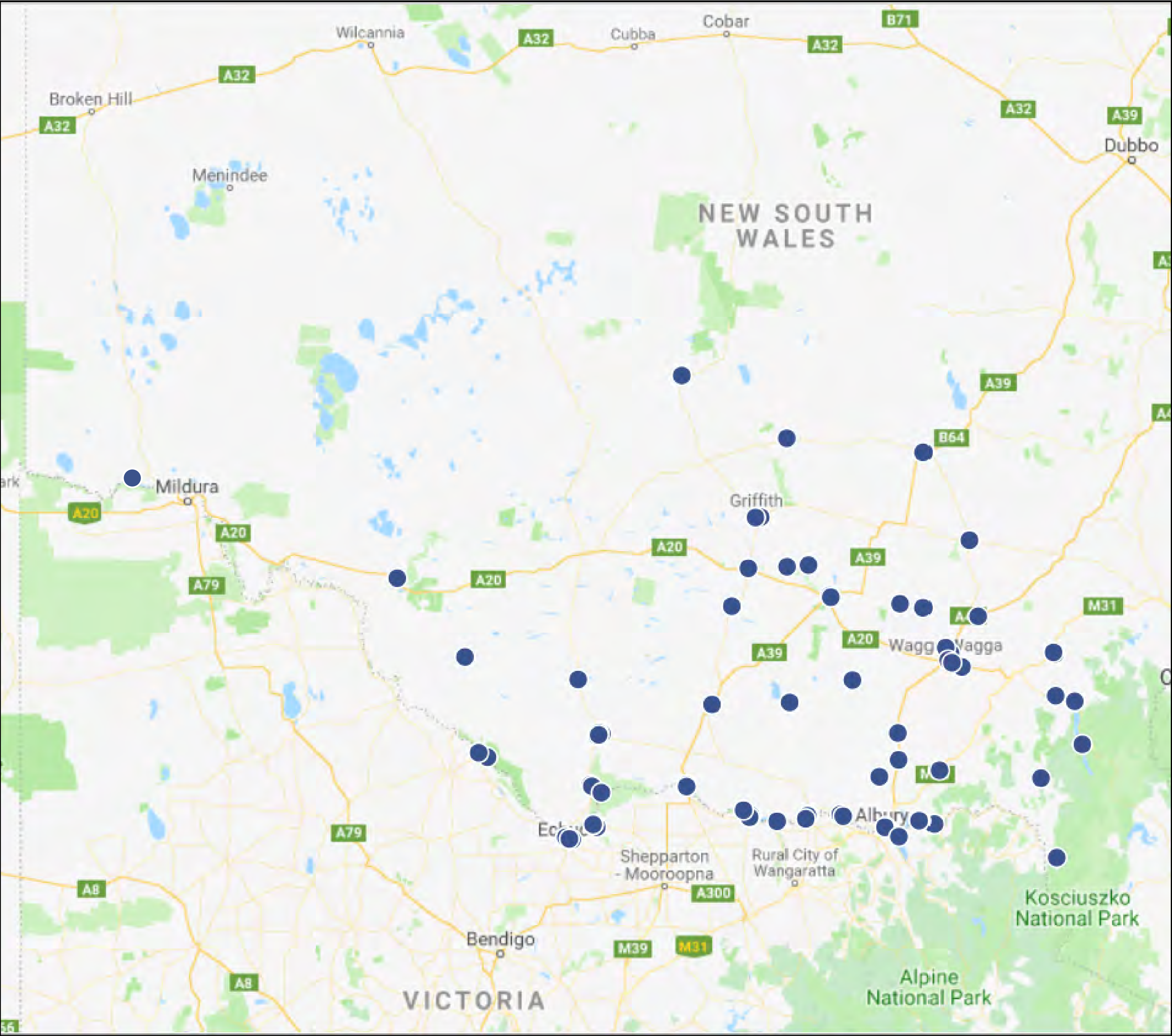
urban ENTERPRISE

BACKPACKER/HOSTEL, **GROUP** ACCOMMODATION ESTABLISHMENTS IN RIVERINA MURRAY



Group Accommodation

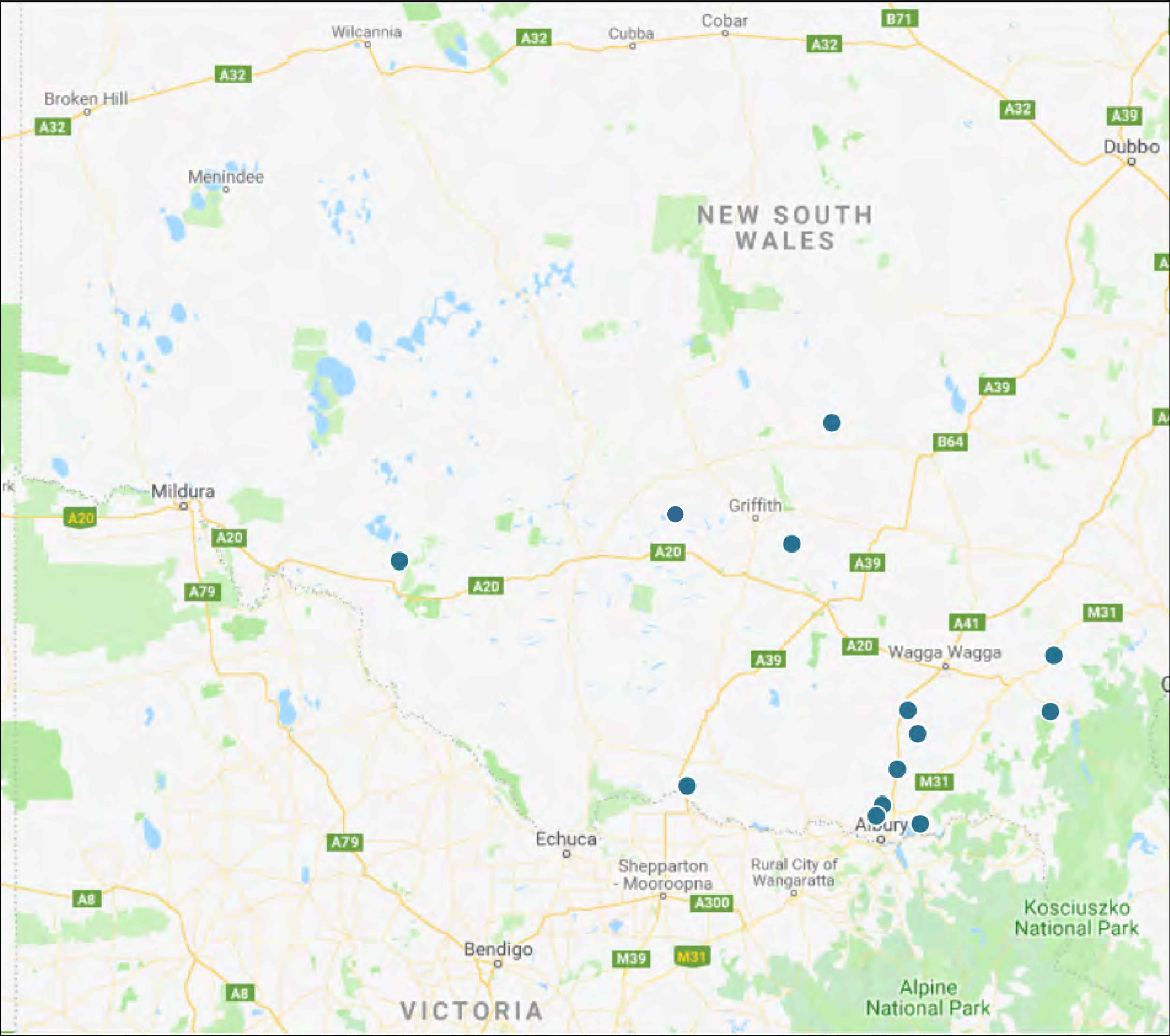
Backpacker / Hostel

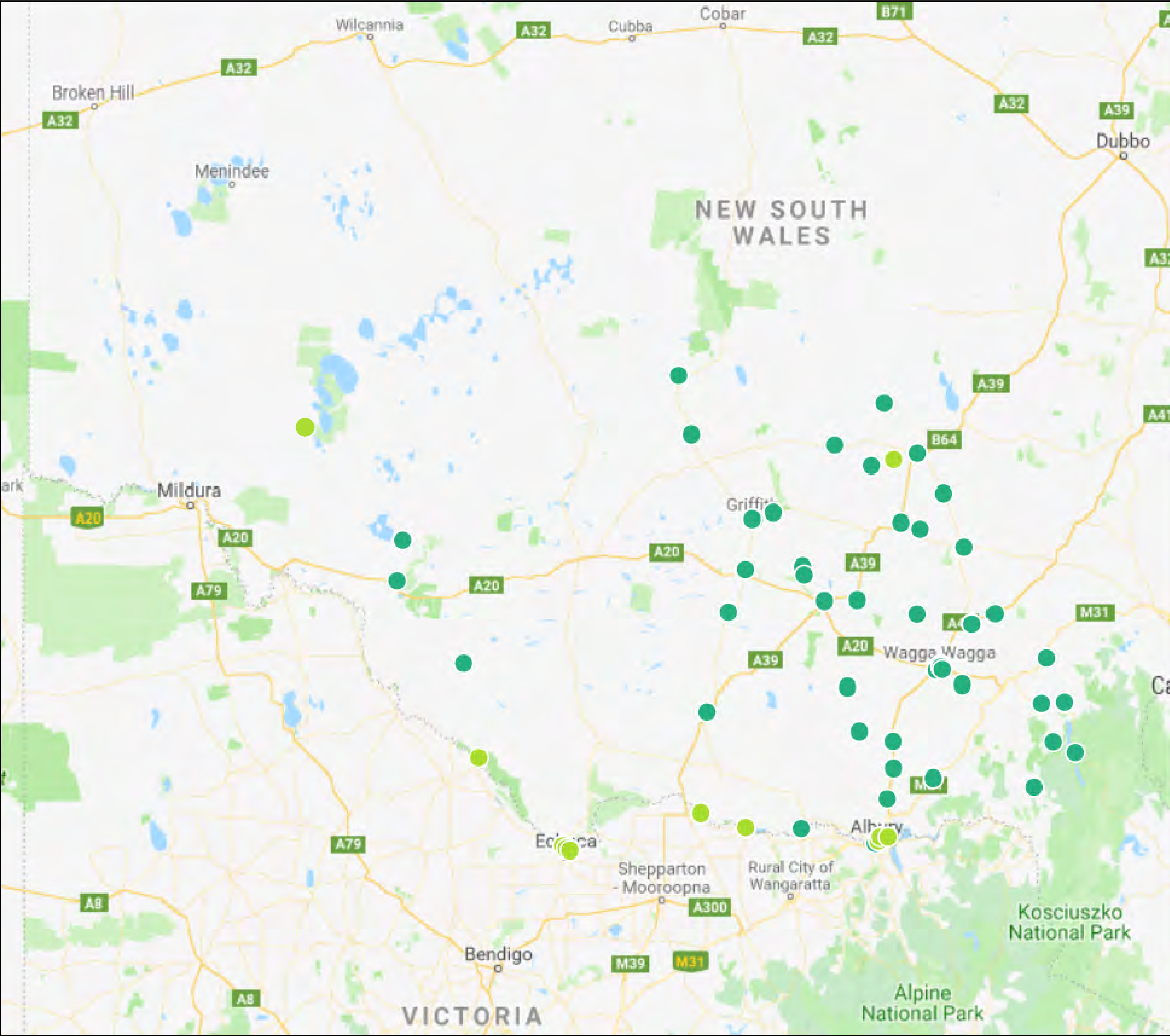


CARAVAN AND CAMPING ACCOMMODATION ESTABLISHMENTS IN RIVERINA MURRAY

urban ENTERPRISE

FARMSTAY
ACCOMMODATION ESTABLISHMENTS IN RIVERINA MURRAY

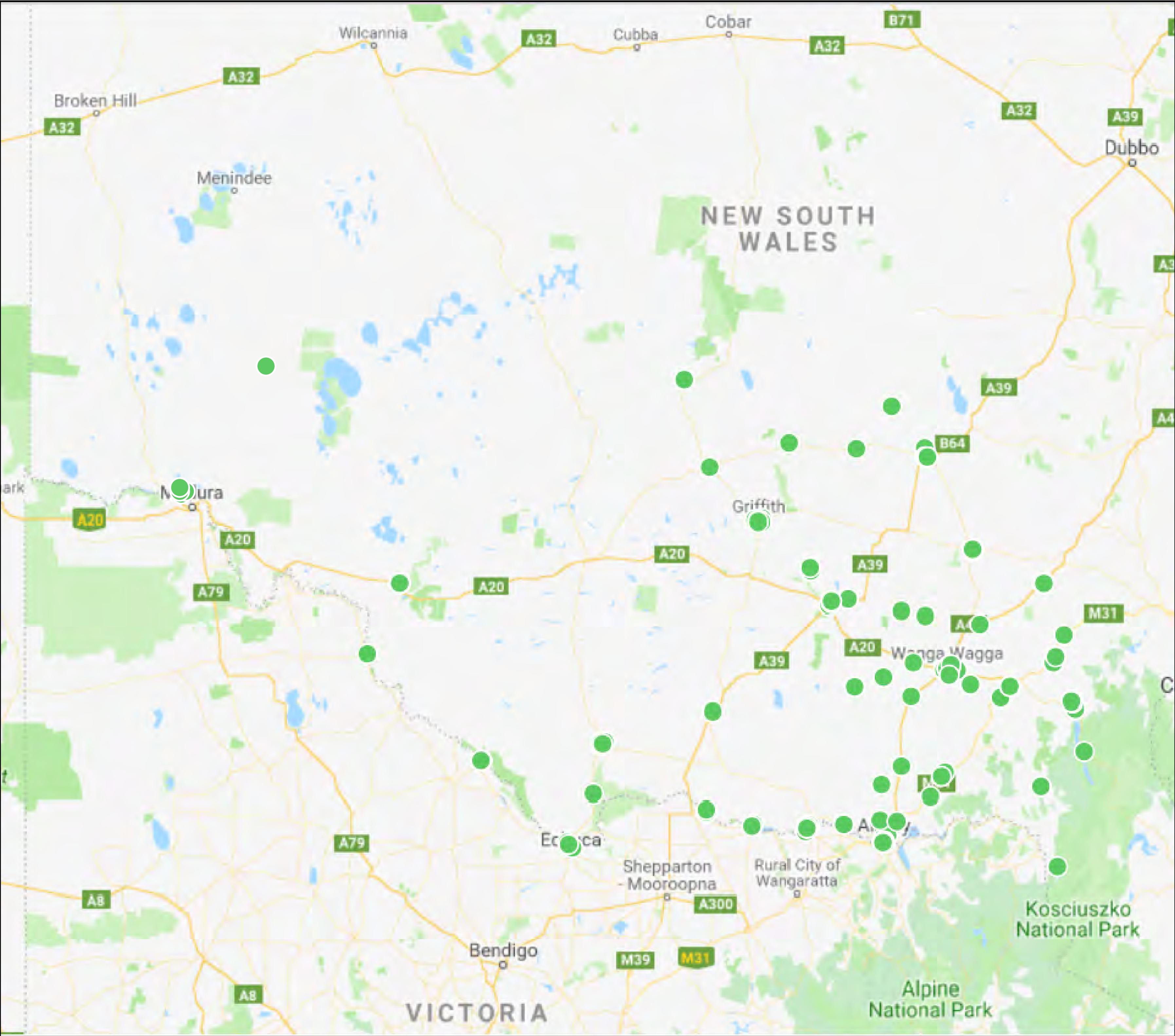




HOTEL/RESORT
ACCOMMODATION ESTABLISHMENTS IN RIVERINA MURRAY

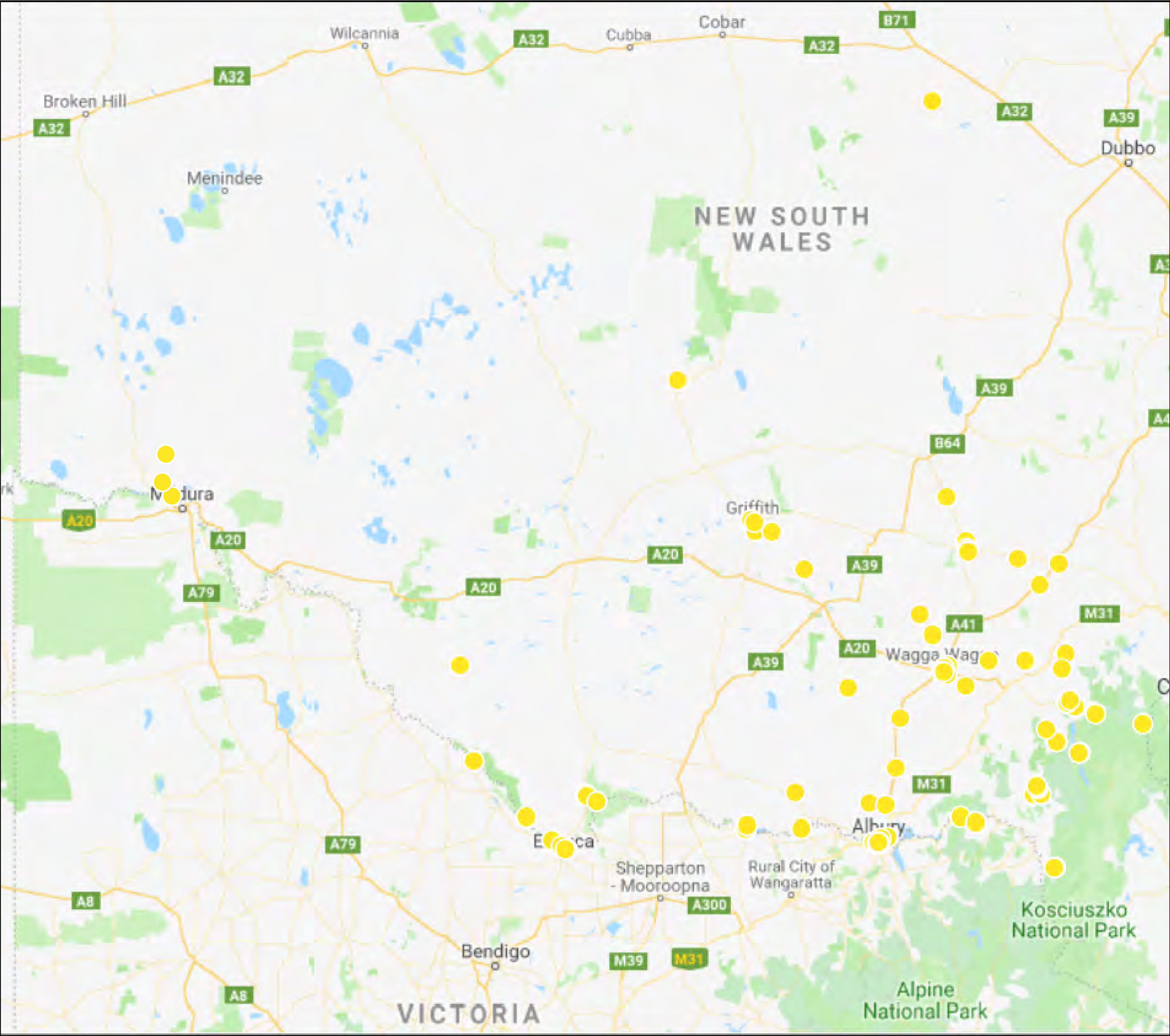
Hotel

Resort



MOTEL/MOTOR INN

ACCOMMODATION ESTABLISHMENTS IN RIVERINA MURRAY



SELF CONTAINED
HOUSE, APARTMENT UNITS ACCOMMODATION ESTABLISHMENTS IN RIVERINA MURRAY

6.5. SHORT TERM LETTING

AIRBNB LISTINGS

There was a total of 839 short term letting properties listed on Airbnb as of February 2019 in Riverina Murray. 77% of these listings were for entire homes whilst 23% were for a private or shared room.

The average price per night was $159 across the Riverina Murray and the average occupancy rate was 49%. The properties available for rent had an average of 2.5 bedrooms.

TABLE 11 CURRENT AIRBNB LISTINGS 2019

REGION	ENTIRE HOME	PRIVATE ROOM	SHARED ROOM	TOTAL ACTIVE RENTALS	AVERAGE NUMBER OF BEDROOMS	AVERAGE DAILY RATE	OCCUPANCY RATE
Albury Hume	136	51	2	189	2.1	$132	57%
Griffith and Western Riverina	24	11	3	38	2.1	$135	49%
Wagga Wagga and Eastern Riverina	174	72	2	248	2.4	$152	35%
Snowy Valleys	50	21	0	71	3.2	$205	41%
Outback Riverina	26	2	0	28	2.4	$140	61%
Central Murray	232	31	2	265	2.8	$191	53%
Total	642	188	9	839	2.5	$159	49%

Source: Urban Enterprise and AIRDNA, 2019.

6.6. TOTAL ESTIMATED ROOM STOCK

The following estimate of the total room stock in Riverina Murray includes the results from the accommodation audit and rooms (entire homes), listed through Airbnb. This analysis accounts for the fact that some accommodation establishments listed through the audit are also listed through Airbnb. It is estimated that approximately 15% of rooms are listed across multiple providers. Therefore, the estimated Airbnb room stock of 839 rooms has been reduced by 15%.

It is estimated that there are currently 10,280 accommodation rooms in the Riverina Murray available for overnight stays, consisting of 9,567 rooms identified through the audit and additional 713 rooms listed on Airbnb.

TABLE 12 TOTAL ESTIMATED ROOM STOCK IN RIVERINA MURRAY

	ROOMS
Number of Audited Rooms	9,567
Estimated Number of Airbnb Rooms (Entire Homes) Accounting for 15% Overlap of Listings	713
Total Estimated Rooms in Riverina Murray as of 2019	10,280

Source: Urban Enterprise

7. DEMAND FOR ACCOMMODATION

7.1. INTRODUCTION

This section provides analysis of the demand for accommodation in the Riverina Murray region. The analysis includes consideration of the business sector, target markets and forecast visitor nights

7.2. KEY FINDINGS

The Riverina Murray region has experienced substantial visitation growth with the number of visitors growing from 3.9 million visitors in 2008 to 5.6 million visitors in 2017.

Projected visitor nights for the Riverina Murray region show an additional 1 million visitor nights for the region over the next 10 years.

Performance of visitor accommodation in the Riverina Murray region reflects the increase in visitation to the region with average room occupancy across the region growing from 50% to 55% from 2014 to 2016.

Based on projected visitor nights Urban Enterprise estimates that an additional 2117 rooms are needed across the region to service demand over the next 10 years.

7.3. TARGET MARKETS

The key visitor markets for the Riverina Murray are outlined below, informed by the visitor profile analysis, in-region consultation process and the Destination NSW visitor market profiles.

7.3.1. EXISTING CORE MARKETS

VISITING FRIENDS AND RELATIVES (VFR)

The VFR market is recognised as a key visitor market, particularly for regional areas. 32% of all overnight visitors to the Riverina Murray are for the purposes of visiting friends and relatives. Research by DNSW has highlighted the important role that VFR hosts play influencing trip activities and itinerary recommendations.[1] It is vital to equip hosts with necessary information to positively stimulate interest in the Riverina Murray and act as ambassadors for the region. It is also important to note that VFR hosts are likely to actively participate in tourism related activities and contribute local expenditure. This is commonly omitted from tourism expenditure and economic impact models. According to DNSW research, VFR hosts spend on average $73 per night for domestic visitors and $87 per night for international visitors. This translates to approximately $191 million of additional tourism related expenditure in the Riverina Murray (based on 2017 VFR numbers).

GREY NOMADS

Grey Nomads are a key market for the Riverina Murray with approximately 28% of visitors aged over 60 years and over 20% of overnight visitors staying in a

[1] DNSW, VFR Host Research March 2016

caravan park or camping ground. The region includes a number of major highways which are popular routes and stopping points for caravaners undertaking long trips. This market can be perceived as relatively low yielding, however, they are very important to smaller towns, particularly those which are RV friendly. This market is expected to increase in the future in terms of both size and spending power due to an ageing population with high levels of disposable income. This is evidenced by data indicating that Australians over the age of 55 account for 32% of the nation's gross disposable income.[2]

FAMILIES

Families are a core market for the region with approximately 20% of overnight visitors travelling as a family group (parents and children). It is important that investment in family experiences and attractions is encouraged to grow this market, as well as, catering to the growing population of young families in the region's major centres. An important consideration for this market is value for money, convenience and accessibility.

BUSINESS

Business related travel accounts for 16% of all overnight visitors to the region. The Riverina Murray includes a number of major regional centres which support a large business base and facilitate high levels of business travel. Business travellers are generally considered high yielding and are particularly important for the accommodation sector in driving mid-week and off-peak occupancy. It also provides the opportunity to generate repeat visitation to encourage business travellers to return for leisure purposes with their families.

WORKING HOLIDAY MAKERS (WHM)

The Riverina Murray is a major agricultural region which attracts large numbers of WHM. In 2017 NSW received 212,000 working holiday makers, spending $1.1 billion in the NSW economy.[3] Many WHM stay in a particular destination for a minimum of 88 days to fulfil visa extension requirements. More can be done to further engage with this market to increase yield. Mildura Regional Development (which also includes Wentworth) are currently developing a backpacker strategy.

EDUCATIONAL TOURISM

Education tourism was identified as an important niche market for a number of destinations. Interest groups associated with the natural environment, agriculture and heritage are inclined to stay for longer periods than the average visitor.

EVENTS AND FESTIVALS VISITORS

Consultation with industry identified the importance of events and festivals in driving visitation. It also provides the opportunity to showcase the region to new markets and encourage intra-regional travel. Sporting events and festivals are identified as a particular strength of the region, with regional and national competitions allowing for increased length of stay.

7.3.2. POTENTIAL NEW TARGET MARKETS

In addition to the existing core markets for the region there is an opportunity to develop product and experiences targeted at new markets.

INTERNATIONAL EXPERIENCE SEEKERS

The international experience seeker/self-drive market is identified as a key market by Tourism Australia. Experience seekers are not characterised by nationality, but seek out authentic experiences which are engaging and have an educational element. They are more likely to visit regional areas, stay longer in the region, and are less attracted to 'mass packaged tourism products'. At present they do not make up a large portion of visitation to the region, however, there is an opportunity to develop personalised experiences using the region's

[2] DNSW Over 55s Travel to NSW May 2015

[3] DNSW Working Holiday Markers to NSW, March 2017

strengths in indigenous culture, rural Australia character, and nature-based assets.

MILLENNIALS / YOUNG TRAVELLERS

This market segment includes persons aged between 15 - 29 as well as those aged 30-34 who do not have children.[4] Research undertaken by DNSW shows that there is currently low awareness of regional tourism destinations amongst millennials, particularly in inland NSW. Key factors affecting their travel choices include:

- Profoundly influenced by technology and social media.
- Seeking authentic information rather than staged advertising.
- Reliant on recommendations from friends and family, as well as social media.
- Distance is not a major barrier.
- They are seeking genuine and authentic experiences, together with a variety of active and informative ways to enjoy them. This includes experiences such as:
- Events that allow discovery of a location in a unique way.
- Nature and landscapes.
- Experiences that are unique to a specific area.
- Food and lifestyle.
- History of a destination with a contemporary or personalised interpretation

[4] Note millennials is typically defined as persons aged 15 – 29, however research has included persons aged 30-34 who don't have children. Tourism Research Australia, in partnership with DSNW, Attracting Millennials to Regional New South Wales, November 2017

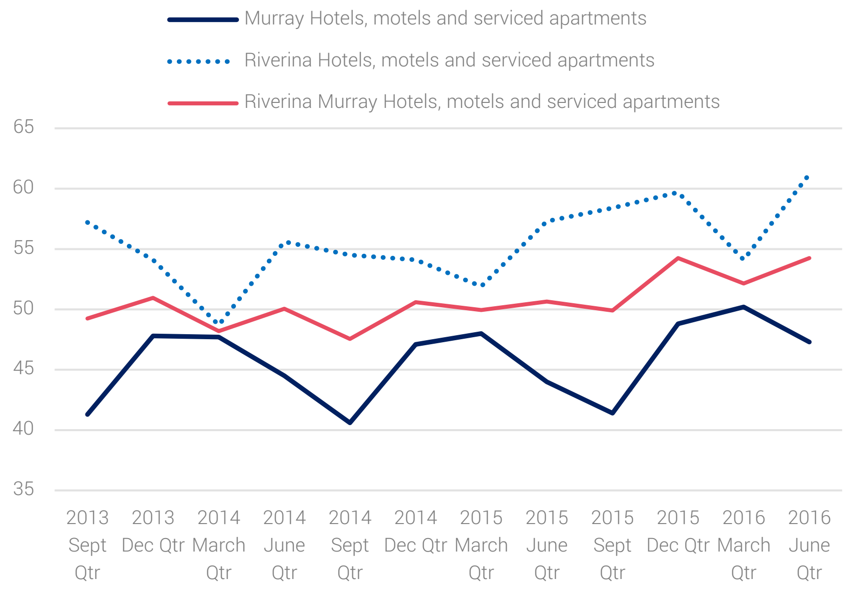
7.4. DEMAND INDICATORS – OCCUPANCY AND ROOM RATES

ROOM OCCUPANCY

Figure 22 shows the average occupancy rates for accommodation establishments in Riverina Murray with 15 or more rooms.

Room occupancy rates in Riverina Murray remain fairly consistent, ranging between 40% and 50% over the course of a financial year, with peaks in the December and March quarters and troughs in the September quarter.

FIGURE 22 OCCUPANCY RATES



Source: Survey of Tourism Accommodation, ABS, 2013 to 2016.

TAKINGS

Figure 23 shows the average takings per occupied room night for accommodation establishments in Riverina Murray with 15 or more rooms.

The average taking per night occupied is $117 per room in Riverina Murray, with the December and March quarters having the greatest takings over the financial year.

AVERAGE PRICE PER NIGHT

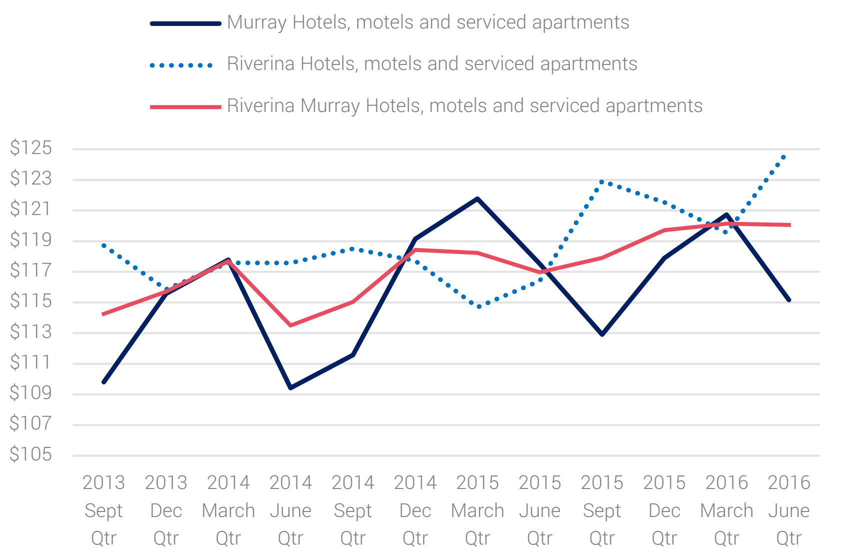
The average price of accommodation in Riverina Murray is $173 as identified in Table 13. This is based upon the average price per night of a standard room in a Quest hotel. Pricing data has been utilised from Quest hotels as the accommodation provider is located across the Riverina Murray and provides consistent comparable prices. It is noted that pricing data is difficult to acquire.

TABLE 13 PRICE RANGE PER NIGHT

	ALBURY	WAGGA WAGGA	GRIFFITH	RIVERINA MURRAY AVERAGE
Average Price Per Night	$140	$171	$209	$173

Source: Urban Enterprise, 2019.

FIGURE 23 TAKINGS PER OCCUPIED ROOM NIGHT

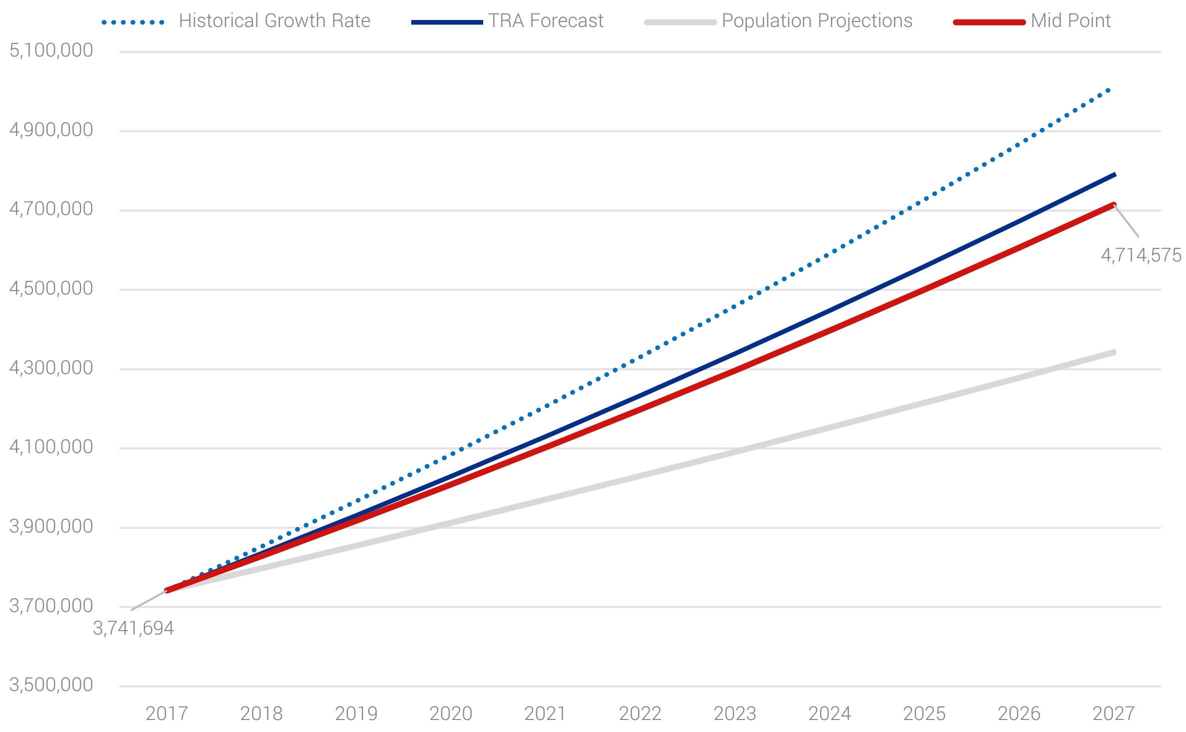


Source: Survey of Tourism Accommodation, ABS, 2013 to 2016.

7.5. FORECAST VISITATION, BY VISITOR NIGHTS

Figure 24 shows the projected number of visitor nights to the Riverina Murray. Using the adopted midpoint of the three scenarios, visitor nights are projected to increase from 3.74 million in 2017 to 4.71 million in 2027.

FIGURE 24 FORECAST VISITATION, BY VISITOR NIGHTS -RIVERINA MURRAY REGION



Source: TRA NVS & IVS Visitation, TRA Visitor Forecasts; Tourism Victoria Visitor Forecasts, modelled by Urban Enterprise 2019.

7.6. FORECAST NEED FOR ADDITIONAL ROOMS

Table 14 provides a forecast for additional accommodation rooms in Riverina Murray based on three visitation scenarios (high, mid and low). The assessment utilises the forecasts for commercial accommodation visitor nights (Section 7.5) and the average length of stay for visitors.

The assessment provides scenarios based on an average occupancy rate of 65%. Smaller accommodation units can operate at low occupancy rates, however, large scale accommodation establishments and resorts typically need to operate at high occupancies in order to be a viable business.

The forecast need, utilising the midpoint, is an additional 2,117 rooms.

TABLE 14 FORECAST ESTIMATE FOR ACCOMMODATION ROOMS BY FORECAST VISITATION SCENARIO– RIVERINA MURRAY

ACCOMMODATION NEED (NO. OF ROOMS)	HIGH FORECAST	MID FORECAST	LOW FORECAST
65% occupancy	2,763	2,117	1,307

Source: Urban Enterprise, 2019. *Modelling based on forecast visitation and average length of stay.

PART C. ALBURY HUME SUB REGION ASSESSMENT

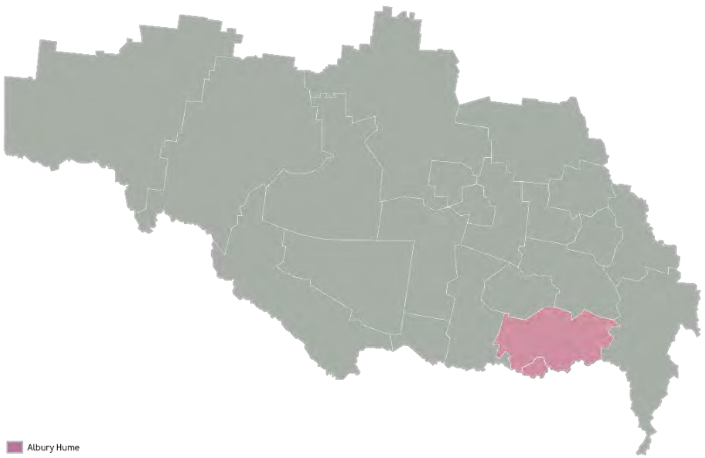
8. VISITOR AND EXPERIENCE PROFILE

8.1. INTRODUCTION

This section of the report provides an overview of visitation and visitor nights to the Albury and Greater Hume local government areas. The region is referred to within this document as the Albury Hume sub region and includes the cities and towns of Albury, Culcairn, Henty, Holbrook, Jindera and Walla Walla, along with other small villages. The analysis includes the separation of those visitors staying in commercial accommodation and those staying in private accommodation. This section utilises analysis of Tourism Research Australia's National Visitor Survey (NVS) and International Visitor Survey (IVS). Forecasts of commercial accommodation overnight visitors is also provided in this section of the report. An overview of key products in Albury Hume is also included in this section.

A map of the Albury Hume region is provided below in Figure 25.

FIGURE 25 ALBURY HUME REGION



8.2. TOURISM PRODUCT OVERVIEW

8.2.1. KEY TOURISM PRODUCTS

Albury Hume has a significant number of key tourism assets and products. An overview of these assets and products is provided below. The role of Wodonga is also considered.

- Arts and Performance: such as the Murray Art Museum Albury (MAMA);
- History and Heritage: such as Holbrook Submarine Museum, Hume and Hovell Track, Albury Library Museum, Albury Railway Station and Bonegilla Migrant Experience (located near Wodonga).
- Nature based: such as the Murray River, Lake Hume, Wonga Wetlands, Nail Can Hill, Doodle Cooma Swamp and Woomargama National Park.
- Sport and Recreation: Albury Racing Club, Albury Wodonga Equestrian Centre and sporting events such as the Australian Deaf Games (hosted in 2018).
- Business Events and Conferences: Albury Entertainment Centre, Willowbank Events Space and Cube Wodonga.
- Surrounding Region and Daytrips: Victorian High Country, Ski resorts such as Hotham and Falls Creek, Rutherglen and King Valley wine regions and Milawa Gourmet region.

8.2.2. MAJOR EVENTS

Approximately 31 visitor attracting events are held in the Albury Hume region per year. An overview of the major events held by type is provided in Figure 26 below.

FIGURE 26 MAJOR EVENTS BY TYPE – ALBURY HUME

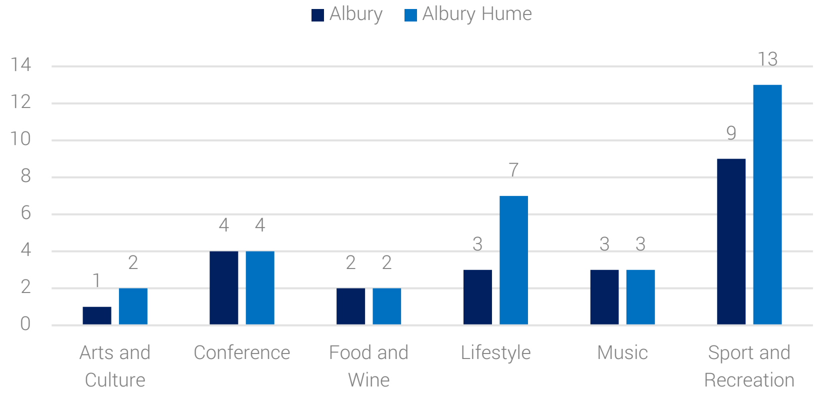
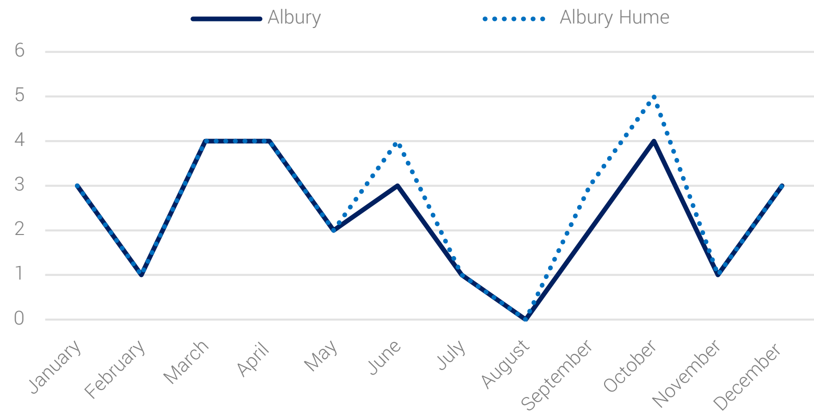


Figure 27 identifies the seasonality of major events held in Albury Hume over the calendar year. The month with the greatest number of major events held is October, with 5 events held in total. The events held range from small to large, with Henty Machinery Field days attracting approximately 60,000 visitors including 75% from outside of the local area. Other large events include the Food Truck Festival held in Albury which attracts approximately 20,000 visitors (5,000 per day) and the Albury Gold Cup which attracts 10,500 visitors (on the main day) including 65% from outside of the local area.

FIGURE 27 SEASONALITY OF MAJOR EVENTS – ALBURY HUME



Source: Albury City and Greater Hume Councils, compiled by Urban Enterprise, 2019. *It is noted that number of events includes events which are held in both Albury and Wodonga.

CROSS BORDER CONSIDERATIONS

In addition to the major events held in Albury Hume, there is also approximately 7 major events held in towns across the NSW and Victoria border which influence accommodation supply in Albury. These major events include the Red Hot Summer Tour and Chryslers on the Murray. Both events are held in Wodonga in March and attract 10,000 and 7,500 visitors respectively. Significantly, approximately 93% of visitors to the Chryslers on the Murray are from outside of the local area.

8.3. VISITOR MARKET ANALYSIS

8.3.1. KEY FINDINGS

Albury Hume receives approximately 291,496 domestic overnight visitors staying in commercial accommodation and 195,895 domestic overnight visitors staying in private accommodation per year. In addition, the region receives approximately 10,166 international visitors staying in commercial accommodation and 6,453 international visitors staying in private accommodation per year.

The holiday and leisure market are the most significant overnight visitor market to Albury Hume utilising commercial accommodation. The business visitor market complements the holiday and leisure visitor market and are an important driver of demand of overnight accommodation. These primary markets should be the focus of accommodation opportunities.

The accommodation profile suggests that domestic overnight visitors primarily stay in standard hotel/motor inn accommodation (below 4 star) and luxury hotel or luxury resort (4 or 5 star) accommodation. Accommodation benchmarking with other regional LGAs in Victoria and New South Wales suggests that there may be an undersupply of caravan parks and rented properties.

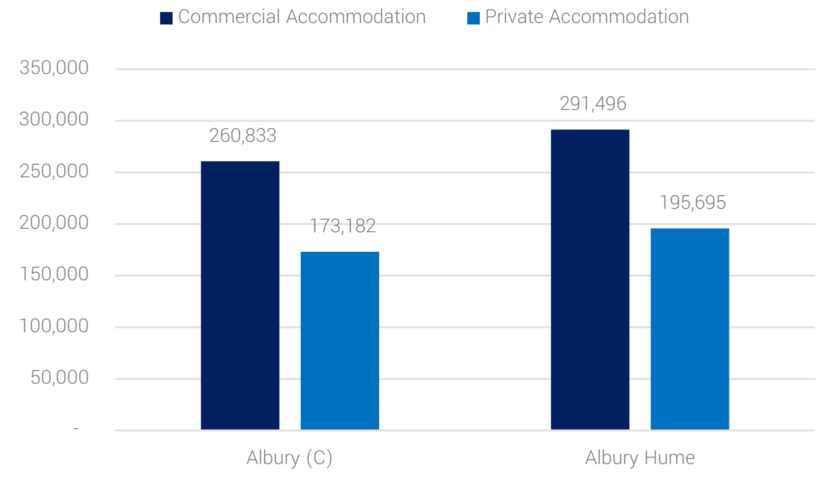
8.3.2. VISITATION

DOMESTIC OVERNIGHT VISITOR TRIPS

Figure 28 identifies the number of domestic overnight visitors to Albury and the Albury Hume region staying commercial and private accommodation per year, with 260,833 visitors staying in commercial accommodation and 173,182 staying in private accommodation in Albury.

Albury accounts for a significant portion (approximately 90%) of all domestic overnight visitation to Albury Hume, with only 53,000 visitors to the sub region staying outside of Albury.

FIGURE 28 DOMESTIC OVERNIGHT VISITOR TRIPS

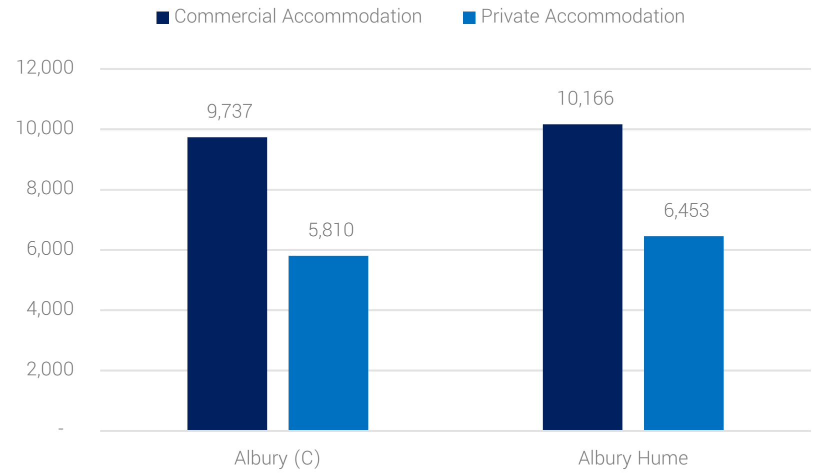


Source: National Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

INTERNATIONAL OVERNIGHT VISITOR TRIPS

Figure 29 identifies the number of international overnight visitors to Albury and the Albury Hume region staying in commercial and private accommodation per year. On average, just over 10,000 international visitors stay in commercial accommodation in Albury Hume per year, with 6,453 staying in private accommodation. The majority of this visitation is driven by Albury, with Greater Hume receiving less than 7% of visitation to the Albury Hume region.

FIGURE 29 INTERNATIONAL OVERNIGHT VISITOR TRIPS



Source: International Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

8.3.3. REASON FOR STOPOVER

DOMESTIC OVERNIGHT VISITORS REASON FOR STOPOVER

Domestic overnight visitors staying in commercial accommodation are primarily visiting Albury for a holiday (38%) or for business (31%). Only 14% are visiting to visit friends and relatives.

In comparison, 69% of domestic overnight visitors staying in private accommodation are visiting friends and relatives and 14% are visiting for a holiday as identified in Table 15.

TABLE 15 DOMESTIC OVERNIGHT VISITORS REASON FOR STOPOVER

	HOLIDAY	VISITING FRIENDS AND RELATIVES	BUSINESS	OTHER REASON	IN TRANSIT
Commercial					
Albury	38%	14%	31%	6%	11%
Albury Hume	40%	14%	29%	6%	11%
Private					
Albury	14%	69%	10%	7%	0%
Albury Hume	15%	68%	10%	6%	1%

Source: National Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

INTERNATIONAL VISITORS REASON FOR STOPOVER

International visitors staying in commercial accommodation in Albury are primarily visiting for a holiday (53%), while of the international visitors staying in private accommodation the majority are visiting friends and relatives (56%) as identified in Table 16.

TABLE 16 INTERNATIONAL OVERNIGHT VISITORS REASON FOR STOPOVER

	HOLIDAY	VISITING FRIENDS AND RELATIVES	BUSINESS	OTHER REASON	IN TRANSIT
Commercial					
Albury	53%	5%	15%	20%	6%
Albury Hume	53%	5%	16%	20%	6%
Private					
Albury	26%	60%	0%	13%	1%
Albury Hume	25%	60%	1%	14%	1%

Source: International Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

8.3.4. TRAVEL PARTY TYPE

DOMESTIC OVERNIGHT VISITORS TRAVEL PARTY

Figure 30 identifies that 34% of domestic overnight visitors to Albury Hume staying in commercial accommodation are adult couples and 25% are travelling alone.

In comparison, 40% of domestic overnight visitors staying in private accommodation are travelling alone and 30% are adult couples.

FIGURE 30 DOMESTIC OVERNIGHT VISITORS TRAVEL PARTY

	TRAVELLING ALONE	ADULT COUPLE	FAMILY GROUP	FRIENDS AND / OR RELATIVES	BUSINESS ASSOCIATES	OTHER
Commercial						
Albury	26%	33%	16%	13%	9%	3%
Albury Hume	25%	34%	17%	13%	8%	3%
Private						
Albury	40%	30%	16%	13%	1%	0%
Albury Hume	40%	30%	17%	13%	1%	0%

Source: National Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

INTERNATIONAL OVERNIGHT TRAVEL PARTY

Figure 31 identifies the primary international overnight travel parties to Albury Hume. It is identified that 43% of international overnight visitors staying in commercial accommodation are unaccompanied travellers, while 31% are adult couples.

Of the international overnight visitors staying in private accommodation, 59% are unaccompanied travellers, with 22% adult couples.

FIGURE 31 INTERNATIONAL OVERNIGHT TRAVEL PARTY

	UNACCOMPANIED TRAVELLER	ADULT COUPLE	FAMILY GROUP - PARENT(S) AND CHILDREN	FRIENDS AND / OR RELATIVES	BUSINESS ASSOCIATES	SCHOOL TOUR GROUP
Commercial						
Albury	42%	32%	13%	10%	3%	1%
Albury Hume	43%	31%	13%	10%	3%	1%
Private						
Albury	57%	22%	10%	11%	0%	0%
Albury Hume	59%	22%	10%	9%	0%	0%

Source: International Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

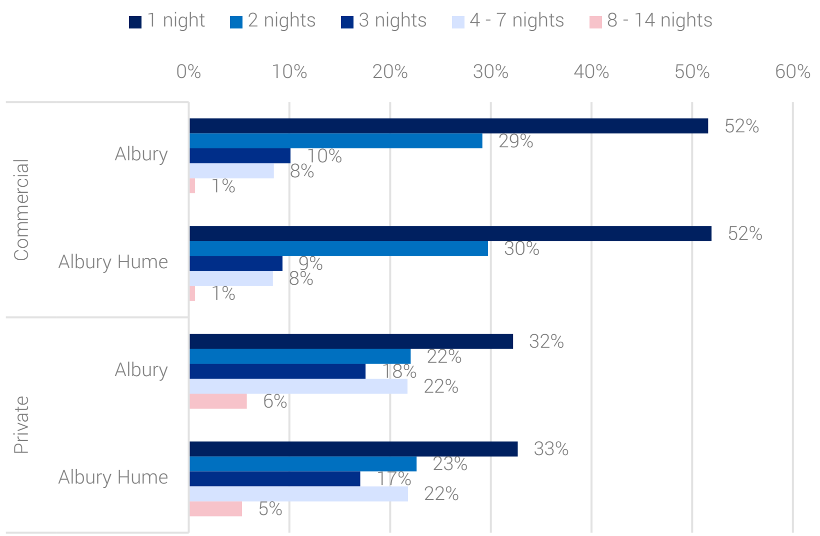
8.3.5. LENGTH OF STAY

DOMESTIC OVERNIGHT VISITORS LENGTH OF STAY

Over the five year period, 2014 to 2018, an average of 52% of domestic overnight visitors staying in commercial accommodation stayed for one night in Albury while a further 29% stayed for two nights.

32% of domestic overnight visitors staying in private accommodation also stayed for 1 night, while 22% stayed for 2 nights and 18% stayed for 3 nights.

FIGURE 32 OVERNIGHT VISITORS LENGTH OF STAY



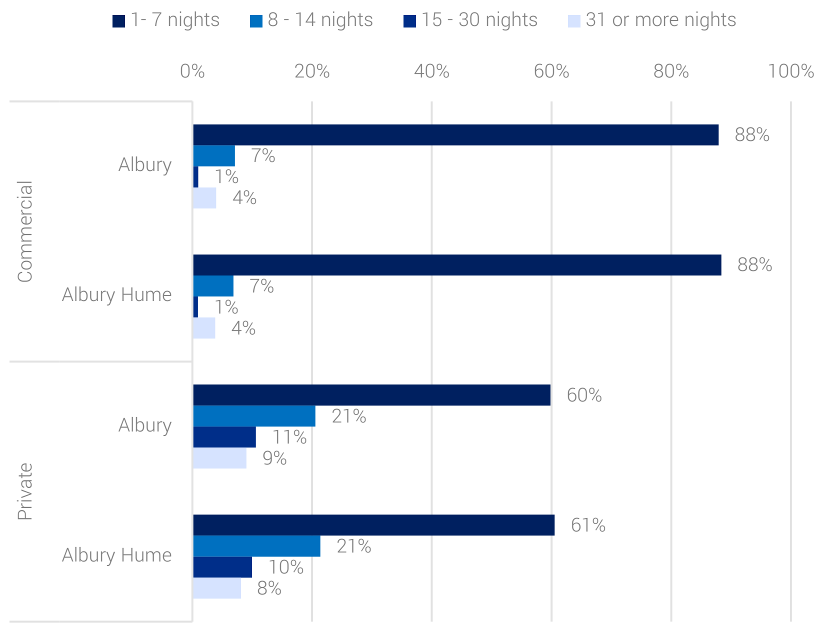
Source: National Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

INTERNATIONAL VISITORS LENGTH OF STAY

An average of 88% international overnight visitors staying in commercial accommodation stay for 1 night in Albury while a further 7% stay for 2 nights.

In comparison, an average of 60% of international overnight visitors staying in private accommodation stay for 1 night, while 22% stay for 2 nights and 11% stay for 3 nights.

FIGURE 33 INTERNATIONAL VISITORS LENGTH OF STAY



Source: International Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

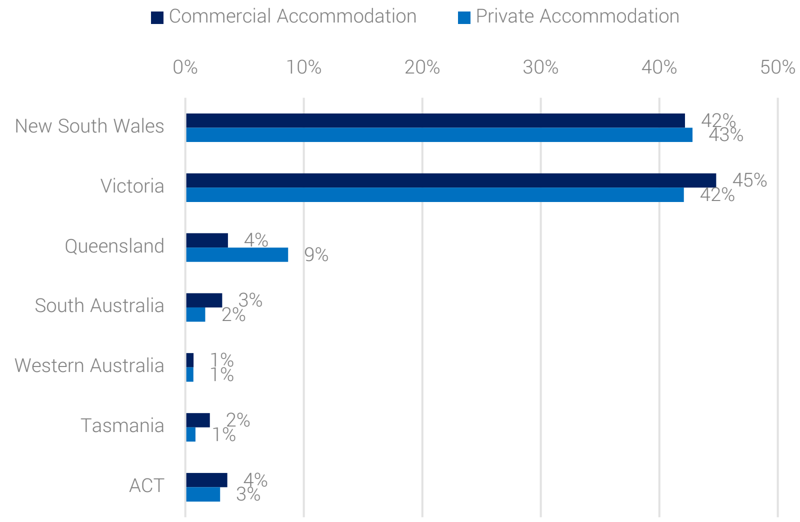
8.3.6. VISITOR ORIGIN

DOMESTIC OVERNIGHT VISITOR STATE OF ORIGIN

Figure 34 identifies the state of origin for domestic overnight visitors to Albury Hume, with the majority of visitors staying in both commercial and private accommodation from either Victoria or New South Wales.

Of those staying in commercial accommodation 45% are from Victoria and 42% are from New South Wales, whilst of those staying in private accommodation, 42% are from Victoria and 43% are from New South Wales.

FIGURE 34 DOMESTIC OVERNIGHT VISITORS STATE OF ORIGIN



Source: National Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

INTERNATIONAL VISITOR COUNTRY OF ORIGIN

Table 17 shows the country of origin for international visitors to Albury Hume. Of international visitors staying in commercial accommodation, 17.8% are from New Zealand, 15.7% are from the United Kingdom and 9% are from Germany and 'Other Europe'.

Of the international visitors staying in private accommodation, 22% are from the United Kingdom, 6% are from New Zealand and 9% are from Germany.

TABLE 17 INTERNATIONAL VISITOR COUNTRY OF ORIGIN

COUNTRY	COMMERCIAL ACCOMMODATION	PRIVATE ACCOMMODATION
New Zealand	18%	16%
United Kingdom	16%	22%
Germany	9%	9%
Other Europe	9%	5%
United States of America	6%	9%
China	6%	4%
Scandinavia	4%	4%
Other Countries	4%	4%
Hong Kong	4%	0%
France	3%	2%
Singapore	3%	1%
Indonesia	3%	2%
India	3%	1%
Other Asia	2%	7%
Korea	2%	1%
Canada	2%	5%
Switzerland	2%	0%
Japan	1%	1%
Thailand	1%	2%
Netherlands	1%	2%
Malaysia	1%	2%
Italy	1%	2%

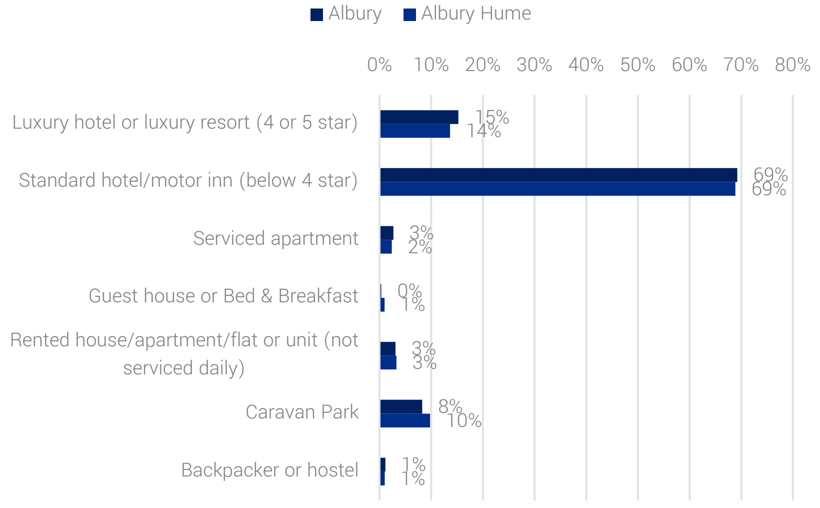
Source: International Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

8.3.7. ACCOMMODATION STAYED IN

DOMESTIC OVERNIGHT ACCOMMODATION STAYED IN

On average the majority of visitors to Albury Hume (69%) stay in a standard hotel or motor inn, followed by a luxury hotel or resort (14%) as identified in Figure 35.

FIGURE 35 DOMESTIC OVERNIGHT COMMERCIAL ACCOMMODATION STAYED IN

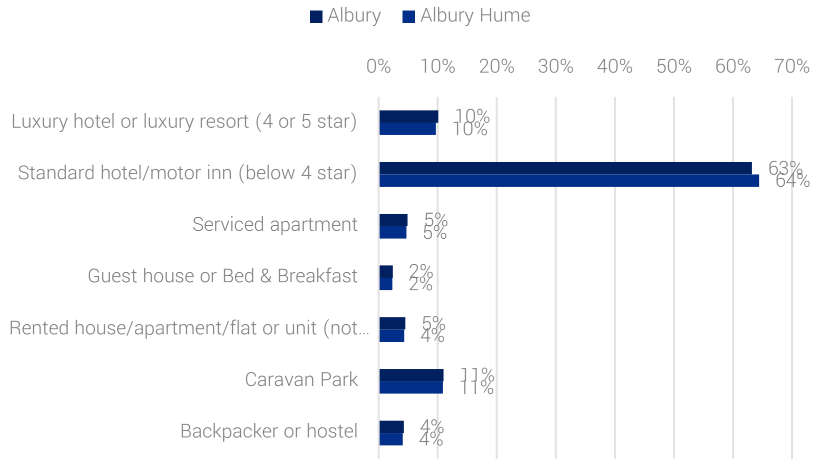


Source: National Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June). Data includes accommodation of all sizes.

INTERNATIONAL OVERNIGHT ACCOMMODATION STAYED IN

Of the number of international visitors who stay in commercial accommodation, an average of 54% stay in a standard hotel or motor inn and 11% stay in a caravan park or camping ground as identified in Figure 36.

FIGURE 36 INTERNATIONAL OVERNIGHT COMMERCIAL ACCOMMODATION STAYED IN



Source: International Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

8.4. ACCOMMODATION PROFILE BENCHMARKING

Table 18 below shows the TRA domestic overnight visitor accommodation profile of visitors staying in commercial accommodation in regional cities across New South Wales and Victoria, including Bathurst and Greater Shepparton, benchmarked with the commercial accommodation profile of visitors to the Albury Hume sub region.

The analysis shows that Albury Hume has a lower proportion of visitors staying in rented properties (house, apartment/ flat or unit) and Caravan Parks compared to the destination(s) average. A higher proportion of visitors to Albury Hume are staying in a standard hotel or motor inn.

TABLE 18 ACCOMMODATION PROFILE BENCHMARKING

	BATHURST REGIONAL (NSW)	GOULBURN MULWAREE (NSW)	WESTERN PLAINS REGIONAL (NSW)	GREATER SHEPPARTON (VIC)	MILDURA (VIC)	DESTINATION(S) AVERAGE	ALBURY HUME	DIFFERENCE B/N ALBURY HUME AND DESTINATION(S) AVERAGE
Luxury hotel or luxury resort (4 or 5 star)	16%	9%	9%	9%	13%	11.2%	13.7%	+2.5%
Standard hotel/motor inn (below 4 star)	57%	72%	66%	62%	51%	61.3%	68.9%	+7.6%
Serviced apartment	4%	1%	2%	3%	2%	2.4%	2.4%	0%
Guest house or Bed & Breakfast	1%	2%	1%	1%	1%	1.0%	1.0%	0%
Rented house/apartment/flat or unit (not serviced daily)	9%	1%	2%	6%	6%	4.7%	3.3%	-1.4%
Caravan Park	14%	14%	21%	20%	26%	18.9%	9.8%	-9.1%
Backpacker or hostel	0%	1%	1%	1%	0%	0.4%	1.0%	+0.6%

Source: National Visitor Survey, 2014 to 2018 and Urban Enterprise, 2019.

9. ACCOMMODATION SUPPLY

9.1. INTRODUCTION

This section of the report provides an audit of accommodation establishments in Albury Hume and includes room supply, bed spaces, room rates, star rating and the spatial distribution of accommodation.

9.2. KEY FINDINGS

Albury Hume Sub Region has approximately 104 establishments and 1,926 guest rooms identified through an audit of accommodation.

The Albury Hume accommodation room supply was predominantly contributed of Motel/Motor Inns (43%) and Hotel/Resorts (34%). The vast majority of Motel/Motor Inns and Hotel/Resorts are of 3 or 3.5 star quality highlighting an aging accommodation stock across the region.

The average size of accommodation establishments in Albury Hume is significantly larger than the Riverina Murray average with Hotels/Resorts having an average of 44 rooms per establishment and Motels/Motor Inns with 25 rooms per establishment.

Albury has a larger supply of 4 star and higher large accommodation establishments than found elsewhere in the Riverina Murray. This includes branded accommodation such as Atura (Rydges), Mecure, Quest and Mantra.

With consideration of the target markets and accommodation supply, there are limited gaps in supply in Albury. There will be a need however for investment in accommodation establishments or expansion of existing accommodation establishments to meet projected market need.

9.3. ACCOMMODATION AUDIT

ESTABLISHMENTS

There were 104 accommodation establishments identified in the Albury Hume sub-region. The majority of accommodation establishments identified were motel/ motor inns (32% of establishments), self-contained/ house/ apartment/ unit accommodation (32% of establishments), followed by hotels/resorts (14% of establishments) and caravan/ camping establishments (10% of establishments).

TABLE 19 ACCOMMODATION ESTABLISHMENTS

	# ESTABLISHMENTS	%
Motel/Motor Inn	33	32%
Self contained house/apartment/unit	33	32%
Hotel/Resort	15	14%
Caravan/Camping (Cabins only)	10	10%
B&B/Guesthouse	8	8%
Farmstay	5	5%
Total	104	100%

Source: Urban Enterprise, 2019

CROSS BORDER CONSIDERATIONS

In addition to the 104 establishments in Albury Hume there is also additional supply of accommodation on the Victorian side of the Murray Riverina, in locations such as Wodonga, which will influence the supply of accommodation in Albury Hume. Of importance is the Quest Apartment facility in Wodonga.

ROOMS

There was a total of 1,926 accommodation rooms identified through the accommodation audit in the Albury Hume sub-region. Almost half of the total rooms are from motel/ motor inn establishments (817 rooms or 42% of rooms), followed by hotel/ resorts (655 rooms or 34% of rooms), self-contained house/ apartment / unit (249 rooms or 13% of rooms) and caravan/ camping establishments (162 rooms or 8% of rooms).

TABLE 20 ACCOMMODATION ROOMS

	# ROOMS	%
Motel/Motor Inn	817	42%
Hotel/Resort	655	34%
Self contained house/apartment/unit	249	13%
Caravan/Camping (Cabins only)	162	8%
B&B/Guesthouse	29	2%
Farmstay	14	1%
Total	1,926	100%

Source: Urban Enterprise, 2019

AVERAGE NUMBER OF ROOMS PER ESTABLISHMENT

Hotels/ resorts and motels/motor inns and are typically the largest accommodation establishments in the Albury Hume sub-region averaging approximately 44 rooms per establishment.

Farmstay accommodation had the lowest average number of rooms per establishment at 3 rooms.

TABLE 21 ACCOMMODATION ROOMS PER ESTABLISHMENT

	AVERAGE NUMBER OF ROOMS PER ESTABLISHMENT
Hotel/Resort	44
Motel/Motor Inn	25
Caravan/Camping (Cabins only)	16
Self contained house/apartment/unit	8
B&B/Guesthouse	4
Farmstay	3

Source: Urban Enterprise, 2019

BED SPACES

There was a total of 3,884 bed spaces identified in the accommodation audit. The majority of bed spaces were motel/ motor inn accommodation (40%), followed by hotels/resorts (29%), caravan/ camping (18%) and self-contained house/ apartment/ unit accommodation (9%).

TABLE 22 ACCOMMODATION BED SPACES

	# BED SPACES	%
Motel/Motor Inn	1,569	40%
Hotel/Resort	1,198	31%
Caravan/Camping (Cabins only)	717	18%
Self contained house/apartment/unit	332	9%
B&B/Guesthouse	47	1%
Farmstay	21	1%
Total	3,884	100%

Source: Urban Enterprise, 2019

AVERAGE PRICE PER NIGHT

The average price of accommodation per night in Riverina Murray is $173 as identified in Table 23. This is based upon the average price per night of a standard room in a Quest hotel. Pricing data has been utilised from Quest hotels as the accommodation provider is located across the Riverina Murray and provides consistent comparable prices. It is noted that pricing data is difficult to acquire.

TABLE 23 PRICE RANGE PER NIGHT

	ALBURY	WAGGA WAGGA	GRIFFITH	RIVERINA MURRAY AVERAGE
Average Price Per Night	$140	$171	$209	$173

Source: Urban Enterprise, 2019.

9.3.1. SPATIAL DISTRIBUTION OF ESTABLISHMENTS

The following pages contain maps which show the distribution of accommodation establishments across the Albury Hume sub region. The maps are grouped by the following accommodation types:

1. B&B and Guesthouse accommodation;
2. Caravan and Camping accommodation;
3. Farmstay accommodation;
4. Hotel/Resort accommodation;
5. Motel/Motor Inn accommodation; and
6. Self-contained accommodation.

B&B AND GUESTHOUSE ACCOMMODATION

These accommodation establishments are distributed in 2 key clusters in Albury Hume, Henty and Culcairn. Other B&B and Guesthouse accommodation is located at Lankeys Creek (one establishment) and at Little Billabong (one establishment).

CARAVAN AND CAMPING

Caravan and Camping accommodation are concentrated in the south of Albury Hume, around Albury as well as near the Murray River and Lake Hume.

FARMSTAY ACCOMMODATION

There are four Farmstay accommodation establishments located in Albury Hume and are distributed throughout the region.

HOTEL AND RESORT ACCOMMODATION

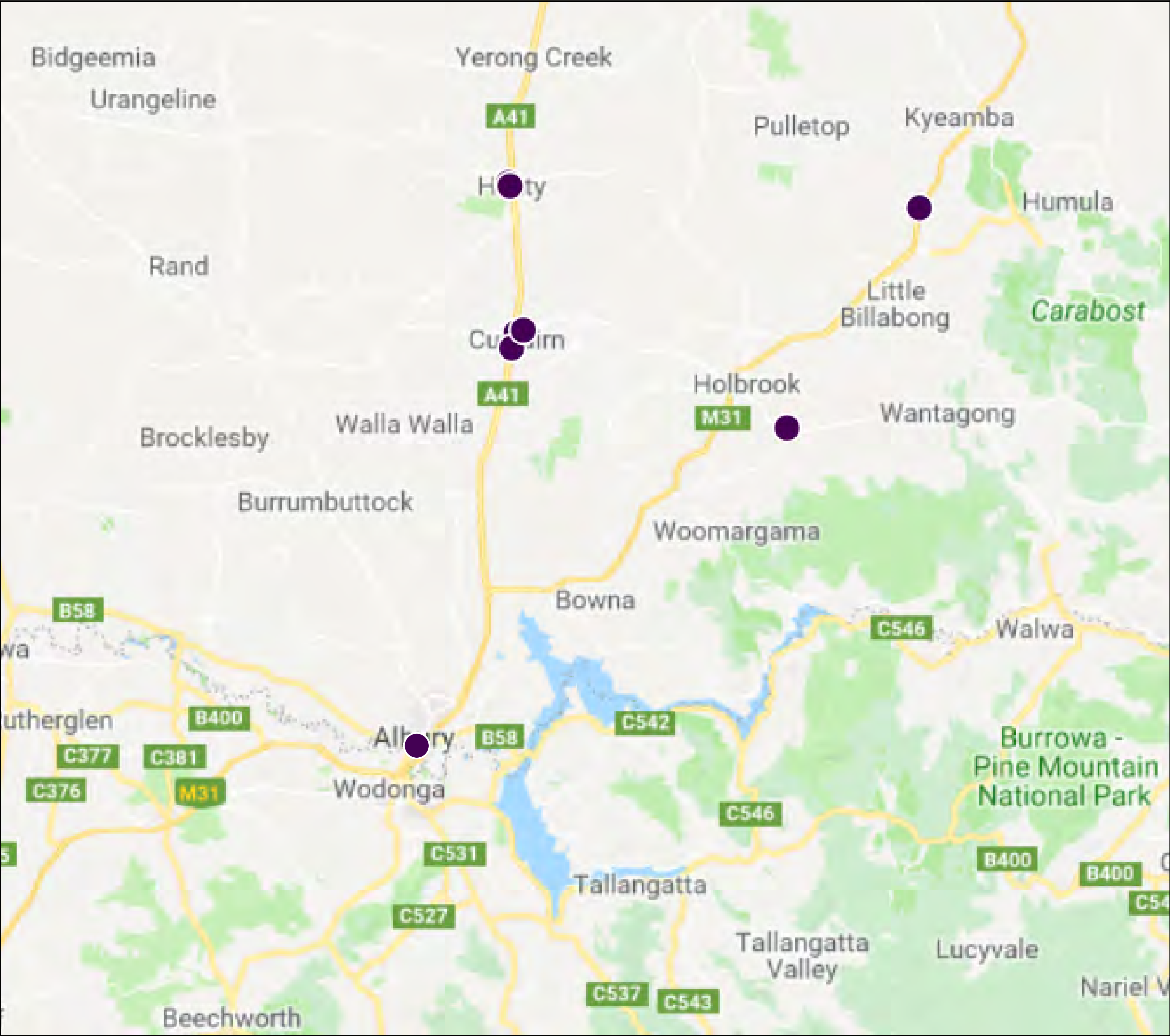
Hotel and Resort accommodation establishments in Albury Hume are primarily located in and around Albury and along major transport routes (Hume Highway and Olympic Highway). In addition to Albury, towns with at least one hotel establishment include Henty, Holbrook and Culcairn.

MOTEL/MOTOR INN ACCOMMODATION

Motel and Motor Inn accommodation establishments in Albury Hume are located similarly to Hotels. There is a concentration of motels and motor inns in Albury with additional establishments located along the Hume Highway and Olympic Highway in the towns of Holbrook and Culcairn.

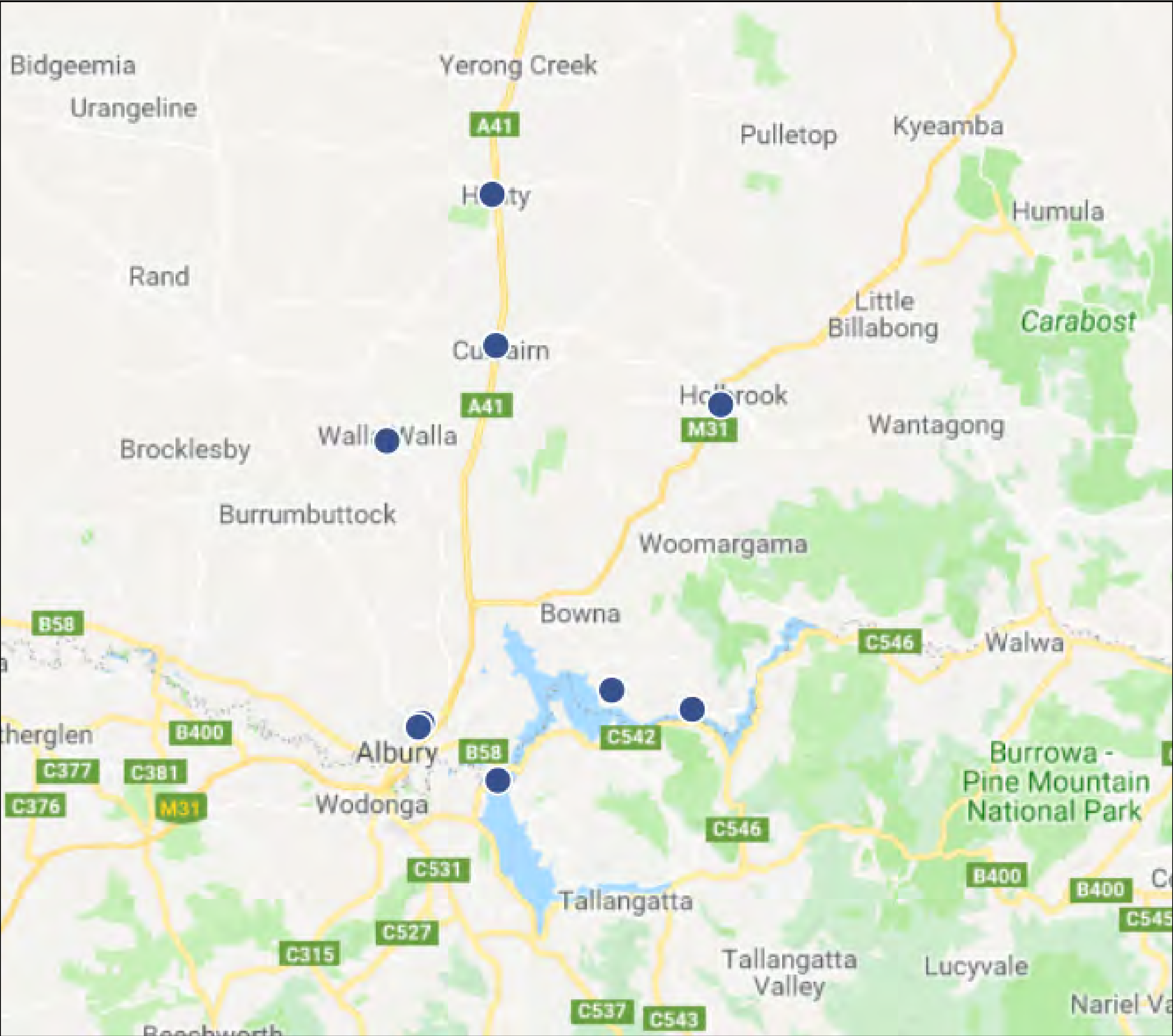
SELF-CONTAINED ACCOMMODATION

These accommodation establishments includes houses, apartments and units and are concentrated in and around Albury.



B&B AND GUESTHOUSE ACCOMMODATION ESTABLISHMENTS IN ALBURY HUME

CARAVAN AND CAMPING ACCOMMODATION ESTABLISHMENTS IN ALBURY HUME



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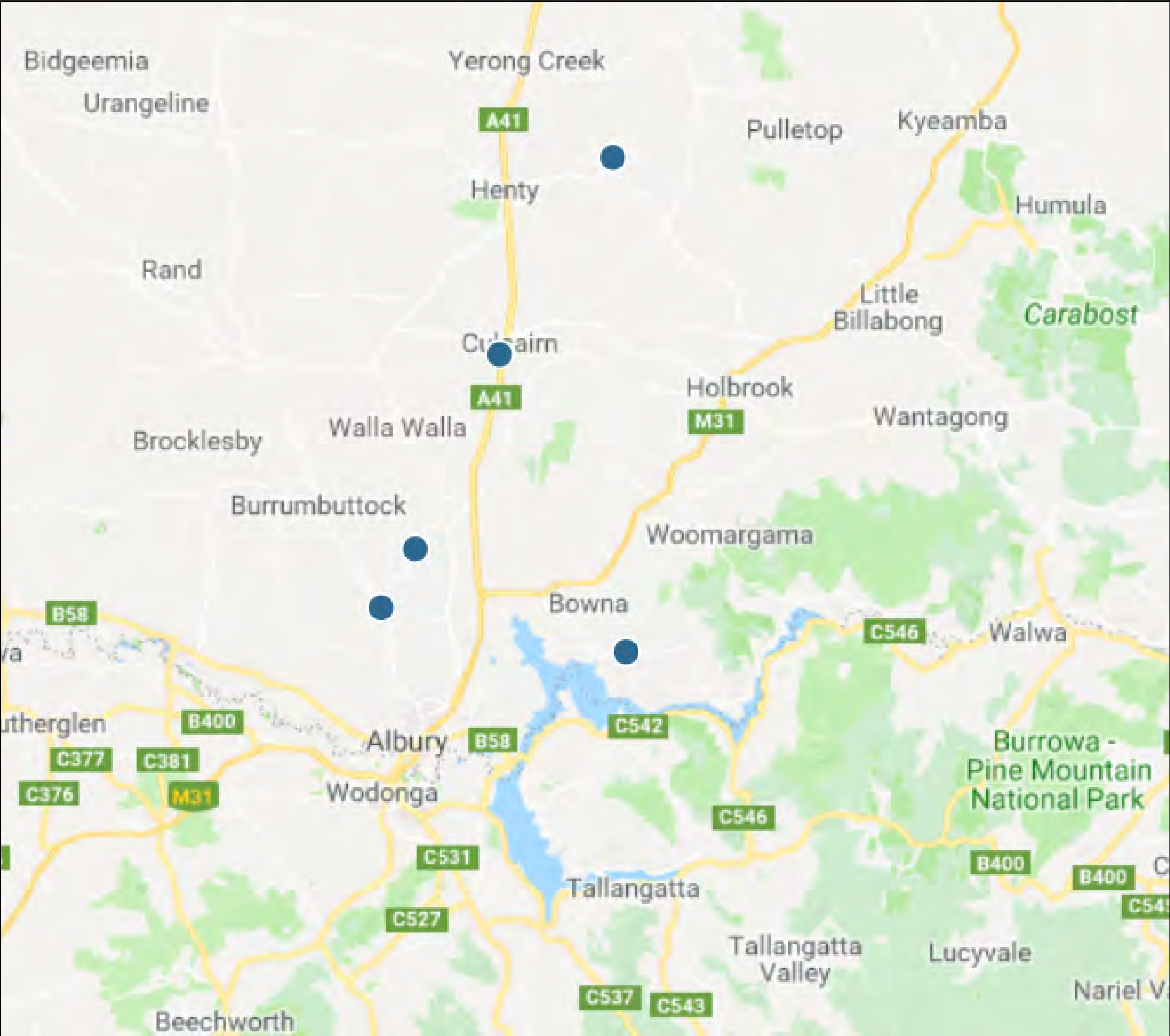
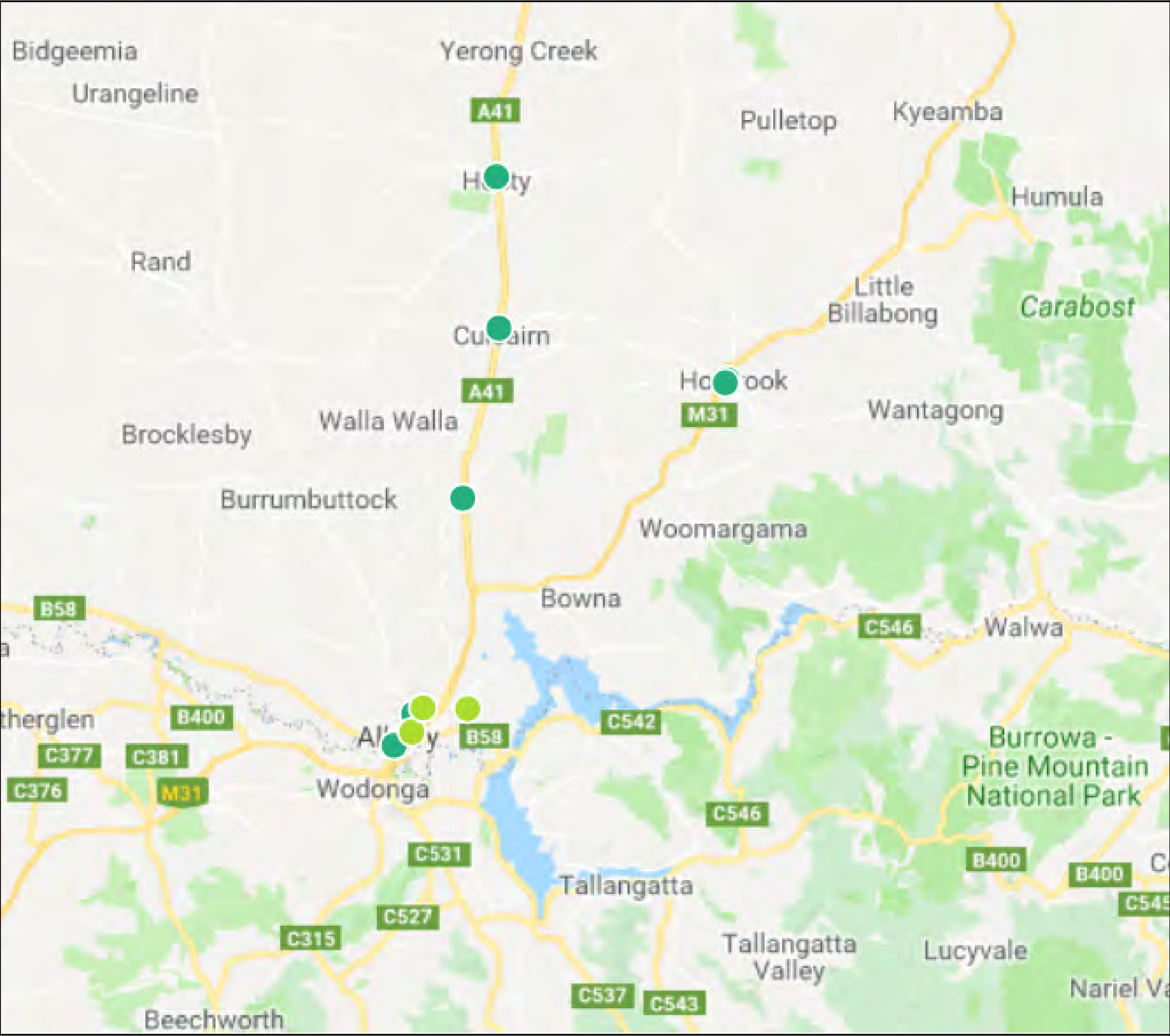


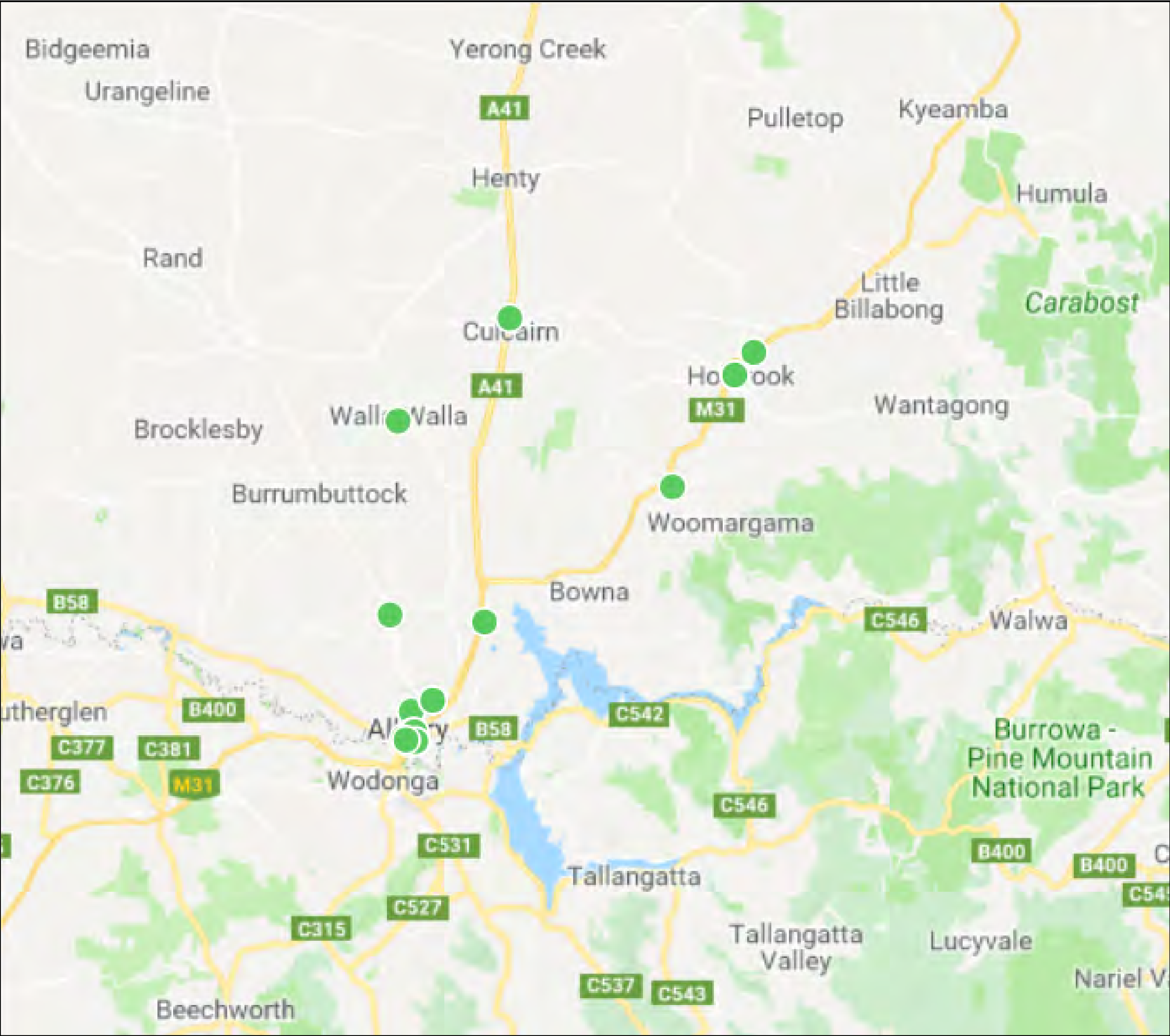
FARMSTAY ACCOMMODATION ESTABLISHMENTS IN ALBURY HUME



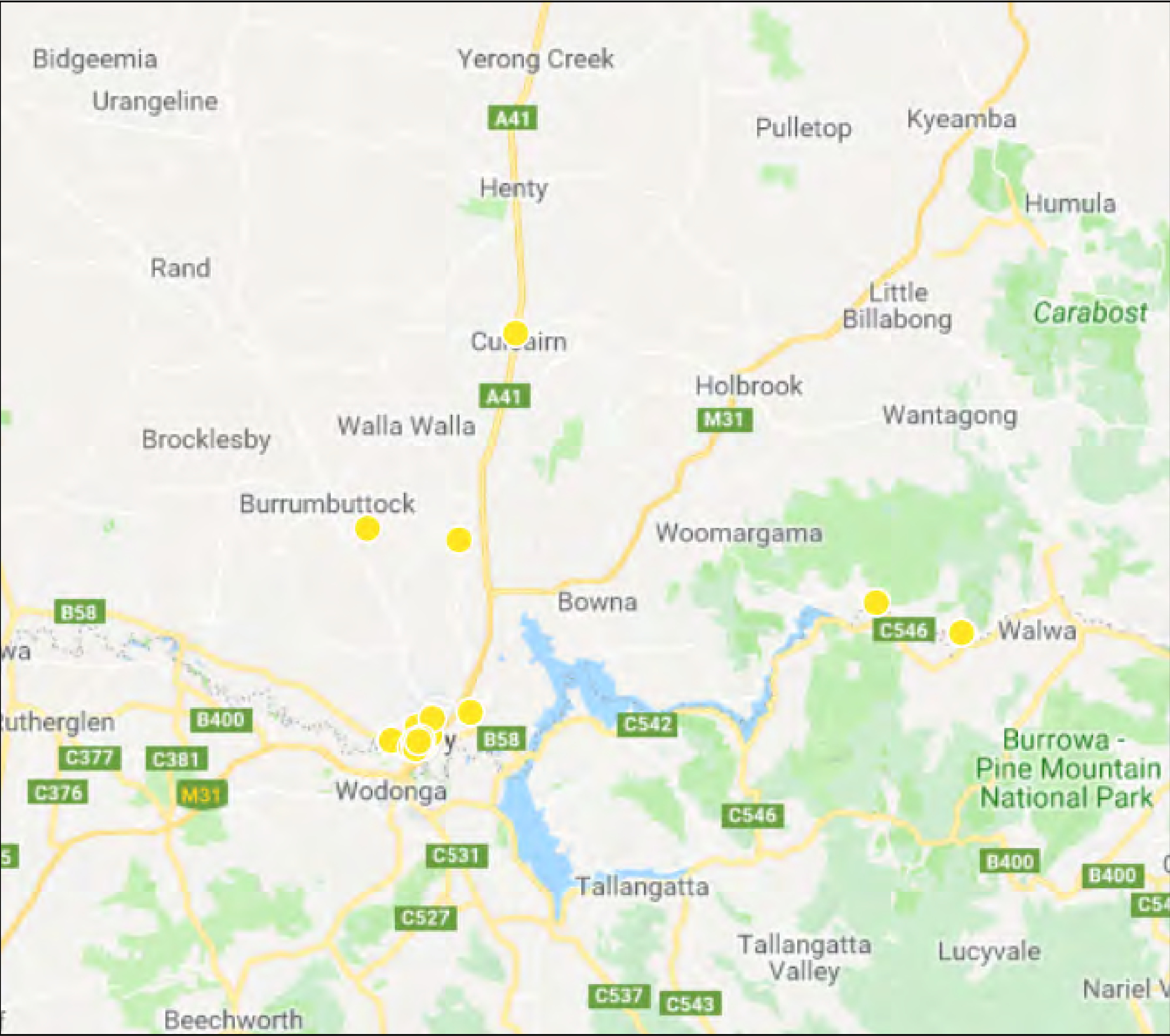
HOTEL/RESORT ACCOMMODATION ESTABLISHMENTS IN ALBURY HUME

Hotel

Resort



MOTEL AND MOTOR INN ACCOMMODATION ESTABLISHMENTS IN ALBURY HUME



SELF CONTAINED HOUSES, APARTMENTS UNITS ACCOMMODATION ESTABLISHMENTS IN THE ALBURY HUME

9.4. SHORT TERM LETTING

AIRBNB LISTINGS

There was a total of 189 properties listed on Airbnb in Albury Hume as of February 2019. 72% of these listings were for entire homes, whilst 28% were for a private or shared room. The average size of accommodation in Albury Hume is 2.1 bedrooms.

The average price per night is $132 with an average occupancy rate of 57% across the sub region.

TABLE 24 CURRENT AIRBNB LISTINGS 2019

	ALBURY	ALBURY HUME
Entire Home	126	136
Private Room	42	51
Shared Room	2	2
Total Active Rentals	170	189
Average Number of Bedrooms	2.3	2.1
Average Daily Rate	$150	$132
Occupancy Rate	70%	57%

Source: Urban Enterprise and AIRDNA, 2019.

9.5. TOTAL ESTIMATED ROOM STOCK

The following estimate of the total room stock includes the results from the accommodation audit and rooms (entire homes), listed through Airbnb. This analysis accounts for the fact that some accommodation establishments listed through the audit are also listed through Airbnb. It is estimated that approximately 15% of rooms are listed across multiple providers. Therefore, the estimated Airbnb room stock of 189 has been reduced by 15%.

It is estimated that there are currently 2,087 accommodation rooms in the Albury Hume available for overnight stays, consisting of 1,926 rooms identified through the audit and additional 161 rooms listed on Airbnb.

TABLE 25 TOTAL ESTIMATED ROOM STOCK IN ALBURY HUME

	ROOMS
Number of Audited Rooms	1,926
Estimated Number of Airbnb Rooms (Entire Homes) Accounting for 15% Overlap of Listings	161
Total Estimated Rooms in Albury Hume as of 2019	2,087

Source: Urban Enterprise

10. DEMAND FOR ACCOMMODATION

10.1.1. INTRODUCTION

This section provides analysis of the demand for accommodation in Albury Hume. The analysis includes consideration of the business sector, target markets and forecast visitor nights.

10.2. KEY FINDINGS

The Riverina Murray region has experienced substantial visitation growth with the number of visitors growing from 3.9 million visitors in 2008 to 5.6 million visitors in 2017. Albury City was a key contributor to this growth through attraction of additional visitors, leveraged from their growing business, holiday leisure and visiting friends and relatives market.

Projected visitor nights for the Albury Hume sub region show an additional 211,947 million visitor nights for the sub region over the next 10 years.

Based on projected visitor nights Urban Enterprise estimates that an additional 431 guest rooms are needed across the region to service demand over the next 10 years.

10.3. BUSINESS SECTOR ANALYSIS

The following provides an analysis of the employment profile of Albury and the Albury Hume sub region in order to determine the potential of the corporate accommodation market, including primary business nodes in the region.

INDUSTRY OF EMPLOYMENT

Table 26 provides the number of people employed in Albury and Albury Hume by industry of employment in 2016. In total there is 23,913 people employed in Albury and 27,108 people employed in Albury Hume.

TABLE 26 INDUSTRY OF EMPLOYMENT – ALBURY HUME

INDUSTRY	ALBURY		ALBURY HUME	
Health Care and Social Assistance	4,283	18%	4,524	17%
Retail Trade	3,187	13%	3,396	13%
Accommodation and Food Services	2,227	9%	2,380	9%
Education and Training	2,195	9%	2,560	9%
Public Administration and Safety	2,036	9%	2,164	8%
Manufacturing	1,773	7%	2,063	8%
Construction	1,772	7%	1,985	7%
Professional, Scientific and Technical Services	1,118	5%	1,199	4%
Other Services	1,079	5%	1,185	4%
Transport, Postal and Warehousing	1,012	4%	1,198	4%
Administrative and Support Services	673	3%	744	3%
Wholesale Trade	637	3%	670	2%
Financial and Insurance Services	591	2%	615	2%
Rental, Hiring and Real Estate Services	365	2%	365	1%
Information Media and Telecommunications	299	1%	304	1%
Agriculture, Forestry and Fishing	223	1%	1258	5%
Electricity, Gas, Water and Waste Services	218	1%	233	1%
Arts and Recreation Services	208	1%	221	1%
Mining	17	0%	45	0%
Total	23,913		27,108	

Source: Place of Work, Census of Population and Housing, ABS, 2016.

BUSINESS COUNTS

Table 27 shows the number of businesses in Albury Hume in 2015 to 2017. Overall, there was growth of 126 businesses in Albury and 156 in Albury Hume over the 2 year period. The majority of growth occurred in non-employing businesses.

TABLE 27 NUMBER OF BUSINESSES

		2015	2016	2017	GROWTH
ALBURY	Non employing	2,577	2,585	2,682	105
	1-19 Employees	1,724	1,738	1,736	12
	20-199 Employees	132	128	126	-6
	200+ Employees	5	5	7	2
	Total	4,431	4,460	4,557	126
Albury Hume	Non employing	3,385	3,396	3,508	123
	1-19 Employees	2,233	2,235	2,255	22
	20-199 Employees	142	145	140	-2
	200+ Employees	5	5	7	2
	Total	5,759	5,782	5,915	156

Source: Count of Australian Businesses, ABS, 2015-2017.

CONFERENCE AND EVENTS VENUES

There are approximately 11 conference and event venues located in and around Albury. The largest venue is the Albury Entertainment Centre which has a capacity of over 800 people. However, no accommodation is available on site. There are also a number of other large venues, such as the Best Western Plus Hovell Tree Inn, Atura and Mantra Albury which have a large venue capacity (101 to 500) and also have accommodation rooms available.

10.4. FORECAST VISITATION, BY VISITOR NIGHTS

The following provides a forecast estimate of visitor nights in commercial accommodation in Albury Hume to 2027. The forecasts are based on published TRA forecast visitor night growth rates and the historical ten-year growth rate for visitors (international and domestic overnight) to Albury Hume as well as Australian population projections.

TRA FORECASTS

Based on TRA forecasts, it is estimated that by 2027 there will be approximately 968,671 visitor nights in commercial accommodation in Albury Hume. This equates to an additional 211,947 visitor nights between 2017 and 2027.

HISTORICAL GROWTH RATE

Based on ten-year historical growth in visitor nights to Albury Hume, forecasting suggests the number of visitor nights in commercial accommodation could reach 1 million by 2027. This equates to an additional 260,250 visitor nights between 2017 and 2027.

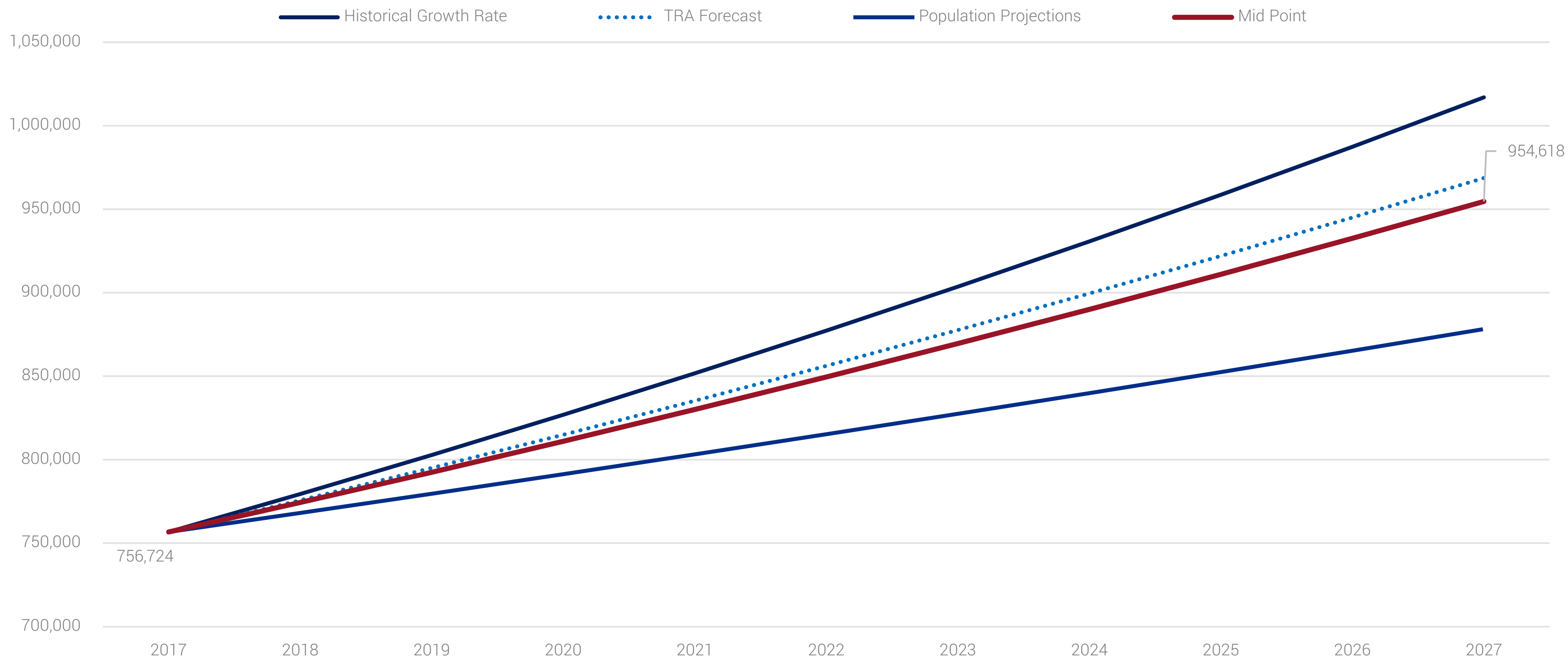
POPULATION GROWTH RATE

Based on Australian population projections, forecasting suggests the number of visitor nights in commercial accommodation could reach 878,210 by 2027. This equates to an additional 121,486 visitor nights between 2017 and 2027.

ADOPTED MIDPOINT

The midpoint of the TRA, Historical Growth Rates and population growth rate forecast suggests the number of visitor nights in commercial accommodation could reach 954,618 by 2027. This equates to an additional 200,000 visitor nights between 2017 and 2027.

FIGURE 37 FORECAST VISITATION, BY VISITOR NIGHTS – ALBURY HUME



Source: TRA NVS & IVS Visitation, TRA Visitor Forecasts; Tourism Victoria Visitor Forecasts, modelled by Urban Enterprise 2019.

10.4.1. FORECAST NEED FOR ADDITIONAL ROOMS

Table 28 provides a forecast for additional accommodation rooms in Albury Hume. The assessment utilises the forecasts for commercial accommodation visitor nights, the estimate for accommodation rooms in Albury Hume and other data as provided in this report.

The forecast need, utilising the midpoint, is an additional 431 rooms.

TABLE 28 FORECAST ESTIMATE FOR ACCOMMODATION ROOMS BY FORECAST VISITATION SCENARIO

ACCOMMODATION NEED (NO OF ROOMS)	HIGH FORECAST	MID POINT FORECAST	LOW FORECAST
65% occupancy	566	431	264

Source: Urban Enterprise, 2019. *Modelling based on forecast visitation and average length of stay.

10.5. ACCOMMODATION TYPE NEEDS

Based on the gaps identified in accommodation and the projected accommodation needs in the region, the following table provides and overview of specific accommodation typologies that may be supported in the region between 2019-2029.

This should be used as a guide for investors and decision makers and provides an outline of the potential scale and type of investment suited to the region.

Number of establishments identified in the table relate to the larger room/site limit identified.

TABLE 29 ALBURY HUME ACCOMMODATION NEEDS 2019-2029

Projected Accommodation Needs by Segment	Description	Need (# additional establishments to 2029)	Indicative capacity (rooms per establishment)	Total Room/Sites	Location Rural/Urban
Small Scale Self-Contained Accommodation	The region does have a large number of small quality self-contained accommodation providers. Many of these are single dwellings promoted through Airbnb. This accommodation typology meets the needs of longer stay business, VFR markets and also events visitors which are travelling in groups. Projections show an increased demand for rooms and this typology meets the target market need well and can be delivered with little investment.	20	2-4 rooms	40	Albury/Holbrook
Quality Contemporary Budget Accommodation/ Hostel	There is a lack of quality contemporary budget accommodation in the region. Albury City should be able to support a large budget accommodation targeting younger markets and budget travellers. Quality backpackers would be suited to touring international markets, short stay student markets and long stay working holiday market.	1	20 rooms	20	Albury
Large Self-Contained Accommodation/ Serviced Apartments	There is growing preference for self-contained accommodation in a number of key markets for the region. There are however a number of large self-contained and serviced apartment facilities in Albury that anecdotally have high occupancy rates. In line with projected visitation growth there is likely to be demand for another large scale self-contained accommodation facility in 5 years' time.	1	80-150 rooms	150	Albury
Boutique Hotels	There is opportunity for investment in Boutique high quality hotels throughout the region including in Albury. This currently presents a gap in the region. This would be a destination hotel suited to short weekend escapes and supporting the business market midweek. There is limited 5 star establishments in Albury with most of the larger branded hotels being 4 star standard.	1	40 rooms	40	Albury
Caravan and Camping Ground/Tourist Park	Rural areas are an attractive location for Camping and Caravan Parks given their natural and rural setting and requirement for large sites. Locations in proximity to high amenity landscapes such as along the Murray River or Lake Hume would be suited to holiday leisure focused caravan parks.	2	25 cabins	50	Albury/Rural
		2	50 sites	100	
Quality Farm Stay	Given the agricultural strengths of the region, quality Farmstay accommodation is a key gap. The growing food and wine tourism market in the sub region is well matched with this accommodation type.	6	3-5 rooms	30	Rural
Total				430	

PART D. GRIFFITH AND WESTERN RIVERINA SUB REGION ASSESSMENT

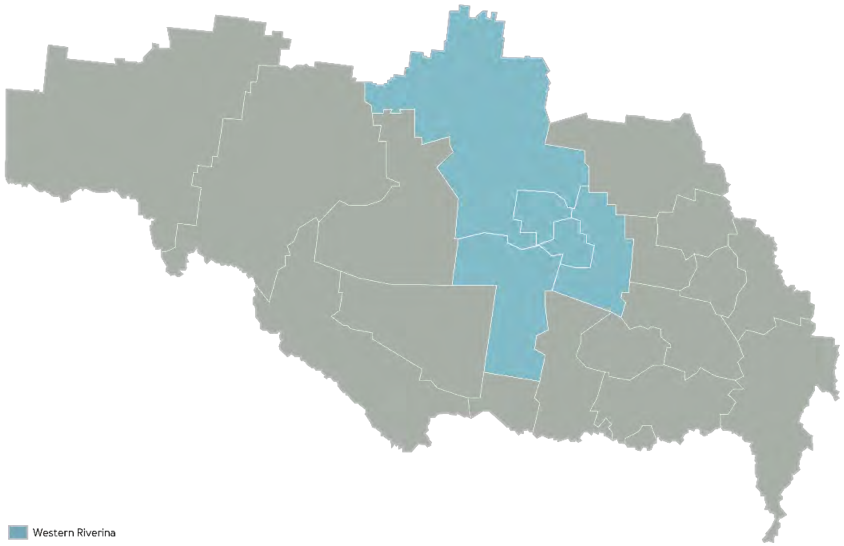
11. VISITOR AND EXPERIENCE PROFILE

11.1. INTRODUCTION

This section of the report provides an overview of visitation and visitor nights to Griffith and the Western Riverina including the separation of those visitors staying in commercial accommodation and those staying in private accommodation. This section utilises analysis of Tourism Research Australia's National Visitor Survey (NVS) and International Visitor Survey (IVS). An overview of key products in Griffith and Western Riverina is also included in this section.

A map of the Western Riverina region is provided below in Figure 38Figure 25. The region is comprised of the Carrathool, Griffith, Leeton, Narrandera and Murrumbidgee Councils.

FIGURE 38 WESTERN RIVERINA REGION



11.2. TOURISM PRODUCT OVERVIEW

11.2.1. KEY TOURISM PRODUCTS

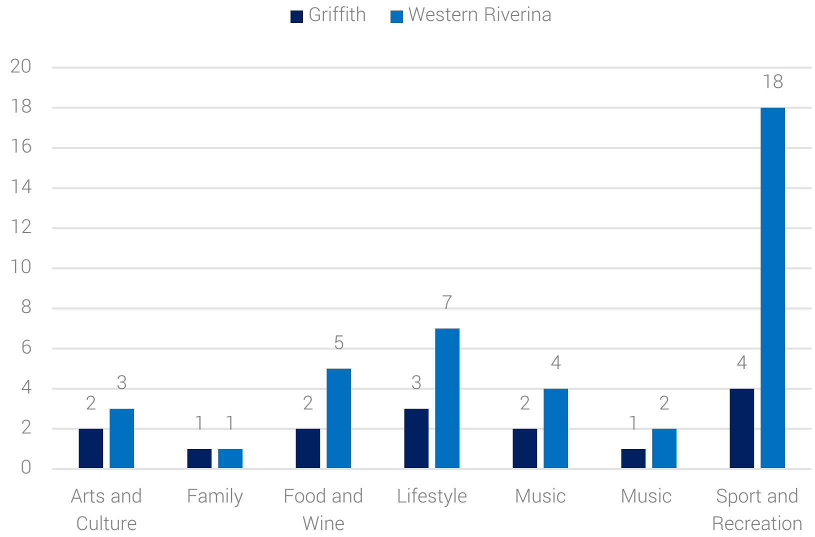
Griffith and the Western Riverina region have several key tourism assets and products. A brief overview of these assets and products is provided below:

- Nature-Based: Murrumbidgee River, Lachlan River, Lake Talbot, Lake Wyangan, Tuckerbill and Fivebough wetlands, Cocoparra National Park, Willandra National Park and Lachlan Valley National Park.
- History and Heritage: Griffith Pioneer Park, Hermit's Cave, Leeton and Jerilderie, Italian Museum, Centenary Sculptures and War Memorial Museum.
- Agriculture and Local Produce: Murrumbidgee Irrigation Area, Italian restaurants in Griffith, Catania farm tours, Codemo Smallgoods, markets, Southern Cotton Gin and cellar doors throughout the region.
- Arts and Culture: Hermit's Caves, Cemetary Sculptures and Griffith Regional Art Gallery.
- Touring Routes: Newell Highway, Burley Griffin Way and Kidman Way.

11.2.2. MAJOR EVENTS

Approximately 40 visitor attracting events are held in the Western Riverina region per year, including 15 in Griffith. An overview of the major events held by type is provided in Figure 39 below.

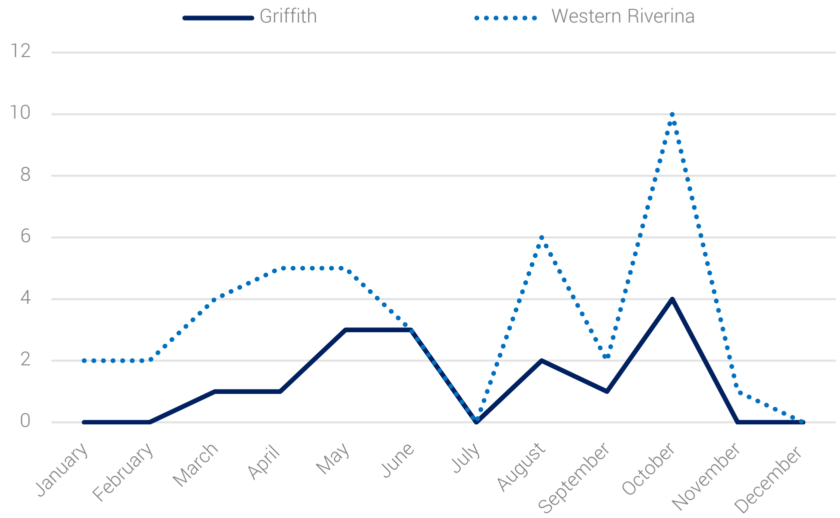
FIGURE 39 MAJOR EVENTS BY TYPE – GRIFFITH AND WESTERN RIVERINA



Source Urban Enterprise, 2019.

Figure 40 identifies the seasonality of major events held in Griffith and the Western Riverina over the calendar year. The month with the greatest number of major events held is October, with 10 events held in total. Overall, the events held are range from small to large, with the Shaheedi Tournament (Sikh Games) attracting approximately 15,000 visitors including 80% from outside of the local area. Other major events held include the Griffith Spring Fest which attracts approximately 12,000 visitors including 54% from outside of the local area.

FIGURE 40 SEASONALITY OF MAJOR EVENTS – GRIFFITH AND WESTERN RIVERINA



Source: Urban Enterprise, 2019.

11.3. VISITOR MARKET ANALYSIS

11.3.1. KEY FINDINGS

The Western Riverina region receives on average, 161,427 domestic overnight visitors staying in commercial accommodation per year. The sub region also receives an additional 121,186 domestic overnight visitors to staying in private accommodation including 46,199 in Griffith.

The business visitor market is the most significant overnight visitor market to Griffith and Western Riverina utilising commercial accommodation. The holiday and leisure market complements business visitors and are an important driver of demand of overnight accommodation. These primary markets should be the focus of accommodation opportunities.

People visiting friends and relatives provide a secondary market for commercial accommodation and the second most significant market for international overnight.

New South Wales and Victoria are the primary source markets for commercial overnight accommodation in Western Riverina.

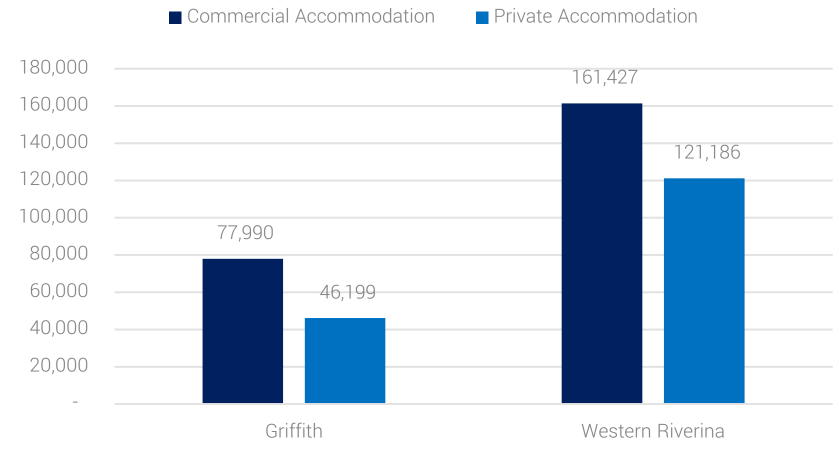
11.3.2. VISITATION

DOMESTIC OVERNIGHT VISITATION

Figure 41 identifies the number of domestic overnight visitors to Griffith and Western Riverina staying commercial and private accommodation per year. On average, 161,427 domestic overnight visitors to Western Riverina stay in commercial accommodation, including 77,990 in Griffith.

A further 121,186 domestic overnight visitors to Western Riverina stay in private accommodation including 46,199 in Griffith.

FIGURE 41 DOMESTIC OVERNIGHT VISITOR TRIPS



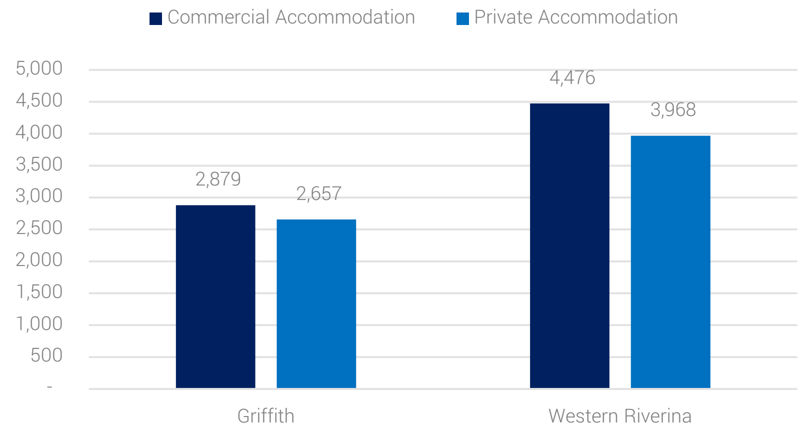
Source: National Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

INTERNATIONAL OVERNIGHT VISITATION

Figure 42 identifies the number of international overnight visitors to Griffith and Western Riverina staying in commercial and private accommodation per year. On average 4,476 international overnight visitors to Western Riverina stay in commercial accommodation, including 2,879 in Griffith.

A further 3,968 international overnight visitors to Western Riverina stay in private accommodation, including 2,657 in Griffith.

FIGURE 42 INTERNATIONAL OVERNIGHT VISITOR TRIPS



Source: International Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

11.3.3. REASON FOR STOPOVER

DOMESTIC OVERNIGHT VISITORS REASON FOR STOPOVER

On average, 41% of domestic overnight visitors to Western Riverina staying in commercial accommodation are visiting for business, with a further 35% visiting for a holiday as identified in Table 30. Of visitors to Griffith staying in commercial accommodation, 56% are visiting for business and 29% are visiting for a holiday.

In comparison, 72% of domestic overnight visitors to Western Riverina staying in private accommodation are visiting friends and relatives, with 18% visiting for a holiday and 17% for business.

TABLE 30 DOMESTIC OVERNIGHT VISITORS REASON FOR STOPOVER

	HOLIDAY	VISITING FRIENDS AND RELATIVES	BUSINESS	OTHER REASON	IN TRANSIT
Commercial					
Griffith	29%	10%	56%	3%	2%
Western Riverina	35%	12%	41%	4%	7%
Private					
Griffith	18%	72%	5%	4%	1%
Western Riverina	18%	60%	17%	4%	1%

Source: National Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

INTERNATIONAL VISITORS REASON FOR STOPOVER

61% of international overnight visitors to Griffith staying in commercial accommodation are visiting for a holiday, with a further 23% visiting for other reasons and 12% for business.

In comparison, 62% of international overnight visitors to Griffith staying in private accommodation are visiting friends and relatives as identified in Table 31.

TABLE 31 INTERNATIONAL VISITORS REASON FOR STOPOVER

	HOLIDAY	VISITING FRIENDS AND RELATIVES	BUSINESS	OTHER REASON	IN TRANSIT
Commercial					
Griffith	61%	3%	12%	23%	0%
Western Riverina	56%	5%	14%	24%	1%
Private					
Griffith	24%	62%	0%	15%	0%
Western Riverina	21%	58%	3%	19%	0%

Source: International Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

11.3.4. TRAVEL PARTY TYPE

DOMESTIC OVERNIGHT VISITORS TRAVEL GROUP

14% of domestic overnight visitors to Griffith staying in commercial accommodation are travelling alone, with a further 11% travelling with friends or relatives (with children).

In comparison, 36% of domestic overnight visitors to Griffith staying in private accommodation are travelling alone, 29% are adult couples and 17% are family groups as identified in Table 32.

TABLE 32 DOMESTIC OVERNIGHT TRAVEL GROUP

	TRAVELLING ALONE	ADULT COUPLE	FAMILY GROUP	FRIENDS OR RELATIVES	BUSINESS ASSOCIATES	OTHER
Commercial						
Griffith	44%	22%	5%	14%	12%	3%
Western Riverina	34%	30%	8%	17%	10%	2%
Private						
Griffith	30%	34%	21%	14%	1%	0%
Western Riverina	38%	24%	20%	16%	1%	1%

Source: National Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

INTERNATIONAL OVERNIGHT TRAVEL GROUP

56% of international overnight visitors to Western Riverina staying in commercial accommodation are unaccompanied travellers, with a further 20% adult couples and 19% travelling with friends and / or relatives.

In comparison, 63% of international overnight visitors staying in private accommodation are unaccompanied travellers and 18% are adult couples as identified in Table 33.

TABLE 33 INTERNATIONAL OVERNIGHT VISITOR TRAVEL GROUP

	UNACCOMPANIED TRAVELLER	ADULT COUPLE	FAMILY GROUP	FRIENDS AND/ OR RELATIVES	BUSINESS ASSOCIATES
Commercial					
Griffith	61%	15%	3%	21%	1%
Western Riverina	56%	20%	2%	19%	3%
Private					
Griffith	61%	18%	8%	10%	3%
Western Riverina	63%	18%	6%	9%	3%

Source: International Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

11.3.5. LENGTH OF STAY

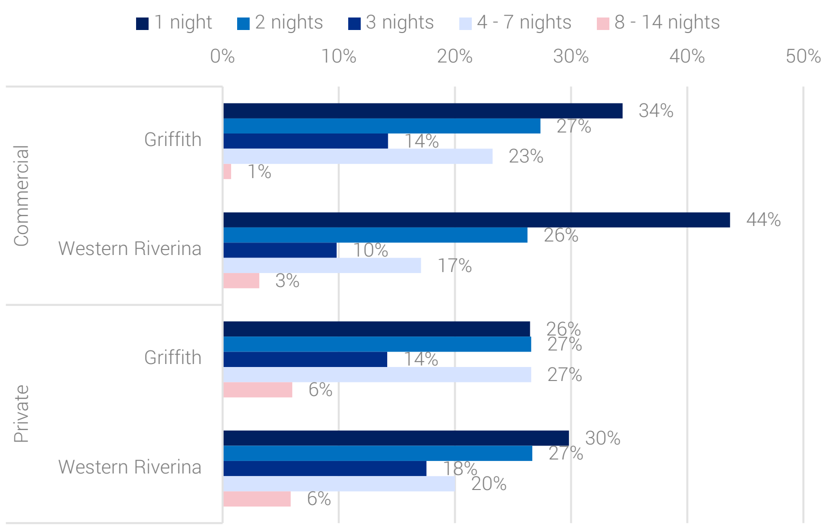
DOMESTIC OVERNIGHT VISITORS LENGTH OF STAY

Figure 43 identifies the length of stay of domestic overnight visitors to Griffith and Western Riverina. On average 34% of domestic overnight visitors to Griffith staying in commercial accommodation stay for 1 night, 27% stay for 2 nights and 23% stay for 4 to 7 nights.

Of domestic overnight visitors to Griffith staying in private accommodation, 27% stay for 2 nights, 27% stay for 4 to 7 nights and 26% stay for 1 night as identified in Figure 43.

In comparison, 44% of domestic overnight visitors to Western Riverina staying in commercial accommodation stay for 1 night, 26% stay for 2 nights and 17% stay for 4-7 nights. Of those staying in private accommodation, 30% stay for 1 night, 27% stay for 2 and 20% stay for 4-7 nights.

FIGURE 43 OVERNIGHT VISITORS LENGTH OF STAY



Source: National Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

INTERNATIONAL VISITORS LENGTH OF STAY

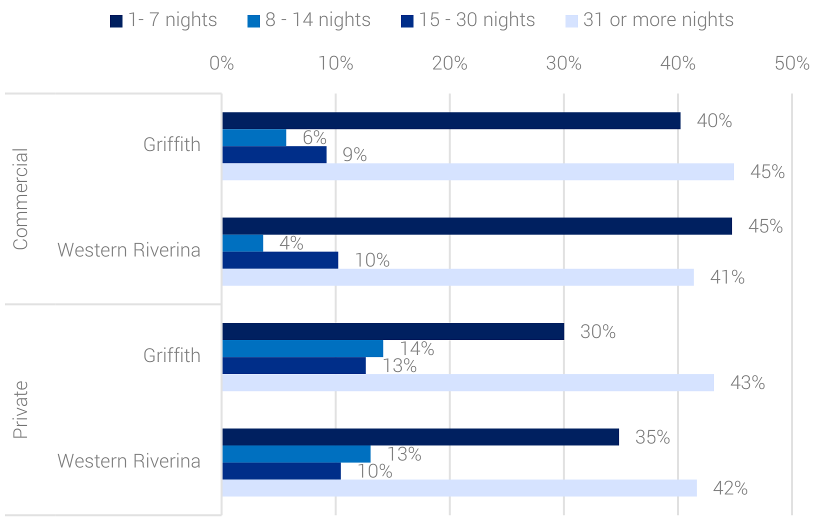
Figure 44 identifies the length of stay of international overnight visitors to Griffith and Western Riverina.

On average 40% of international overnight visitors to Griffith staying in commercial accommodation stay for 1 night, 45% stay for 31 or more nights and 9% stay for 15-30 nights.

Of international overnight visitors to Griffith staying in private accommodation, 43% stay for 31 or more nights, 30% stay for 1 to 7 nights and 14% stay for 8 to 14 nights.

In comparison, 45% of international overnight visitors to Western Riverina staying in commercial accommodation stay for 1 to 7 nights and 41% stay for 31 or more nights. Of those staying in private accommodation, 42% stay for 31 or more nights and 35% stay for 1 to 7 nights.

FIGURE 44 INTERNATIONAL VISITORS LENGTH OF STAY



Source: International Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

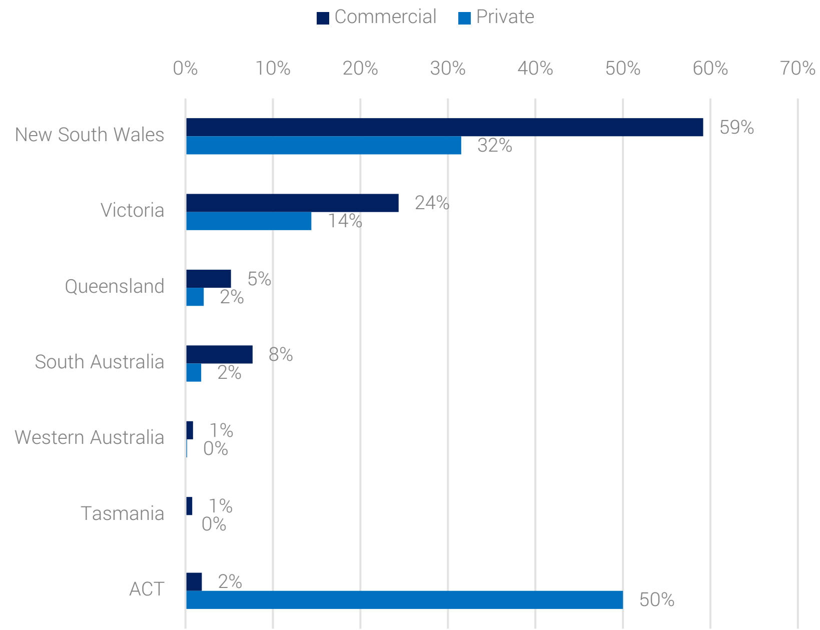
11.3.6. VISITOR ORIGIN

DOMESTIC OVERNIGHT VISITOR STATE OF ORIGIN

Figure 45 shows the state of origin for visitors to Western Riverina staying in both commercial and private accommodation. It identifies the majority of visitors staying in commercial accommodation are from New South Wales (59%), followed by Victoria (24%).

The majority of overnight visitors to Western Riverina staying in private accommodation are also from Australian Capital Territory (50%) and New South Wales (32%).

FIGURE 45 OVERNIGHT VISITOR STATE OF ORIGIN



Source: National Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

INTERNATIONAL VISITOR COUNTRY OF ORIGIN

Table 34 shows the country of origin for international visitors to Western Riverina staying in commercial and private accommodation. 23% of international visitors staying in commercial accommodation are from the United Kingdom, with a further 12% from Germany and 11% from New Zealand.

In comparison, 26% of international visitors staying in private accommodation are from New Zealand and a further 24% are from 'Other Countries'.

TABLE 34 INTERNATIONAL VISITOR COUNTRY OF ORIGIN

COUNTRY	INTERNATIONAL COMMERCIAL ACCOMMODATION	INTERNATIONAL PRIVATE ACCOMMODATION
United Kingdom	23%	8%
Germany	12%	4%
New Zealand	11%	26%
Other Europe	9%	4%
Japan	7%	2%
Taiwan	6%	1%
United States of America	6%	4%
France	6%	6%
Other Countries	5%	24%
Korea	3%	0%
Malaysia	3%	0%
Italy	2%	5%
Netherlands	2%	1%
China	1%	1%
Other Asia	1%	6%
Scandinavia	1%	4%
Canada	1%	3%
Hong Kong	1%	0%

Source: International Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June)

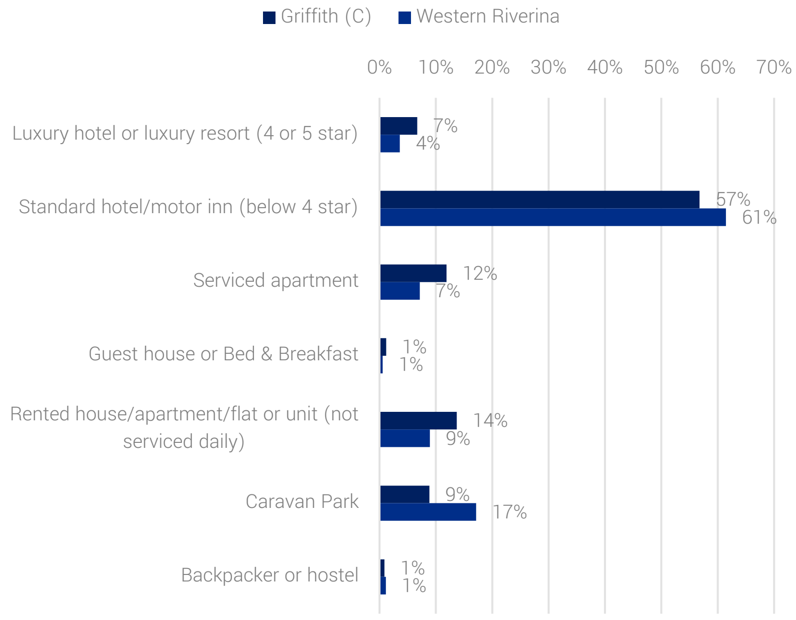
11.3.7. ACCOMMODATION STAYED IN

DOMESTIC OVERNIGHT ACCOMMODATION STAYED IN

On average, of the visitors to Griffith staying in commercial accommodation, 57% stay in a standard hotel or motor inn and 14% stay in a rented property as identified in Figure 46.

In comparison, 61% of visitors to Western Riverina staying in commercial accommodation stay in a standard hotel and 17% stay in a caravan park.

FIGURE 46 DOMESTIC OVERNIGHT COMMERCIAL ACCOMMODATION STAYED IN



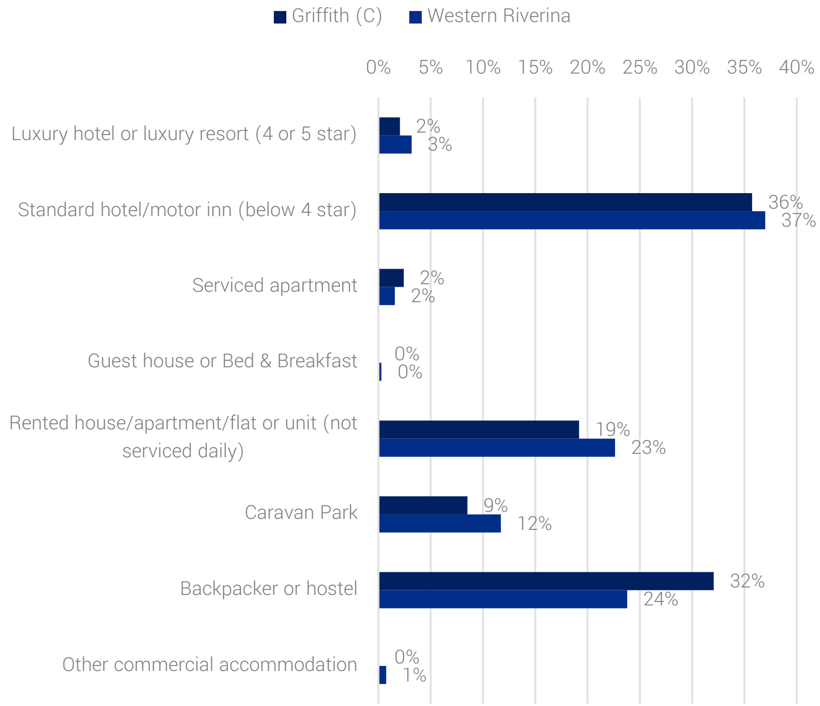
Source: National Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June).. Data includes accommodation of all sizes.

INTERNATIONAL OVERNIGHT ACCOMMODATION STAYED IN

Of the international visitors to Griffith who stay in commercial accommodation, 36% stay in a standard hotel or motor inn, 32% stay at a backpacker or hostel and 19% stay at a rented property as identified in Figure 47.

In comparison, of the international visitors to Western Riverina who stay in commercial accommodation, 37% stay in a standard hotel or motor inn, 24% stay in a backpackers or hostel and 23% stay in a rented property.

FIGURE 47 INTERNATIONAL COMMERCIAL ACCOMMODATION STAYED IN



Source: International Visitor Survey, TRA, 5 year average 2014 to 2018 (year ending June).

11.4. ACCOMMODATION PROFILE BENCHMARKING

Table 35 below shows the TRA domestic overnight visitor accommodation profile of visitors staying in commercial accommodation in regional cities across New South Wales and Victoria, including Bathurst and Greater Shepparton, benchmarked with the commercial accommodation profile of visitors to the Western Riverina sub region.

The analysis shows that Western Riverina has a lower proportion of visitors staying in luxury hotels or resorts (-7.6%) and Caravan Parks (-1.7%) compared to the destination(s) average. A higher proportion of visitors to Western Riverina are staying in a serviced apartment (+4.8%) or a rented property (+4.3%).

TABLE 35 ACCOMMODATION PROFILE BENCHMARKING

	BATHURST REGIONAL (NSW)	GOULBURN MULWAREE (NSW)	WESTERN PLAINS REGIONAL (NSW)	GREATER SHEPPARTON (VIC)	MILDURA (VIC)	DESTINATION(S) AVERAGE	WESTERN RIVERINA	DIFFERENCE B/N WESTERN RIVERINA AND DESTINATION(S) AVERAGE
Luxury hotel or luxury resort (4 or 5 star)	16%	9%	9%	9%	13%	11.2%	3.6%	-7.6%
Standard hotel/motor inn (below 4 star)	57%	72%	66%	62%	51%	61.3%	61.5%	+0.2%
Serviced apartment	4%	1%	2%	3%	2%	2.4%	7.2%	+4.8%
Guest house or Bed & Breakfast	1%	2%	1%	1%	1%	1.0%	0.6%	-0.5%
Rented house/apartment/flat or unit (not serviced daily)	9%	1%	2%	6%	6%	4.7%	8.9%	+4.3%
Caravan Park	14%	14%	21%	20%	26%	18.9%	17.1%	-1.7%
Backpacker or hostel	0%	1%	1%	1%	0%	0.4%	1.1%	+0.7%

Source: National Visitor Survey, 2014 to 2018 and Urban Enterprise, 2019..

12. ACCOMMODATION SUPPLY

12.1. INTRODUCTION

This section of the report provides an audit of accommodation establishments in Griffith and Western Riverina and includes room supply, bed spaces, room rates, star rating and the spatial distribution of accommodation.

12.2. KEY FINDINGS

Griffith and Western Riverina has approximately 90 establishments and 1,645 guest rooms identified through an audit of accommodation.

The Riverina Murray region accommodation room supply was predominantly contributed of Motel/Motor Inns (48%) and Hotel/Resorts (15%).

The average size of Motel/Motor Inns is 25 rooms. This confirms the proliferation of small scale accommodation businesses that are operated across the sub region.

With consideration of the target markets and accommodation supply, key gaps in accommodation across the Griffith and Western Riverina Region include:

- **Self-contained accommodation suitable for the business market, VFR market and events market;**
- **Quality holiday leisure tourist park accommodation leveraging from nature based assets in the region and the opportunity to grow the family market;**
- **Experiential accommodation such as farm stays and nature based accommodation; and**
- **Hotel/ resort accommodation.**

12.2.1. ACCOMMODATION AUDIT

ESTABLISHMENTS

There were 90 accommodation establishments identified in the Griffith and Western Riverina sub-region. The majority of accommodation establishments identified were motel/ motor inns (36% of establishments), hotel/ resorts (20% of establishments) and caravan/ camping and self-contained accommodation (both 14% of establishments).

TABLE 36 ACCOMMODATION ESTABLISHMENTS

	# ESTABLISHMENTS	%
Motel/Motor Inn	32	36%
Hotel/Resort	18	20%
Caravan/camping (Cabins only)	13	14%
Self contained house/apartment/unit	13	14%
B&B/Guesthouse/Farmstay	9	10%
Backpacker/hostel	5	6%
Total	90	100%

Source: Urban Enterprise, 2019

ROOMS

There were a total 1,645, accommodation rooms identified through the accommodation audit in the Griffith and Western Riverina sub-region. The majority of rooms are from motels/ motor inns (788 rooms or 48% of rooms), hotel/ resort (265 rooms or16% of rooms) and backpacker/hostel accommodation (254 rooms or 15% of rooms).

TABLE 37 ACCOMMODATION ROOMS

	# ROOMS	%
Motel/Motor Inn	788	48%
Hotel/ Resort	265	16%
Backpacker/hostel	254	15%
Caravan/camping (Cabins only)	229	14%
Self contained house/apartment/unit	81	5%
B&B/Guesthouse/Farmstay	28	2%
Total	1,645	100%

Source: Urban Enterprise, 2019

AVERAGE NUMBER OF ROOMS PER ESTABLISHMENT

Backpackers/hostels are typically the largest accommodation establishments in the Griffith and Western Riverina sub-region, averaging approximately 51 rooms per establishment.

B&B/ guesthouse establishments had the lowest average number of rooms per establishment at 2 rooms.

TABLE 38 ACCOMMODATION ROOMS PER ESTABLISHMENT

	AVERAGE NUMBER OF ROOMS PER ESTABLISHMENT
Backpacker/hostel	51
Motel/Motor Inn	25
Caravan/Camping (Cabins Only)	18
Hotel/Resort	15
Self Contained House/Apartment/Unit	6
B&B/Guesthouse/Farmstay	3

Source: Urban Enterprise, 2019

BED SPACES

There was a total of 2,773 bed spaces identified in the accommodation audit. The majority of bed spaces were in motel/ motor inns (50%) followed by caravan/ camping accommodation (18%) and hotels/ resorts (15%).

TABLE 39 ACCOMMODATION BED SPACES

	# BED SPACES	%
Motel/Motor Inn	1398	50%
Caravan/camping (Cabins only)	505	18%
Hotel/ Resort	429	15%
Backpacker/hostel	265	10%
Self contained house/apartment/unit	134	5%
B&B/Guesthouse/Farmstay	42	2%
Total	2,773	100%

Source: Urban Enterprise, 2019

AVERAGE PRICE PER NIGHT

The average price of accommodation per night in Riverina Murray is $173 as identified in Table 40. This is based upon the average price per night of a standard room in a Quest hotel. Pricing data has been utilised from Quest hotels as the accommodation provider is located across the Riverina Murray and provides consistent comparable prices. It is noted that pricing data is difficult to acquire.

TABLE 40 PRICE RANGE PER NIGHT

	ALBURY	WAGGA WAGGA	GRIFFITH	RIVERINA MURRAY AVERAGE
Average Price Per Night	$140	$171	$209	$173

Source: Urban Enterprise, 2019.

12.2.2. SPATIAL DISTRIBUTION OF ESTABLISHMENTS

The following pages contain maps which show the distribution of accommodation establishments across the Western Riverina sub region. The maps are grouped by the following accommodation types:

1. B&B and Guesthouse accommodation;
2. Group accommodation and backpackers;
3. Caravan and Camping accommodation;
4. Farmstay accommodation;
5. Hotel accommodation;
6. Motel/motor inn accommodation; and
7. Self-contained accommodation.

B&B AND GUESTHOUSE ACCOMMODATION

These accommodation establishments are distributed in 3 key clusters in the Western Riverina. These clusters are Narrandera, Darlington Point and Jerilderie.

GROUP ACCOMMODATION AND BACKPACKERS

There are five backpackers accommodation establishments in the Western Riverina region and are located in Griffith.

CARAVAN AND CAMPING

Caravan and Camping accommodation establishments are spread throughout the Western Riverina region, with a concentration in large towns in the region including Griffith, Narrandera and Leeton.

FARMSTAY ACCOMMODATION

There are three farmstay accommodation establishment located in the Western Riverina and are located in Murrami, Carrathool and Rankins Springs.

HOTEL ACCOMMODATION

Hotel accommodation establishments in Western Riverina are primary located in large towns in the region including Griffith, Leeton and Darlington Point.

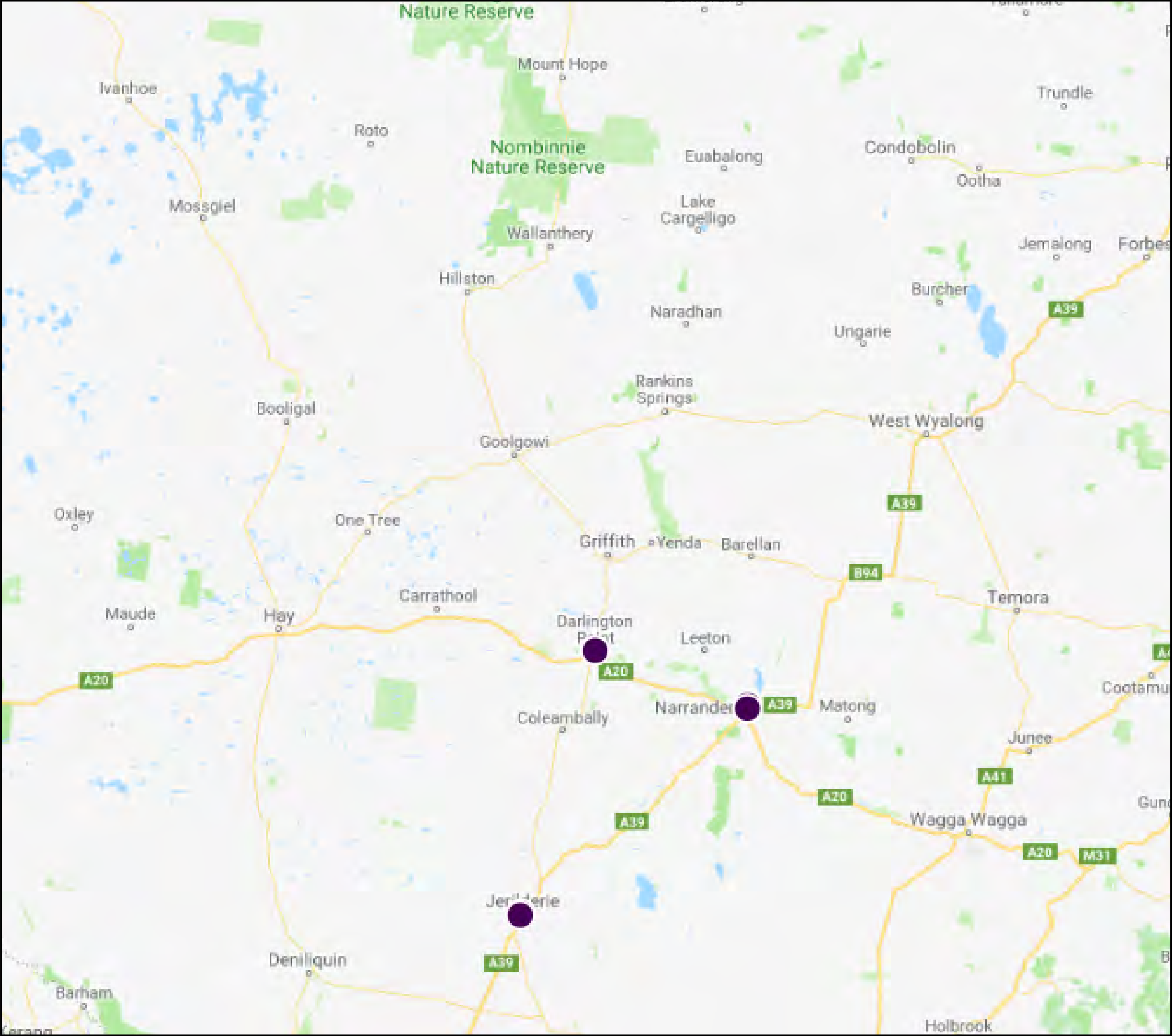
MOTEL/MOTOR INN ACCOMMODATION

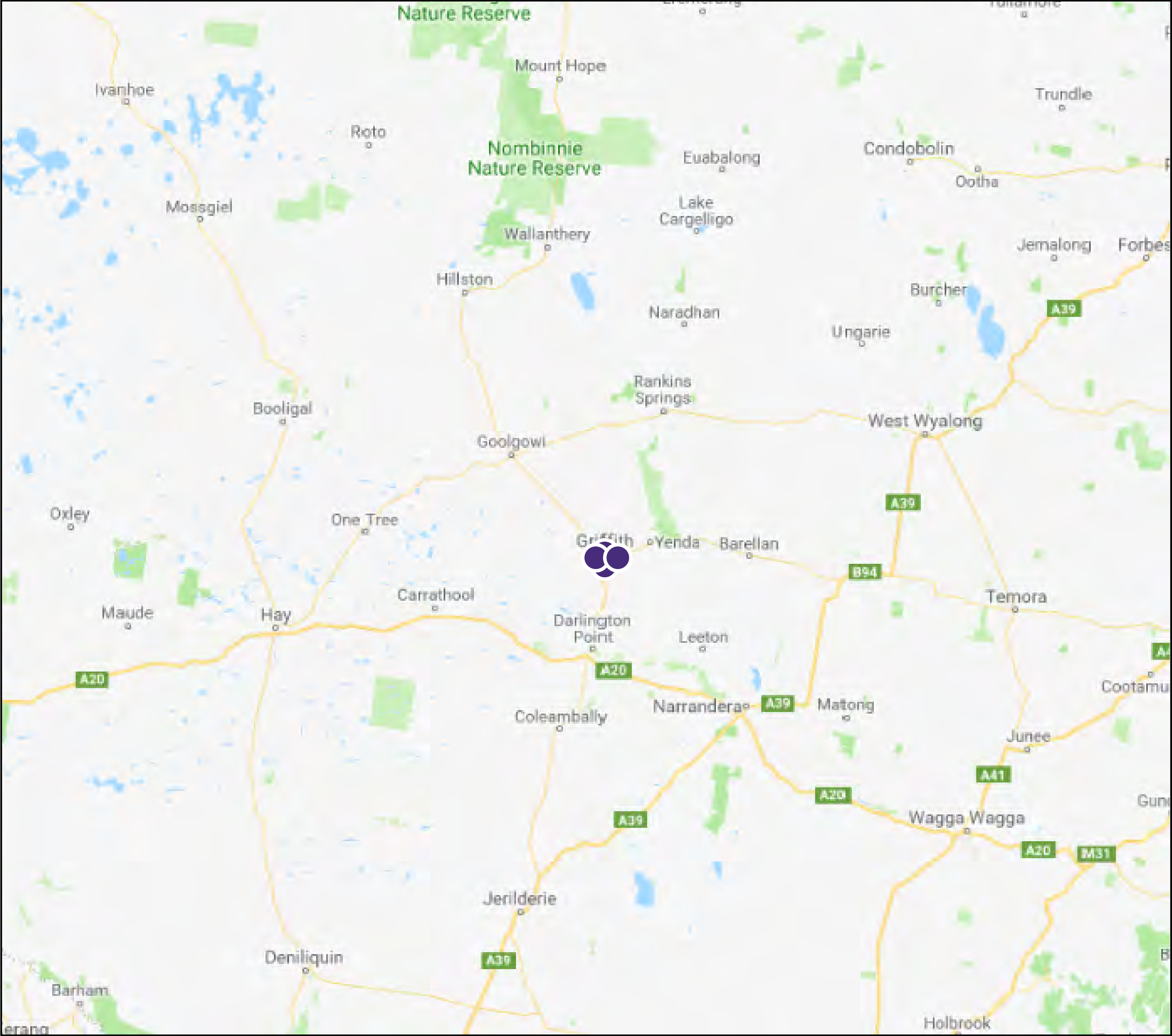
Motel and Motor Inn accommodation establishments in Western Riverina are located similarly to Hotels. There is a concentration of motels and motor inns in Griffith and Narrandera and Leeton. Other locations with at least one motel / motor inn include Jerilderie, Rankins Springs and Goolgowi.

SELF-CONTAINED ACCOMMODATION

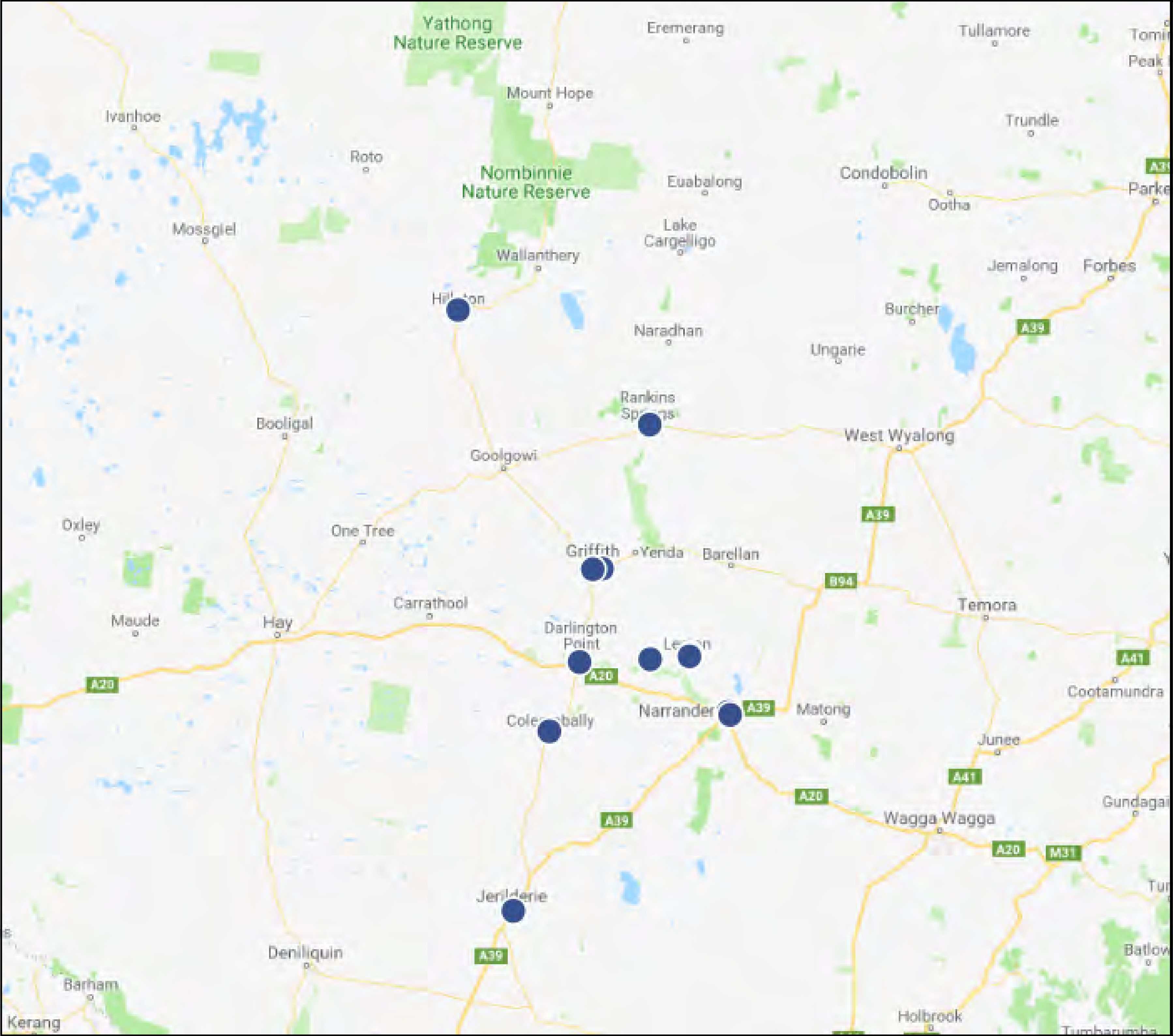
These accommodation establishments includes houses, apartments and units and are concentrated in and around Griffith. Other locations with self contained accommodation include Leeton and Hillston.

B&B AND GUESTHOUSE ACCOMMODATION ESTABLISHMENTS IN WESTERN RIVERINA



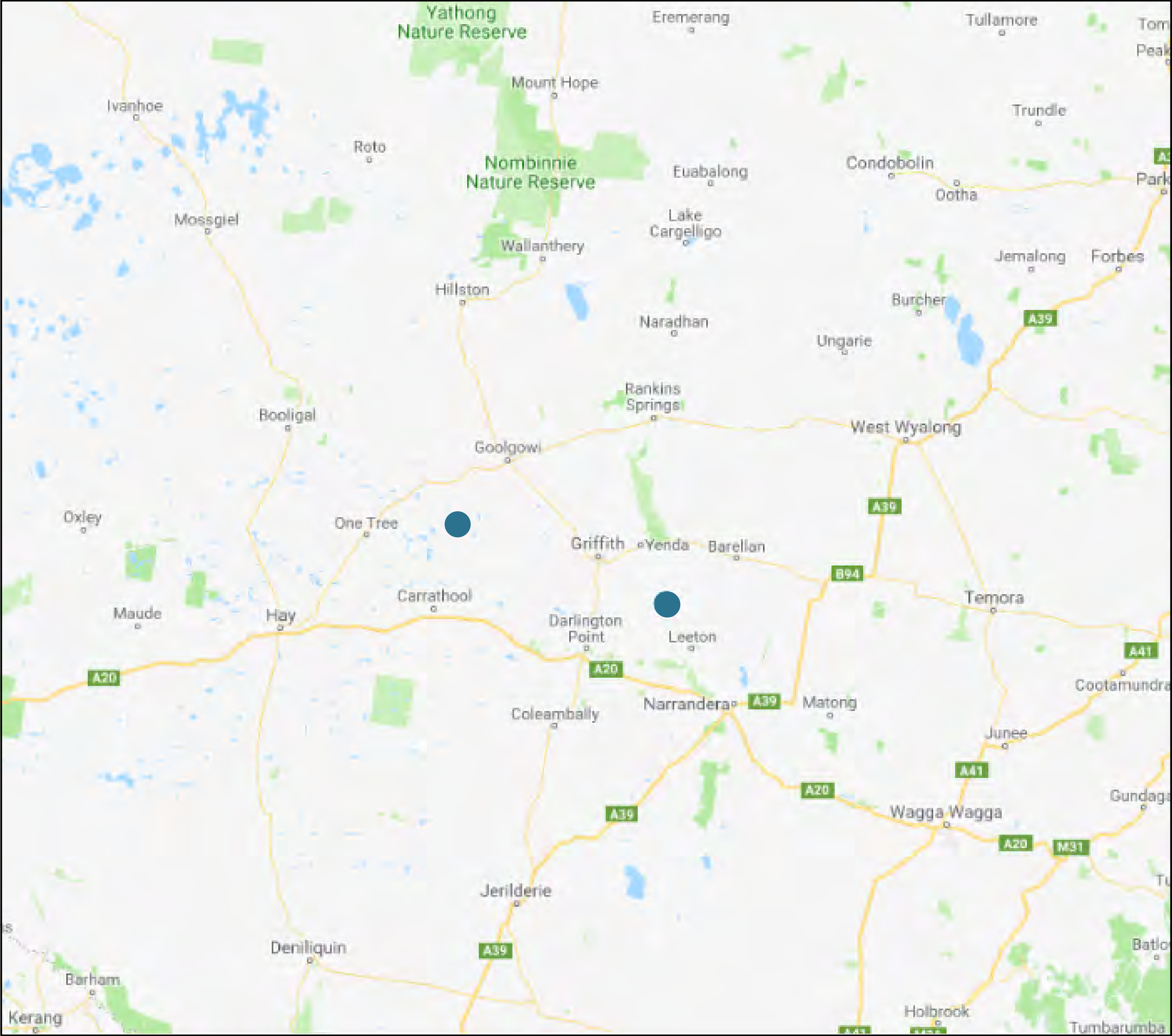


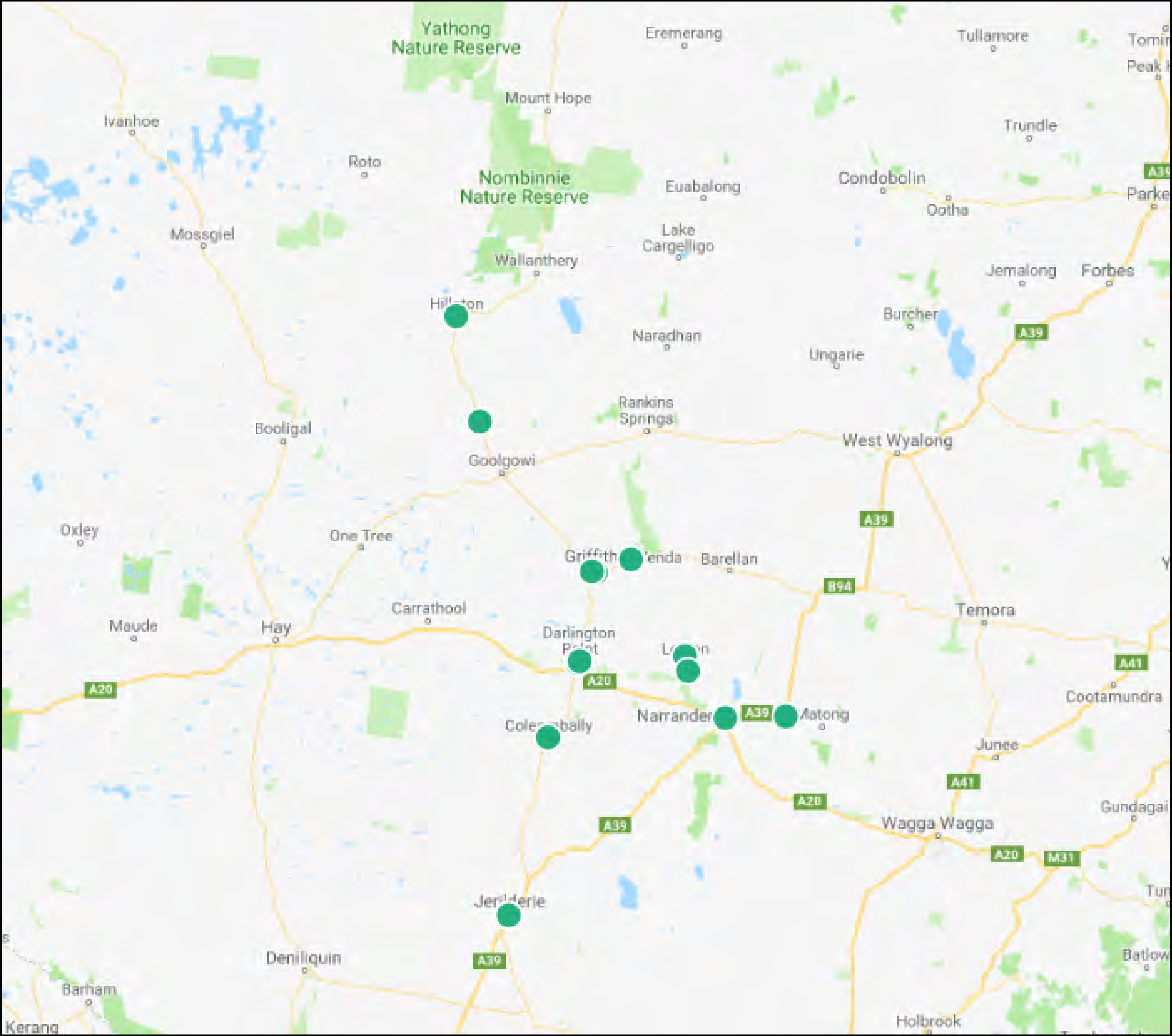
BACKPACKERS/HOSTEL GROUP ACCOMMODATION ESTABLISHMENTS IN WESTERN RIVERINA



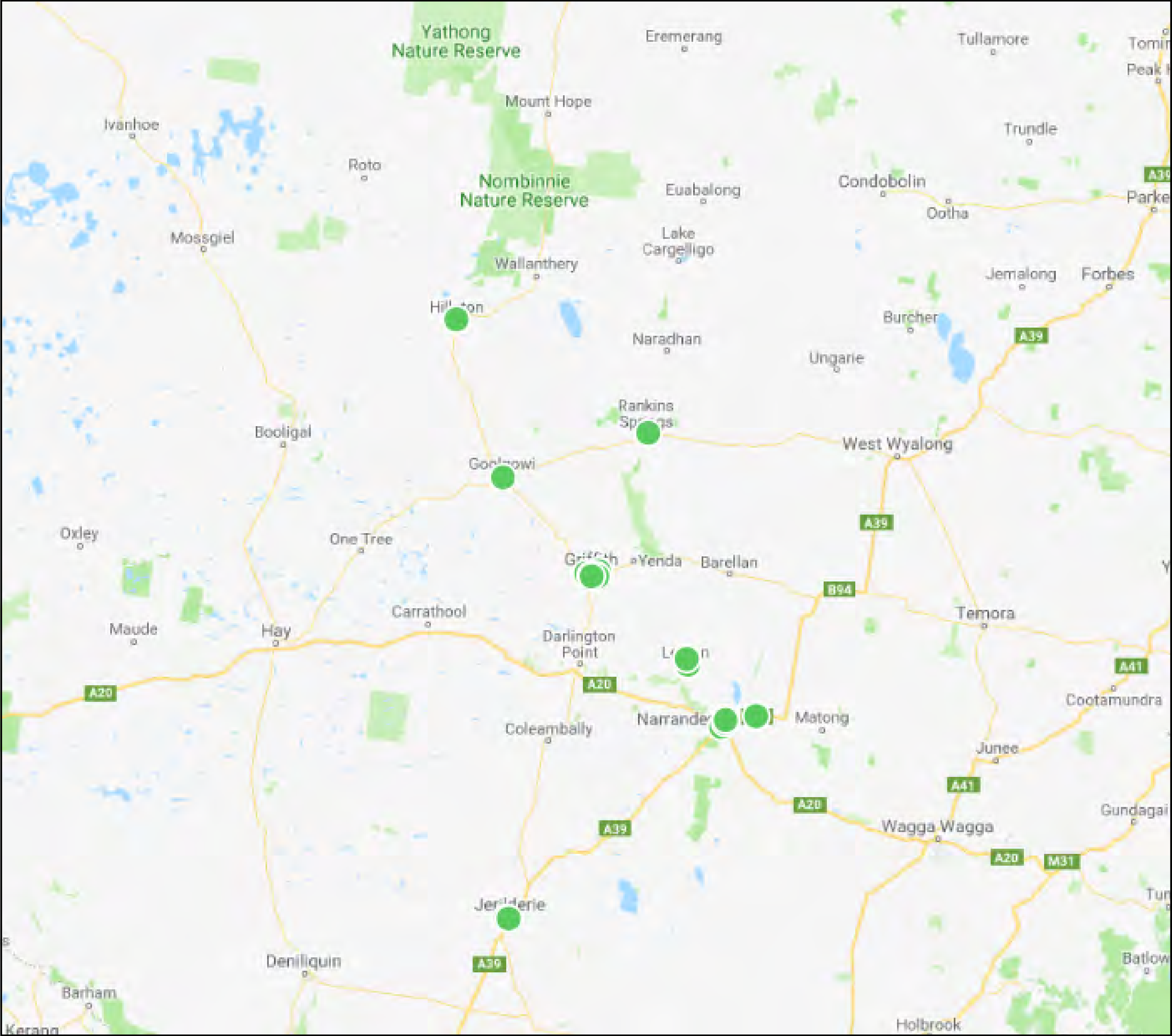
CARAVAN AND CAMPING ACCOMMODATION ESTABLISHMENTS IN WESTERN RIVERINA

FARMSTAY ACCOMMODATION ESTABLISHMENTS IN WESTERN RIVERINA

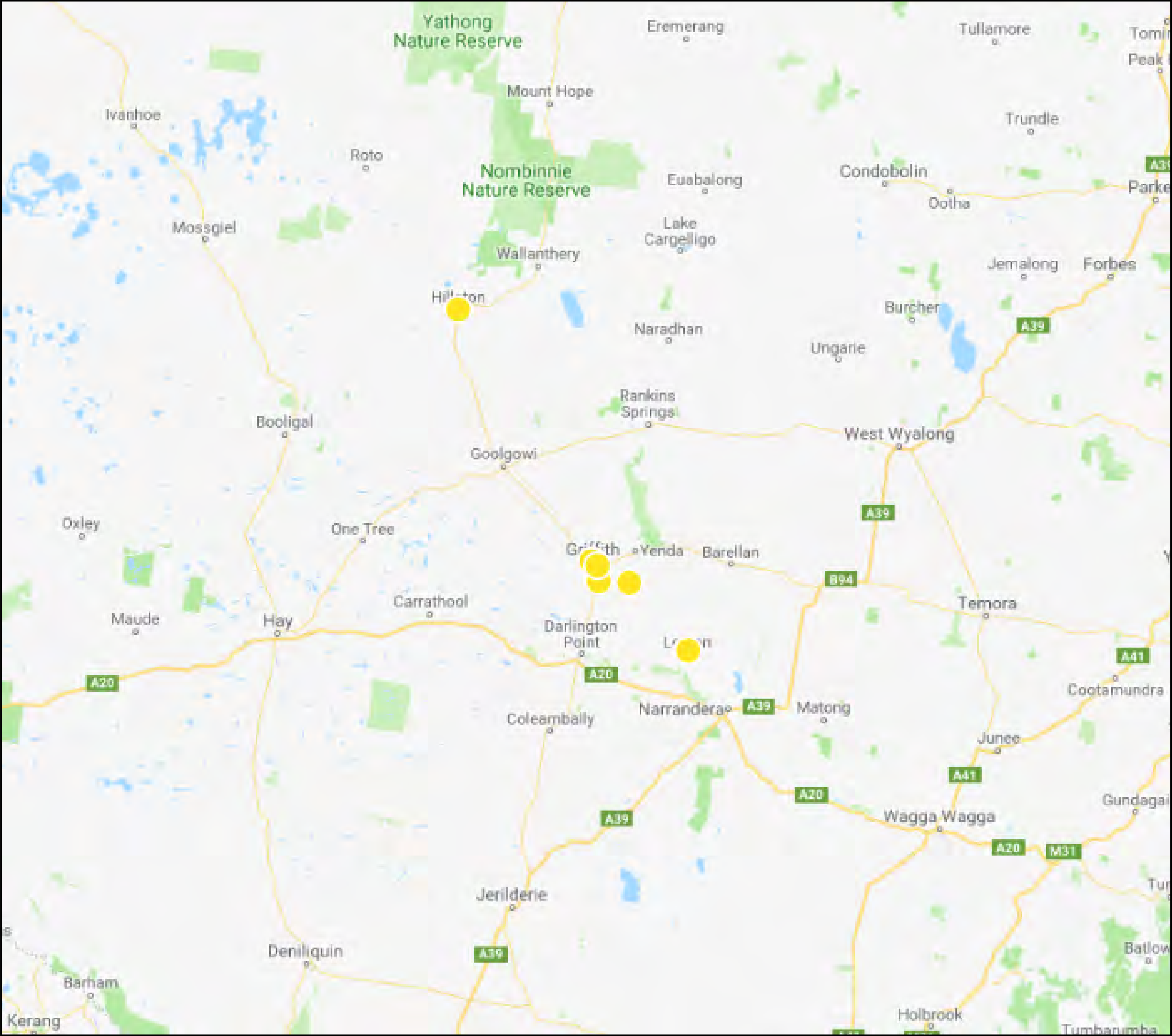




HOTEL ACCOMMODATION ESTABLISHMENTS IN WESTERN RIVERINA



MOTEL AND MOTOR INN ACCOMMODATION ESTABLISHMENTS IN WESTERN RIVERINA



SELF CONTAINED
HOUSE, APARTMENT UNIT ACCOMMODATION ESTABLISHMENTS IN WESTERN RIVERINA

urban ENTERPRISE

12.4. SHORT TERM LETTING

AIRBNB LISTINGS

There was a total of 38 short term letting properties listed on Airbnb in Griffith and Western Riverina as of February 2019. 63% of these listings were for entire homes, whilst 37% were for a private or shared room.

The average number of bedrooms per listing is 2.1, with the average takings per night $135.

TABLE 41 CURRENT AIRBNB LISTINGS 2019

LGA	GRIFFITH	WESTERN RIVERINA
Entire Home	9	24
Private Room	5	11
Shared Room	3	3
Total Active Rentals	17	38
Average number of bedrooms	2.8	2.12
Average Daily Rate	$145	$135
Occupancy Rate	51%	49%

Source: Urban Enterprise and AirDNA, 2019.

12.5. TOTAL ESTIMATED ROOM STOCK

The following estimate of the total room stock, includes the results from the accommodation audit and rooms (entire homes), listed through Airbnb. This analysis accounts for the fact that some accommodation establishments listed through the audit are also listed through Airbnb. It is estimated that approximately 15% of rooms are listed across multiple providers. Therefore, the estimated Airbnb room stock of 38 rooms has been reduced by 15%.

It is estimated that there are currently 1,677 accommodation rooms in Griffith and Western Riverina available for overnight stays, consisting of 1,645 rooms identified through the audit and additional 32 (entire homes) listed on Airbnb.

TABLE 42 TOTAL ESTIMATED ROOM STOCK IN WESTERN RIVERINA

	ROOMS
Number of Audited Rooms	1,645
Estimated Number of Airbnb Rooms (Entire Homes) Accounting for 15% Overlap of Listings	32
Total Estimated Rooms in Western Riverina as of 2019	1,677

Source: Urban Enterprise

13. DEMAND FOR ACCOMMODATION

13.1. INTRODUCTION

This section provides analysis of the demand for accommodation in Griffith and the Western Riverina sub region. The analysis includes consideration of the business sector, target markets and forecast visitor nights.

13.2. KEY FINDINGS

The Riverina Murray region has experienced substantial visitation growth with the number of visitors growing from 3.9 million visitors in 2008 to 5.6 million visitors in 2017.

Projected visitor nights for the Griffith Western Riverina show an additional 156,550 million visitor nights for the sub region over the next 10 years.

Based on projected visitor nights Urban Enterprise estimates that an additional 341 guest rooms are needed across the region to service demand over the next 10 years.

13.3. BUSINESS SECTOR ANALYSIS

The following provides an analysis of the employment profile of Griffith and the Western Riverina sub region in order to determine the potential of the corporate accommodation market, including primary business nodes in Western Riverina.

INDUSTRY OF EMPLOYMENT

Table 43 provides the number of people employed in Griffith and Western Riverina by industry of employment in 2016. In total, there is 20,765 employed people working in the Western Riverina sub region, comprising of 11,594 people in Griffith.

TABLE 43 INDUSTRY OF EMPLOYMENT 2016 – GRIFFITH AND WESTERN RIVERINA

INDUSTRY OF EMPLOYMENT	GRIFFITH (C)		WESTERN RIVERINA	
Manufacturing	2,332	20%	3,543	17%
Retail Trade	1,474	13%	2,168	10%
Health Care and Social Assistance	1,364	12%	2,082	10%
Agriculture, Forestry and Fishing	1,235	11%	3,680	18%
Education and Training	788	7%	1,668	8%
Construction	687	6%	1,174	6%
Accommodation and Food Services	617	5%	1,105	5%
Public Administration and Safety	530	5%	1,035	5%
Other Services	487	4%	762	4%
Professional, Scientific and Technical Services	408	4%	604	3%
Transport, Postal and Warehousing	379	3%	757	4%
Administrative and Support Services	332	3%	552	3%
Wholesale Trade	295	3%	497	2%
Electricity, Gas, Water and Waste Services	192	2%	370	2%
Financial and Insurance Services	186	2%	298	1%
Rental, Hiring and Real Estate Services	123	1%	169	1%
Information Media and Telecommunications	75	1%	113	1%
Arts and Recreation Services	67	1%	120	1%
Mining	12	0%	65	0%
Total	11,594		20,765	

Source: Place of Work, Census of Population and Housing, ABS, 2016.

BUSINESS COUNTS – GRIFFITH AND WESTERN RIVERINA

Table 44 shows the total number of businesses in Griffith and Western Riverina by size between 2015 and 2017.

Overall, there was growth of 107 businesses in Griffith and 93 businesses in Western Riverina between 2015 and 2017. The majority of this growth occurred in non employing businesses (+72 businesses in Griffith and +14 businesses in Western Riverina).

TABLE 44 NUMBER OF BUSINESSES – GRIFFITH AND WESTERN RIVERINA

		2015	2016	2017	GROWTH
Griffith	Non employing	1,930	1977	2002	72
	1-19 Employees	1,076	1089	1098	22
	20-199 Employees	70	67	78	8
	200+ Employees	3	0	0	-3
	Total	3,077	3,137	3184	107
Western Riverina	Non employing	3,519	3604	3578	59
	1-19 Employees	2,044	2051	2078	34
	20-199 Employees	116	104	120	4
	200+ Employees	3	0	0	-3
	Total	5,679	5762	5772	93

Source: Count of Australian Businesses, ABS, 2015-2017.

CONFERENCE AND EVENTS VENUES

There is limited conference and event venues located within Griffith, with the largest venue being Quest Griffith which has a venue capacity of 21-50 people and 68 accommodation rooms available. The Griffith Exies Bagtown Function / Conference centre also has accommodation available with 50 motel rooms.

Venues located close to accommodation include Griffith Southside Leagues Club and Griffith Ex-Servicemen's club. Other conference venues in Griffith include the Burley Griffith Room at the Griffith Regional Theatre, Yoogali Club, Pioneer Park and Kidman Way Function Centre.

13.4. FORECAST VISITATION, BY VISITOR NIGHTS

The following provides a forecast estimate of visitor nights in commercial accommodation in Western Riverina to 2027. The forecasts are based on published TRA forecast visitor night growth rates and the historical ten-year growth rate for visitors (international and domestic overnight) to Western Riverina as well as Australian population projections.

TRA FORECASTS

Based on TRA forecasts, it is estimated that by 2027 there will be approximately 766,667 visitor nights staying in commercial accommodation in Western Riverina This equates to an additional 167,667 visitor nights between 2017 and 2027.

HISTORICAL GROWTH RATE

Based on ten-year historical growth in visitor nights to Western Riverina, forecasting suggests the number of visitor nights staying in commercial accommodation could reach 804,508 by 2027. This equates to an additional 205,878 visitor nights between 2017 and 2027.

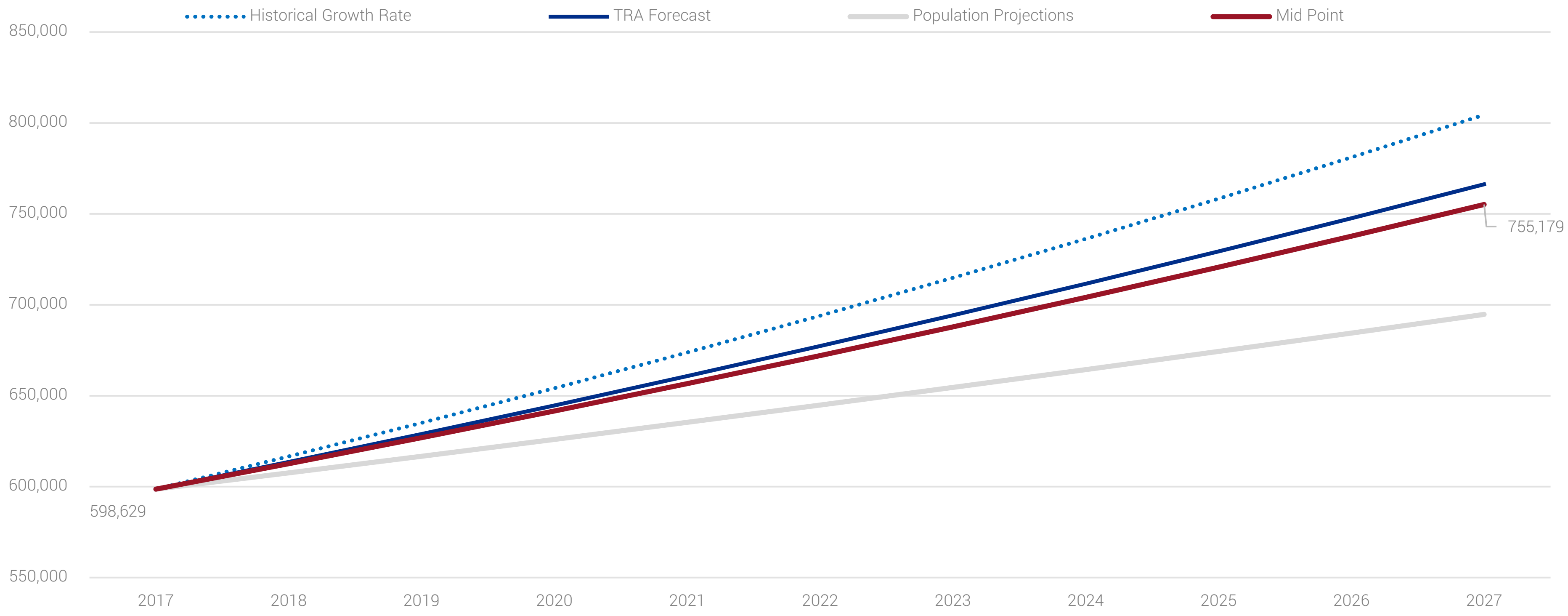
POPULATION PROJECTIONS

Based on Australian population projections, forecasting suggests the number of visitor nights staying in commercial accommodation could reach 694,734. This equates to an additional 96,105 visitor nights between 2017 and 2027.

ADOPTED MIDPOINT

The midpoint of the TRA, Historical Growth Rates and population growth rate forecast suggests the number of visitor nights in commercial accommodation could reach 755,179 by 2027. This equates to an additional 156,550 visitor nights between 2017 and 2027.

FIGURE 48 FORECAST VISITATION, BY VISITOR NIGHTS



Source: TRA NVS & IVS Visitation, TRA Visitor Forecasts; Tourism Victoria Visitor Forecasts, modelled by Urban Enterprise 2019.

13.4.1. FORECAST NEED FOR ADDITIONAL ROOMS

Table 45 provides a forecast for additional accommodation rooms in Western Riverina. The assessment utilizes a 65% occupancy rate, the forecasts for commercial accommodation visitor nights, the estimate for accommodation rooms in Western Riverina and other data as provided in this report.

The forecast need, utilising the midpoint, is an additional 341 rooms.

TABLE 45 FORECAST ESTIMATE FOR ACCOMMODATION ROOMS BY FORECAST VISITATION SCENARIO

ACCOMMODATION NEED	HIGH FORECAST	MID POINT FORECAST	LOW FORECAST
65% occupancy	448	341	209

Source: Urban Enterprise, 2019. *Modelling based on forecast visitation and average length of stay.

13.5. ACCOMMODATION TYPE NEEDS

Based on the gaps identified in accommodation and the projected accommodation needs in the region, the following table provides and overview of specific accommodation typologies that may be supported in the region between 2019-2029

This should be used as a guide for investors and decision makers and provides an outline of the potential scale and type of investment suited to the region.

Number of establishments identified in the table relate to the larger room/site limit identified.

TABLE 46 GRIFFITH AND WESTERN RIVERINA ACCOMMODATION NEEDS 2019-2029

Projected Accommodation Needs by Segment	Description	Need (# additional establishments to 2029)	Indicative capacity (rooms per establishment)	Total Room/Sites	Location
Small Scale Self-Contained Accommodation	The region has a limited number of single self-contained properties listed on Air B&B. This accommodation typology meets the needs of longer stay business, VFR markets and also events visitors which are travelling in groups. Projections show an increased demand for rooms and this typology meets the target market need well and can be delivered with little investment. The delivery of quality self-contained properties is needed to meet projected demand for visitors to the region.	20	2-4 rooms	40	Griffith/Narrandera/ Leeton
Quality Contemporary Budget Accommodation/ Hostel	There is a lack of quality contemporary budget accommodation in the region. Griffith should be able to support a large budget accommodation targeting younger markets and budget travellers. Quality backpackers would be suited to touring international markets, fruit pickers, short stay student markets and long stay working holiday market.	1	20 rooms	20	Griffith
Large and Medium Self-Contained Accommodation/ Serviced Apartments	There is growing preference for self-contained accommodation in a number of key markets for the region. There is a recently constructed Quest apartments facility in Griffith, however there are very few other quality large scale accommodation facilities. Demand projections for Griffith and the surrounding region highlight the opportunity for an additional medium or large self-contained facility over the next 10 years.	1	60 rooms	60	Griffith
Boutique Hotels	There is opportunity for investment in Boutique high quality hotels throughout the region. There has been limited investment in quality accommodation in the region and there are a number of existing hotels that could be improved and expanded to meet market demand.	1	40 rooms	40	Leeton/Narrandera
Caravan and Camping Ground/Tourist Park	Rural areas are an attractive location for Camping and Caravan Parks given their natural and rural setting and requirement for large sites. Locations in proximity to high amenity landscapes such as along the Murrumbidgee River or Lake Wyangan in Griffith.	2	25 cabins	50	Griffith/ Darlington Point
		2	50 sites	100	
Quality Farm Stay	Given the agricultural strengths of the region, quality farmstay accommodation is a key gap. The growing food and wine tourism market in the sub region is well matched with this accommodation type.	5	3-5 rooms	30	Rural
Total				340	

PART E. SNOWY VALLEYS SUB REGION ASSESSMENT

14. VISITOR AND EXPERIENCE PROFILE

14.1. INTRODUCTION

This section of the report provides an overview of visitation and visitor nights to Snowy Valleys including the separation of those visitors staying in commercial accommodation and those staying in private accommodation. This section utilises analysis of Tourism Research Australia's National Visitor Survey (NVS) and International Visitor Survey (IVS). Forecasts of commercial accommodation overnight visitors is also provided in this section of the report. An overview of key products in the Snowy Valleys is also included in this section.

A map of the Snowy Valleys region is provided in Figure 49 and is comprised of the Snowy Valleys Council.

FIGURE 49 SNOWY VALLEYS REGION

14.2. TOURISM PRODUCT OVERVIEW

14.2.1. KEY TOURISM PRODUCTS

Snowy Valleys has several key tourism products, including its nature-based assets including:

- Waterways such as the Tumut River, Talbingo Dam and Paddy's River Falls;
- Kosciuszko National Park;
- Bago State Forest;
- Yarrangobilly Caves; and
- Walks including the Hume and Hovell Track and the Sugar Pine Walk.

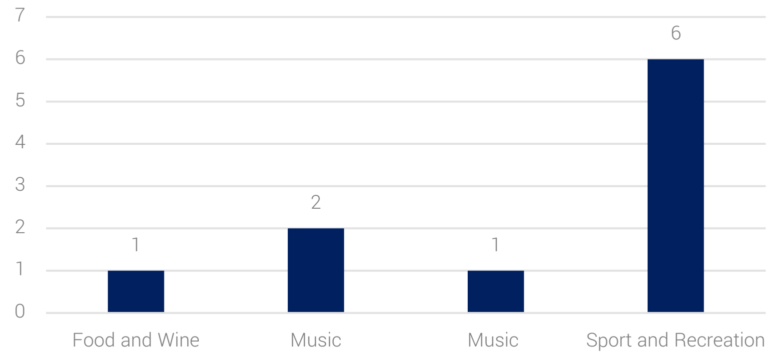
Other key tourism products include:

- Outdoor Adventure, Sport and Recreation: Fly-fishing and cycling infrastructure including Tumbarumba Pump Track, NSW Forests tracks and trails and soon to be opened Tumbarumba Rail Trail.
- Food and Agritourism: Batlow Cider, Tumbarumba wine region and local produce such as apples, berries, nuts and truffles.
- History and Heritage: Hume and Hovell Walking Track, Adelong Falls Gold Ruins, Aboriginal heritage including Wiradjuri Wonders Aboriginal Discovery Tours and Snowy Hydro Scheme infrastructure.

14.2.2. MAJOR EVENTS

Approximately 10 visitor attracting events are held in the Snowy Valleys per year, including Batlow Ciderfest, Hume and Hovell Ultra and Tumbafest. An overview of the major events held is provided in Figure 50 below.

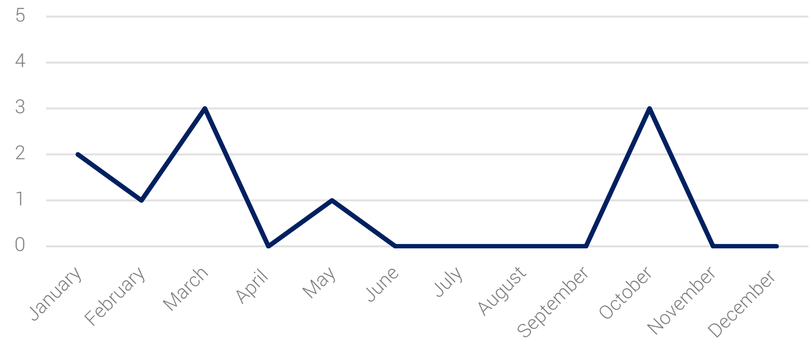
FIGURE 50 MAJOR EVENTS BY TYPE – SNOWY VALLEYS



Source: Snowy Valleys Council, 2018 and compiled by Urban Enterprise, 2019.

Figure 51 identifies the seasonality of major events held in Snowy Valleys over the calendar year by month. The months with the greatest number of major events held are March and October, with 3 events held in total. The events held are on small scale, with the Batlow Ciderfest in May attracting approximately 4,500 visitors (62% of which visited from outside of Snowy Valleys).

FIGURE 51 SEASONALITY OF MAJOR EVENTS – SNOWY VALLEYS



Source: Snowy Valleys Council, 2018 and compiled by Urban Enterprise, 2019.

14.3. VISITOR MARKET ANALYSIS

14.3.1. KEY FINDINGS

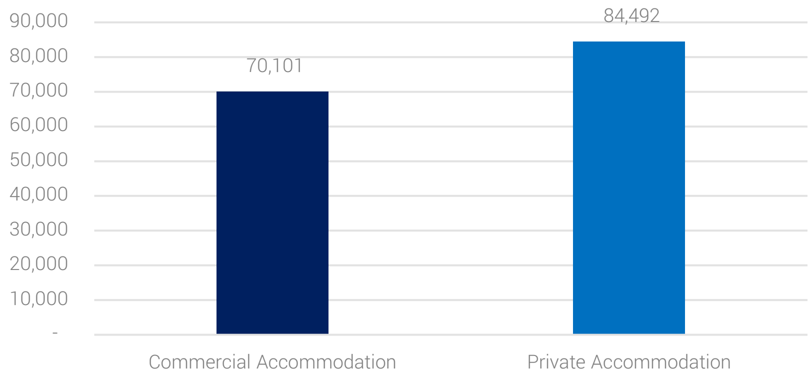
Snowy Valleys receives on average 70,101 domestic overnight visitors staying in commercial accommodation and 84,492 domestic overnight visitors staying in private accommodation per year.

14.3.2. VISITATION

Figure 52 shows that on average, in the Snowy Valleys there is 70,101 overnight visitors staying in commercial accommodation and 84,492 overnight visitors staying private accommodation per year.

DOMESTIC OVERNIGHT VISITOR TRIPS

FIGURE 52 DOMESTIC OVERNIGHT VISITOR TRIPS

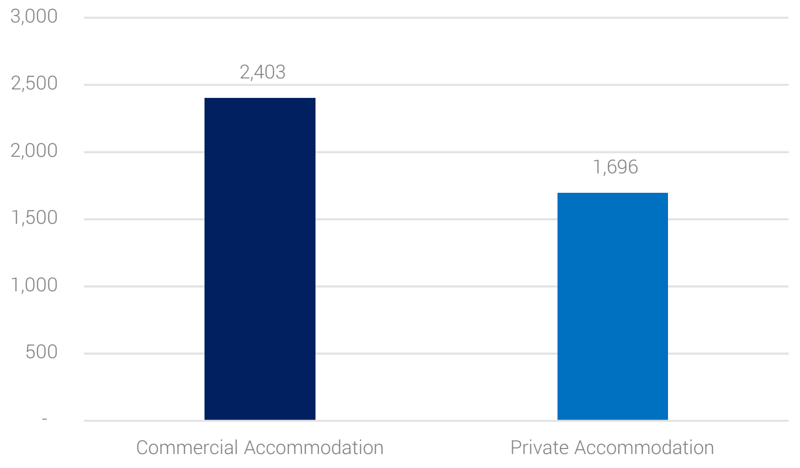


Source: National Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June).

INTERNATIONAL OVERNIGHT VISITOR TRIPS

On average there is 2,403 international visitors staying in commercial accommodation and 1,696 international visitors staying private accommodation to the Snowy Valleys per year as identified in Figure 53.

FIGURE 53 INTERNATIONAL OVERNIGHT TRIPS



Source: International Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

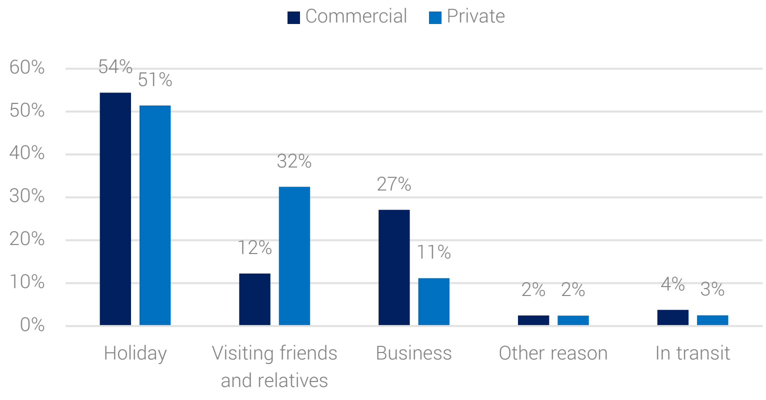
14.3.3. REASON FOR STOPOVER

DOMESTIC OVERNIGHT VISITORS REASON FOR STOPOVER

Domestic overnight visitors staying in commercial accommodation are primarily visiting the Snowy Valleys for a holiday (54%), followed by for business (27%) and visiting friends and family (12%).

Of the overnight visitors staying in private accommodation, the primary reason is for a holiday (52%), followed by visiting friends and relatives (32%), and for business (11%).

FIGURE 54 DOMESTIC OVERNIGHT VISITORS REASON FOR STOPOVER



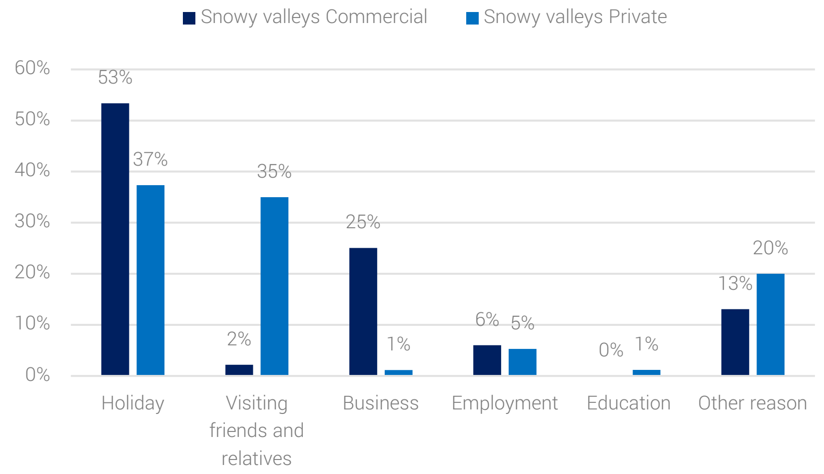
Source: National Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending March)

INTERNATIONAL VISITORS REASON FOR STOPOVER

International visitors to Snowy Valleys staying in commercial accommodation are primarily visiting for a holiday (53%), followed by for business (25%) as identified in Figure 55.

Of international visitors staying in private accommodation, the primary reason is for a holiday (37%) followed by visiting friends and relatives (35%).

FIGURE 55 INTERNATIONAL REASON FOR STOPOVER



Source: International Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

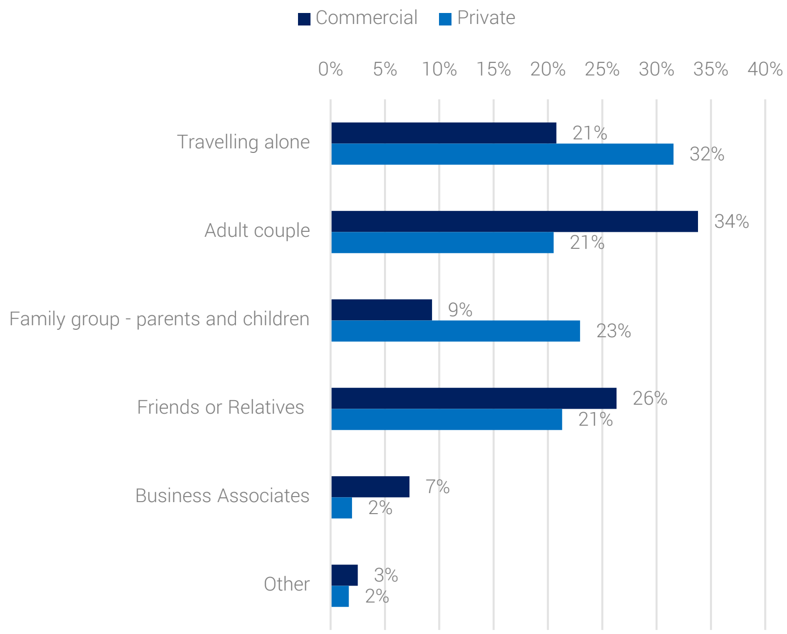
14.3.4. TRAVEL PARTY TYPE

DOMESTIC OVERNIGHT VISITORS TRAVEL PARTY

34% of domestic overnight visitors staying in commercial accommodation are adult couples in the Snowy Valleys, with a further 26% travelling with friends and relatives and 21% travelling alone.

In comparison, the majority of domestic overnight visitors staying in private accommodation are travelling alone (32%) or as a family group (23%) as identified in Figure 56.

FIGURE 56 DOMESTIC OVERNIGHT VISITORS TRAVEL GROUP



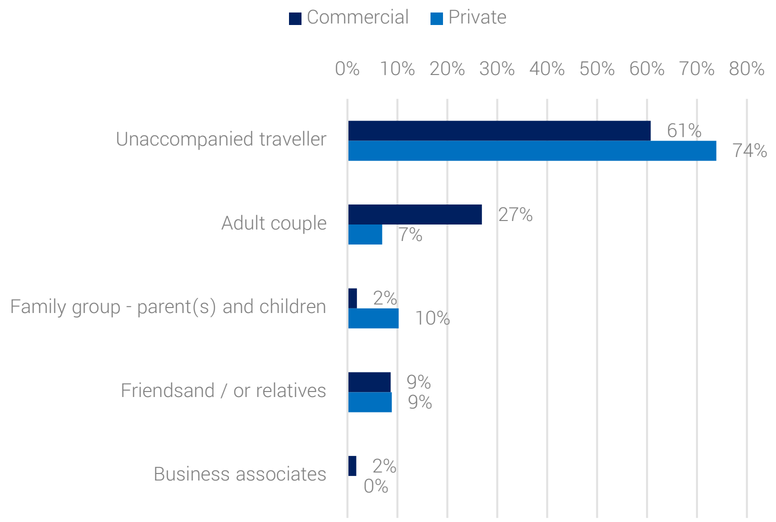
Source: National Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

INTERNATIONAL OVERNIGHT TRAVEL PARTY

61% of international overnight visitors staying in commercial accommodation are unaccompanied travellers in the Snowy Valleys, with a further 27% adult couples.

In comparison, the majority (74%) of international overnight visitors staying in private accommodation are also unaccompanied travellers, with a further 10% travelling in a family group as identified in Figure 57.

FIGURE 57 INTERNATIONAL OVERNIGHT TRAVEL GROUP



Source: International Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

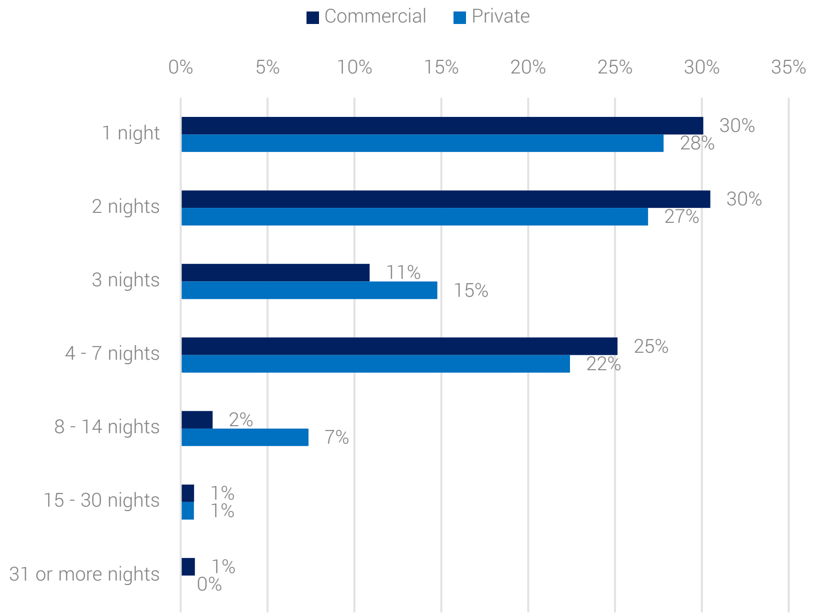
14.3.5. LENGTH OF STAY

DOMESTIC OVERNIGHT VISITORS LENGTH OF STAY

On average, 30% of domestic overnight visitors to the Snowy Valleys staying in commercial accommodation stay for 1 night, 30% stay for 2 nights and 25% stay for 4 to 7 nights.

Of domestic overnight visitors to the Snowy Valleys staying in private accommodation, 28% stay for 1 night, 27% stay for 2 nights and 22% stay for 4 to 7 nights as identified in Figure 58.

FIGURE 58 OVERNIGHT VISITORS LENGTH OF STAY



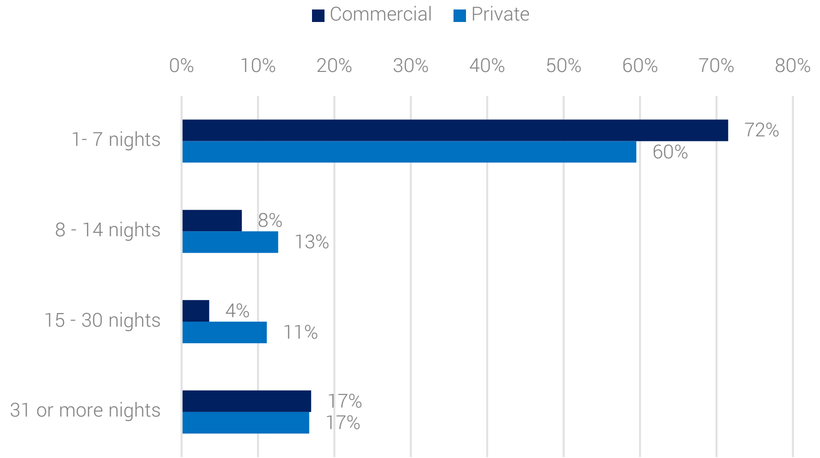
Source: National Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

INTERNATIONAL VISITORS LENGTH OF STAY

On average, 72% of international overnight visitors to the Snowy Valleys staying in commercial accommodation stay for 1 to 7 nights night, 17% stay 31 or more nights and 8% stay for 8 to 14 nights.

Of the international overnight visitors to the Snowy Valleys staying in private accommodation, 60% stay for 1 to 7 nights, 13% stay for 8-14 nights and 17% stay for 31 or more nights as identified in Figure 59.

FIGURE 59 INTERNATIONAL VISITORS LENGTH OF STAY



Source: International Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

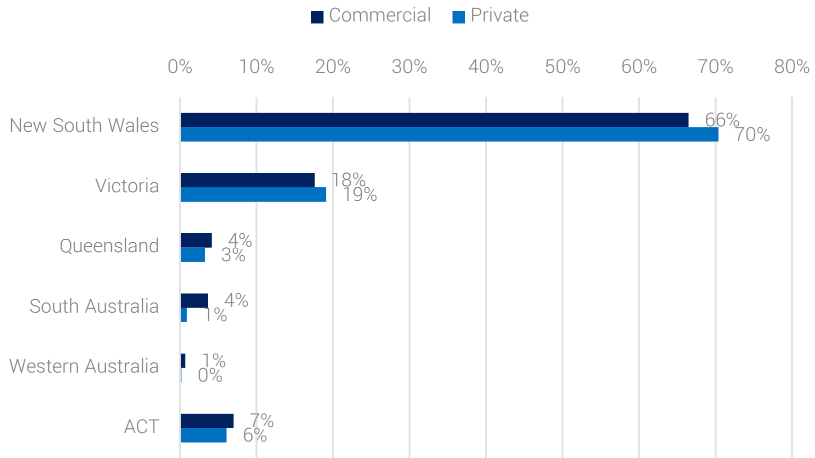
14.3.6. VISITOR ORIGIN

DOMESTIC OVERNIGHT VISITOR STATE OF ORIGIN

Figure 60 identifies the state of origin for domestic overnight visitors staying in commercial and private accommodation in the Snowy Valleys.

Of those staying in commercial accommodation, 66% are from New South Wales, with a further 18% from Victoria. In comparison, of those staying in private accommodation, 70% are from New South Wales and 19% are from Victoria.

FIGURE 60 DOMESTIC OVERNIGHT VISITOR STATE OF ORIGIN



Source: National Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

INTERNATIONAL VISITOR COUNTRY OF ORIGIN

Table 47 shows the country of origin for international visitors to Snowy Valleys staying in commercial and private accommodation. 17% of international visitors staying in commercial accommodation are from New Zealand, 15% from 'Other Europe' and 13% from the United Kingdom. 13% of international visitors staying in private accommodation are from Taiwan, 12% are from Germany and 12% are from Canada.

TABLE 47 INTERNATIONAL OVERNIGHT VISITOR COUNTRY OF ORIGIN

	INTERNATIONAL COMMERCIAL ACCOMMODATION	INTERNATIONAL PRIVATE ACCOMMODATION
New Zealand	17%	7%
Other Europe	15%	5%
United Kingdom	13%	9%
Hong Kong	7%	1%
China	7%	3%
Scandinavia	7%	7%
France	6%	6%
Germany	5%	12%
Canada	4%	12%
Other Countries	4%	3%
Thailand	4%	4%
Taiwan	3%	13%
Switzerland	2%	0%
Indonesia	2%	0%
Netherlands	2%	0%
United States of America	2%	8%
Italy	1%	1%
Malaysia	1%	0%
Japan	0%	0%
Singapore	0%	4%
Korea	0%	0%
India	0%	5%

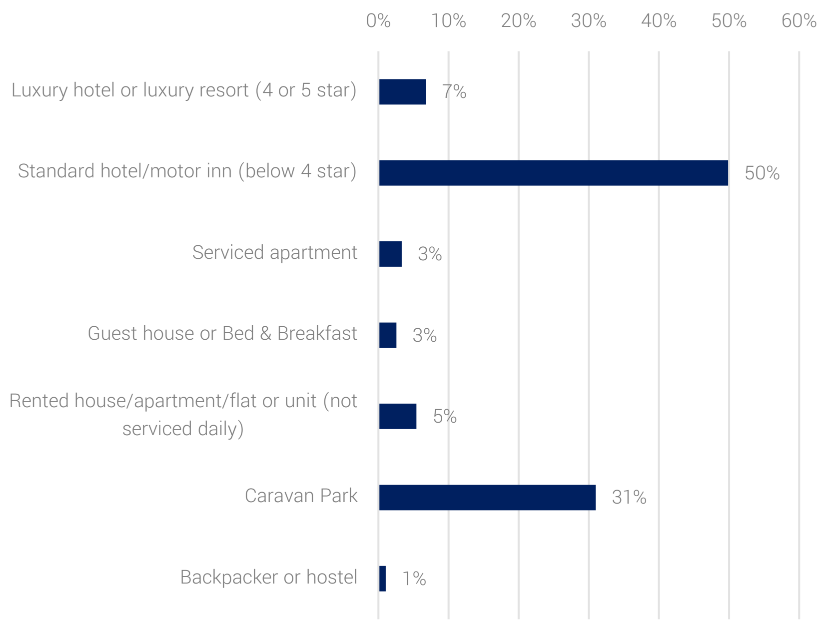
Source: International Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June).

14.3.7. ACCOMMODATION STAYED IN

DOMESTIC OVERNIGHT ACCOMMODATION STAYED IN

Of the domestic overnight visitors who stay in commercial accommodation in the Snowy Valleys, an average of 50% stay in a standard hotel or motor inn, 31% stay in a commercial caravan park or camping ground and 7% stay in a luxury hotel per year.

FIGURE 61 DOMESTIC OVERNIGHT COMMERCIAL ACCOMMODATION STAYED IN

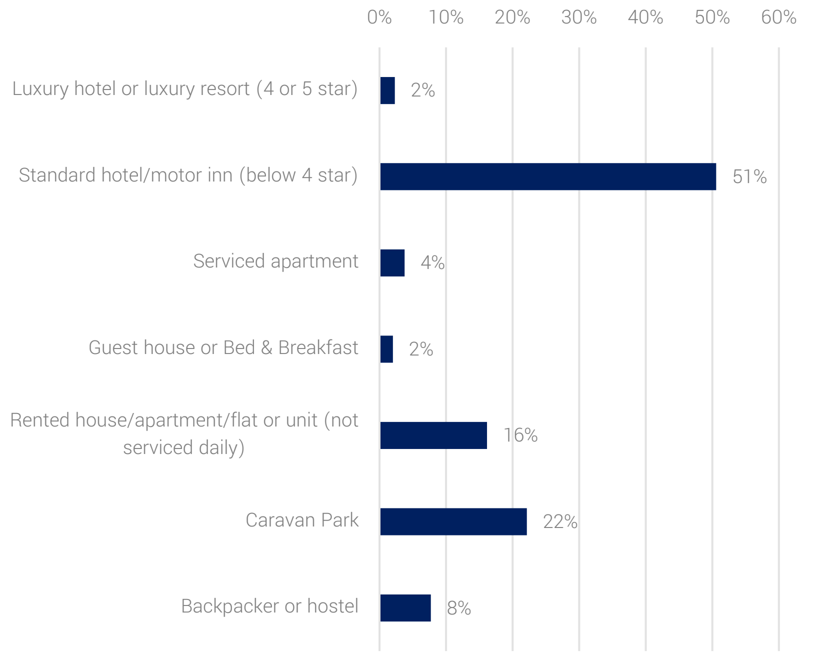


Source: National Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June). Data includes accommodation of all sizes.

INTERNATIONAL OVERNIGHT ACCOMMODATION STAYED IN

Of the international visitors who stay in commercial accommodation, an average of 51% stay in a standard hotel or motor inn, 22% stay in a commercial caravan park or camping ground and 16% stay at a rented property per year.

FIGURE 62 INTERNATIONAL OVERNIGHT COMMERCIAL ACCOMMODATION STAYED IN



Source: International Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

14.4. ACCOMMODATION PROFILE BENCHMARKING

Table 48 below shows the TRA domestic overnight visitor accommodation profile of visitors staying in commercial accommodation in regional cities across New South Wales and Victoria, including Bathurst and Greater Shepparton, benchmarked with the commercial accommodation profile of visitors to the Snowy Valleys.

The analysis shows that Snowy Valleys has a lower proportion of visitors staying in a standard hotel or motor inn (-11.4%) and luxury hotels or resorts (-4.4%) compared to the destination(s) average. A higher proportion of visitors to Western Riverina are staying in a caravan park (+12.1%).

TABLE 48 ACCOMMODATION PROFILE BENCHMARKING

	BATHURST REGIONAL (NSW)	GOULBURN MULWAREE (NSW)	WESTERN PLAINS REGIONAL (NSW)	GREATER SHEPPARTON (VIC)	MILDURA (VIC)	DESTINATION(S) AVERAGE	SNOWY VALLEYS	DIFFERENCE B/N SNOWY VALLEYS AND DESTINATION(S) AVERAGE
Luxury hotel or luxury resort (4 or 5 star)	16%	9%	9%	9%	13%	11.2%	6.8%	-4.4%
Standard hotel/motor inn (below 4 star)	57%	72%	66%	62%	51%	61.3%	49.9%	-11.4%
Serviced apartment	4%	1%	2%	3%	2%	2.4%	3.3%	+0.9%
Guest house or Bed & Breakfast	1%	2%	1%	1%	1%	1.0%	2.6%	+1.5%
Rented house/apartment/flat or unit (not serviced daily)	9%	1%	2%	6%	6%	4.7%	5.4%	+0.7%
Caravan Park	14%	14%	21%	20%	26%	18.9%	31.0%	+12.1%
Backpacker or hostel	0%	1%	1%	1%	0%	0.4%	1.0%	+0.6%

Source: National Visitor Survey, Tourism Research Australia 2014 to 2018 and Urban Enterprise, 2019.

15. ACCOMMODATION SUPPLY

15.1. INTRODUCTION

This section of the report provides an audit of accommodation establishments in Snowy Valleys and includes room supply, bed spaces, room rates, star rating and the spatial distribution of accommodation.

15.2. KEY FINDINGS

The Snowy Valleys has approximately 79 establishments and 672 guest rooms identified through an audit of accommodation.

The Snowy Valleys accommodation room supply was predominantly contributed of Motel/Motor Inns (39%).

The average size of Motel/Motor Inns is 22 rooms. This confirms the proliferation of small scale accommodation businesses that are operated across the sub region.

With consideration of the target markets and accommodation supply, key gaps in accommodation across the Snowy Valleys Region include:

- **Large self-contained accommodation suitable for the business market, VFR market and events market;**
- **Quality holiday leisure tourist park accommodation leveraging from nature based assets in the region and the opportunity to grow the family market; and**
- **Hotel/ resort accommodation.**

15.3. ACCOMMODATION AUDIT

ESTABLISHMENTS

There were 76 accommodation establishments identified in the accommodation audit in the Snowy Valleys sub-region. The vast majority of accommodation establishments identified were self-contained/ house/ apartment/ unit accommodation (50% of establishments), followed by motels/motor inns (12 establishments) and hotels/ resorts (11 establishments).

TABLE 49 ACCOMMODATION ESTABLISHMENTS

	# ESTABLISHMENTS	%
Self contained house/apartment/unit	38	50%
Motel/Motor Inn	12	16%
Hotel/Resort	11	14%
Caravan/Camping (Cabins only)	7	9%
Group Accommodation/Backpackers/Farmstay	5	7%
B&B/Guesthouse	3	4%
Total	76	100%

Source: Urban Enterprise, 2019

ROOMS

There was a total 672 accommodation rooms identified through the accommodation audit in the Snowy Valleys. The majority of rooms are from the motel/ motor inn establishments (259 rooms or 39% of rooms), caravan/ camping (130 rooms or 19% of rooms) hotels/ resorts (113 rooms or 17% of rooms), and self-contained house/ apartment/ unit accommodation (102 rooms or 15% of rooms).

TABLE 50 ACCOMMODATION ROOMS

	# ROOMS	%
Motel/Motor Inn	259	39%
Caravan/Camping (Cabins only)	130	19%
Hotel/Resort	113	17%
Self contained house/apartment/unit	102	15%
Group Accommodation/ Backpackers/Farmstay	45	7%
B&B/Guesthouse	23	3%
Total	672	100%

Source: Urban Enterprise, 2019

AVERAGE NUMBER OF ROOMS PER ESTABLISHMENT

Caravan/ camping and motels/motor inns are typically the largest accommodation establishments in the Snowy Valleys, averaging approximately 24 rooms per establishment.

Self-contained house/ apartment/ unit establishments had the lowest average number of rooms per establishment at 3 rooms.

TABLE 51 ACCOMMODATION ROOMS PER ESTABLISHMENT

	AVERAGE NUMBER OF ROOMS PER ESTABLISHMENT
Caravan/Camping (Cabins Only)	27
Motel/Motor Inn	22
Hotel/Resort	10
B&B/Guesthouse	8
Group Accommodation/Backpackers/Farmstay	8
Self contained house/apartment/unit	3

Source: Urban Enterprise, 2019

BED SPACES

There was a total of 1,657 bed spaces identified in the accommodation audit. The majority of bed spaces were in motel/ motor inns (30%), followed by caravan/ camping (27%), self- contained house/ apartment/ unit accommodation (18%) and group accommodation (13%).

TABLE 52 ACCOMMODATION BED SPACES

	# BED SPACES	%
Motel/Motor Inn	494	30%
Caravan/Camping (Cabins only)	453	27%
Self contained house/apartment/unit	293	18%
Group Accommodation/Backpackers/Farmstay	222	13%
Hotel/Resort	169	10%
B&B/Guesthouse	26	2%
Total	1,657	100%

Source: Urban Enterprise, 2019

AVERAGE PRICE PER NIGHT

The average price of accommodation per night in Riverina Murray is $173 as identified in Table 53. This is based upon the average price per night of a standard room in a Quest hotel. Pricing data has been utilised from Quest hotels as the accommodation provider is located across the Riverina Murray and provides consistent comparable prices. It is noted that pricing data is difficult to acquire.

TABLE 53 PRICE RANGE PER NIGHT

	ALBURY	WAGGA WAGGA	GRIFFITH	RIVERINA MURRAY AVERAGE
Average Price Per Night	$140	$171	$209	$173

Source: Urban Enterprise, 2019.

15.3.1. SPATIAL DISTRIBUTION OF ESTABLISHMENTS

The following pages contain maps which show the distribution of accommodation establishments across the Snowy Valleys. The maps are grouped by the following accommodation types:

1. B&B and Guesthouse accommodation;
2. Backpackers and Hostel accommodation;
3. Caravan and Camping accommodation;
4. Hotel accommodation;
5. Motel/motor inn accommodation;
6. Self-contained accommodation; and
7. Other accommodation.

B&B AND GUESTHOUSE ACCOMMODATION

There are three B&B and Guesthouse accommodation establishments in Snowy Valleys and are located in Tumut, Tooma and Killimacat.

CARAVAN AND CAMPING

Caravan and Camping accommodation are spread throughout the Snowy Valleys, with establishments located in Adelong, Khancoban, Tumut, Batlow, Tumbarumba and Talbingo.

BACKPACKERS AND HOSTEL ACCOMMODATION

There are two backpackers/hostel accommodation establishments in Snowy Valleys. These establishments are located in Batlow and Yarrangobilly.

HOTEL ACCOMMODATION

Hotel accommodation establishments in Snowy Valleys are located in towns throughout the sub region. Towns which each have one hotel establishment are Adelong, Tumut, Tumbarumba, Batlow and Talbingo.

MOTEL/MOTOR INN ACCOMMODATION

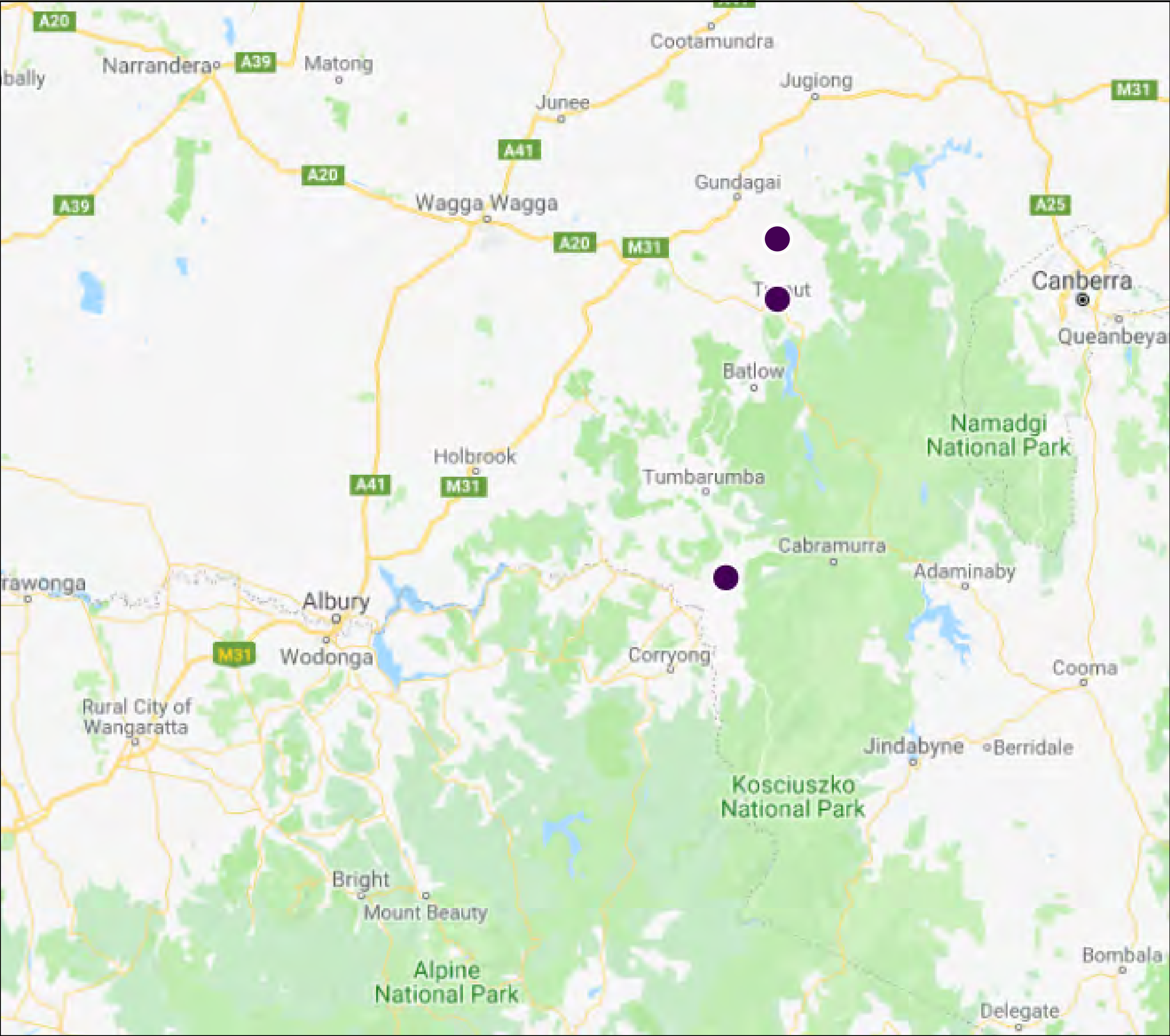
Motel and Motor Inn Accommodation establishments in Snowy Valleys are spread throughout towns in the sub region. There is a concentration of establishments in Tumbarumba and in and around Tumut. Other towns with a motel/motor inn establishment include Khancoban, Batlow and Talbingo.

SELF-CONTAINED ACCOMMODATION

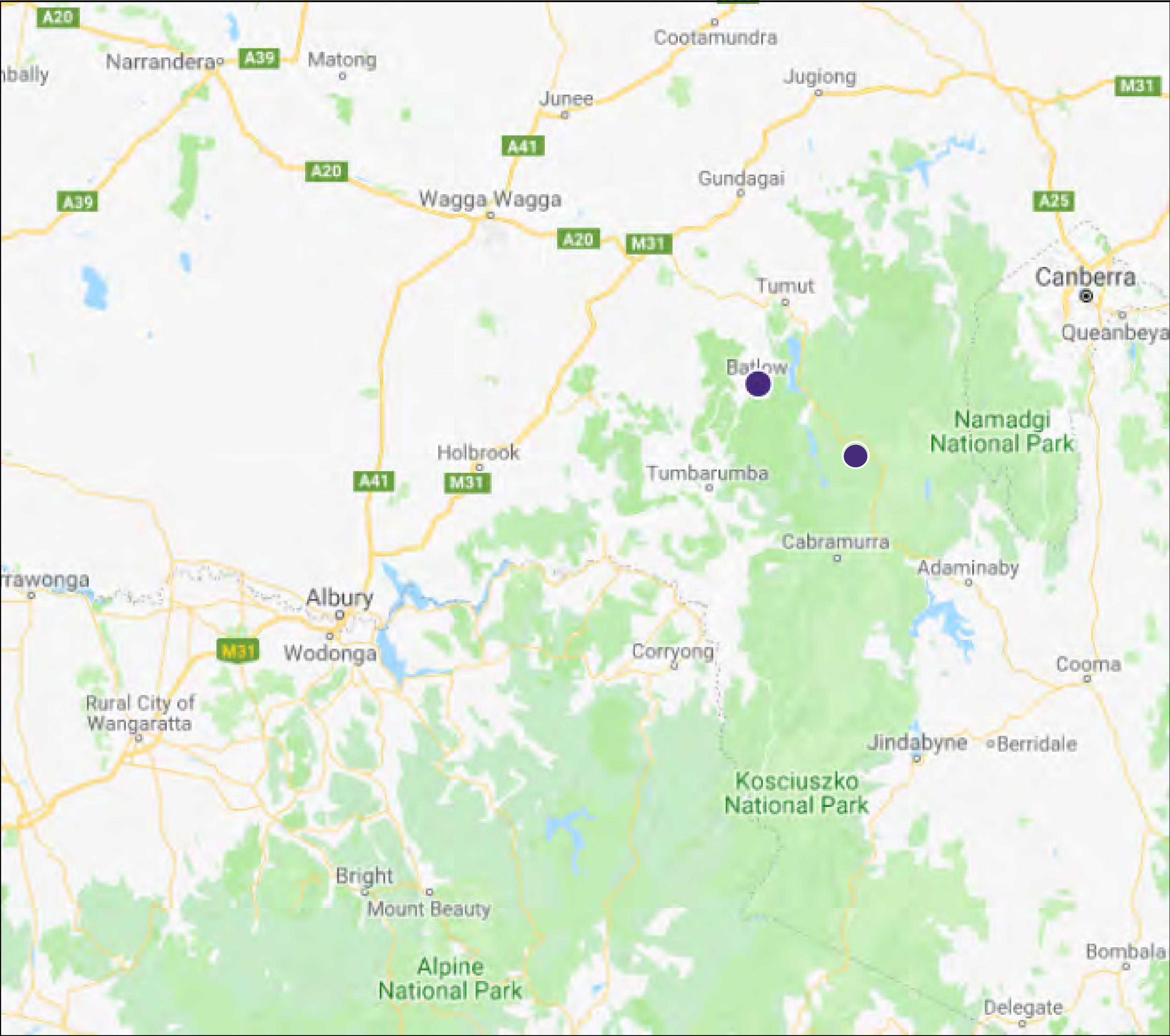
There is a concentration of self-contained establishments around a number of towns including Tumut, Khancoban and Tumbarumba.

OTHER ACCOMMODATION

There are three 'other' accommodation providers in Snowy Valleys and are located in Adelong, Laurel Hill and Goobarragandra. The accommodation establishments include two group accommodation and one farmstay accommodation establishment.

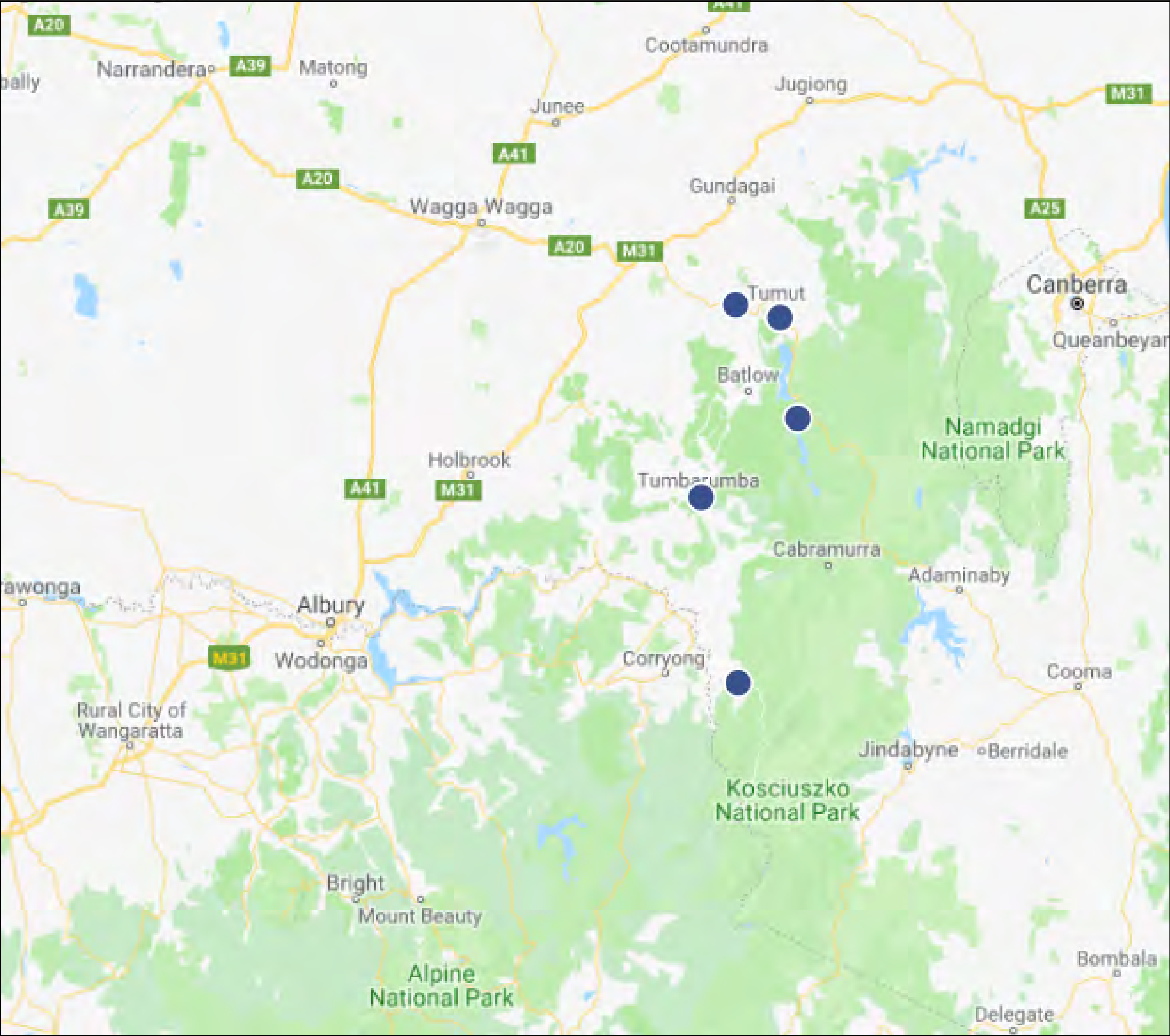


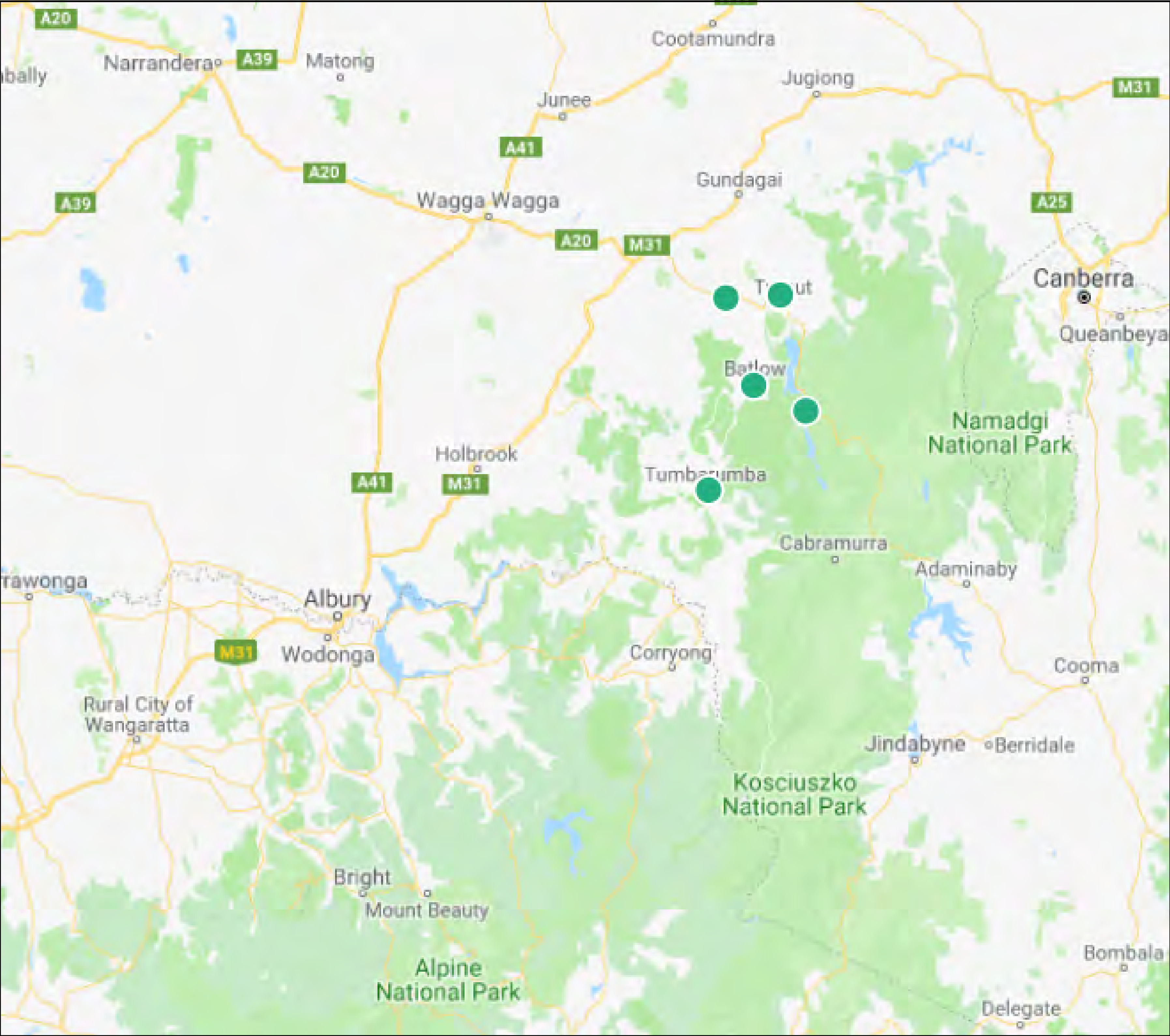
B&B AND GUESTHOUSE
ACCOMMODATION ESTABLISHMENTS IN SNOWY VALLEYS



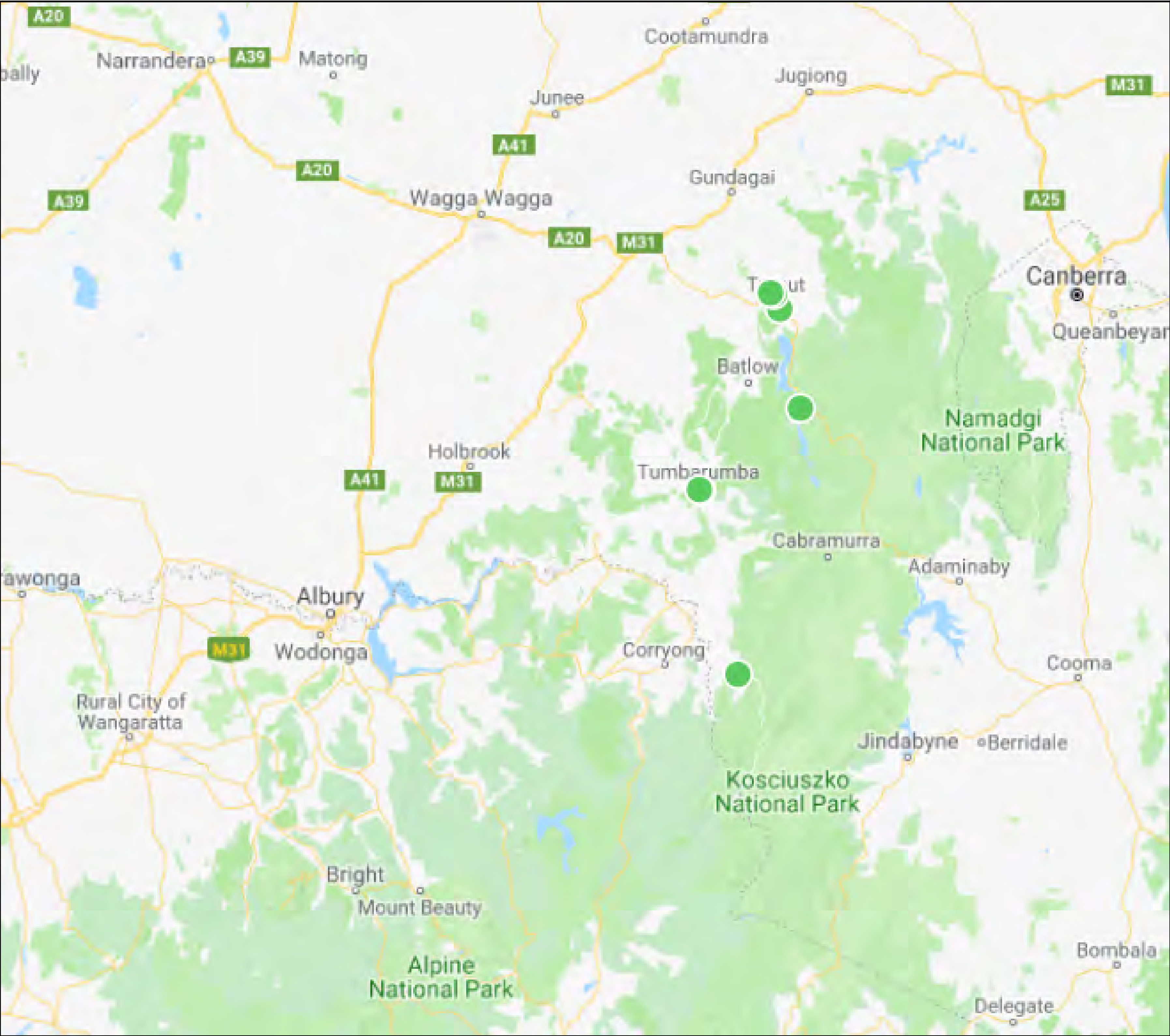
BACKPACKERS AND HOSTELS
ACCOMMODATION ESTABLISHMENTS IN SNOWY VALLEYS

CARAVAN AND CAMPING
ACCOMMODATION ESTABLISHMENTS IN SNOWY VALLEYS



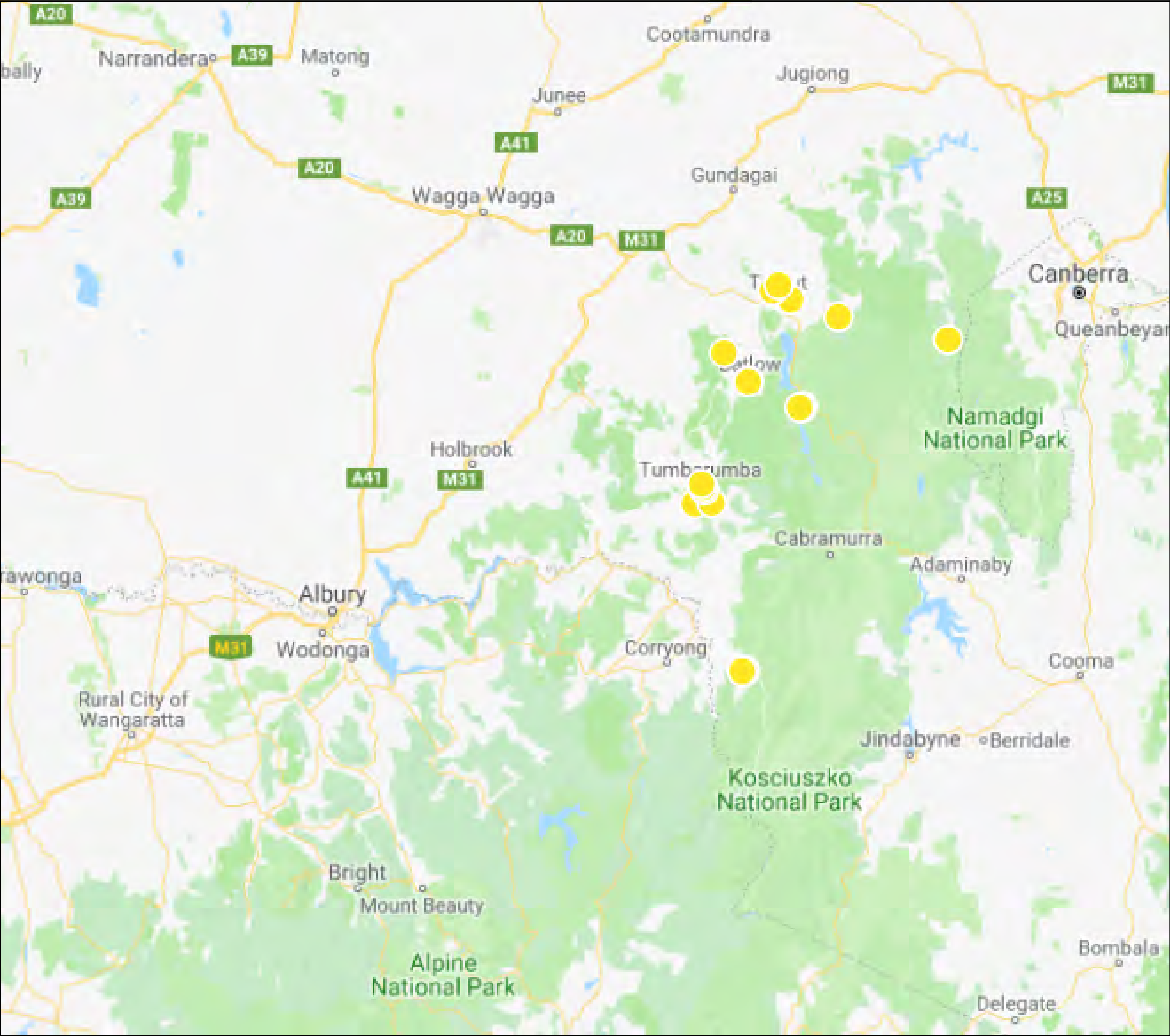


HOTEL ACCOMMODATION ESTABLISHMENTS IN SNOWY VALLEYS



MOTEL AND MOTOR INN

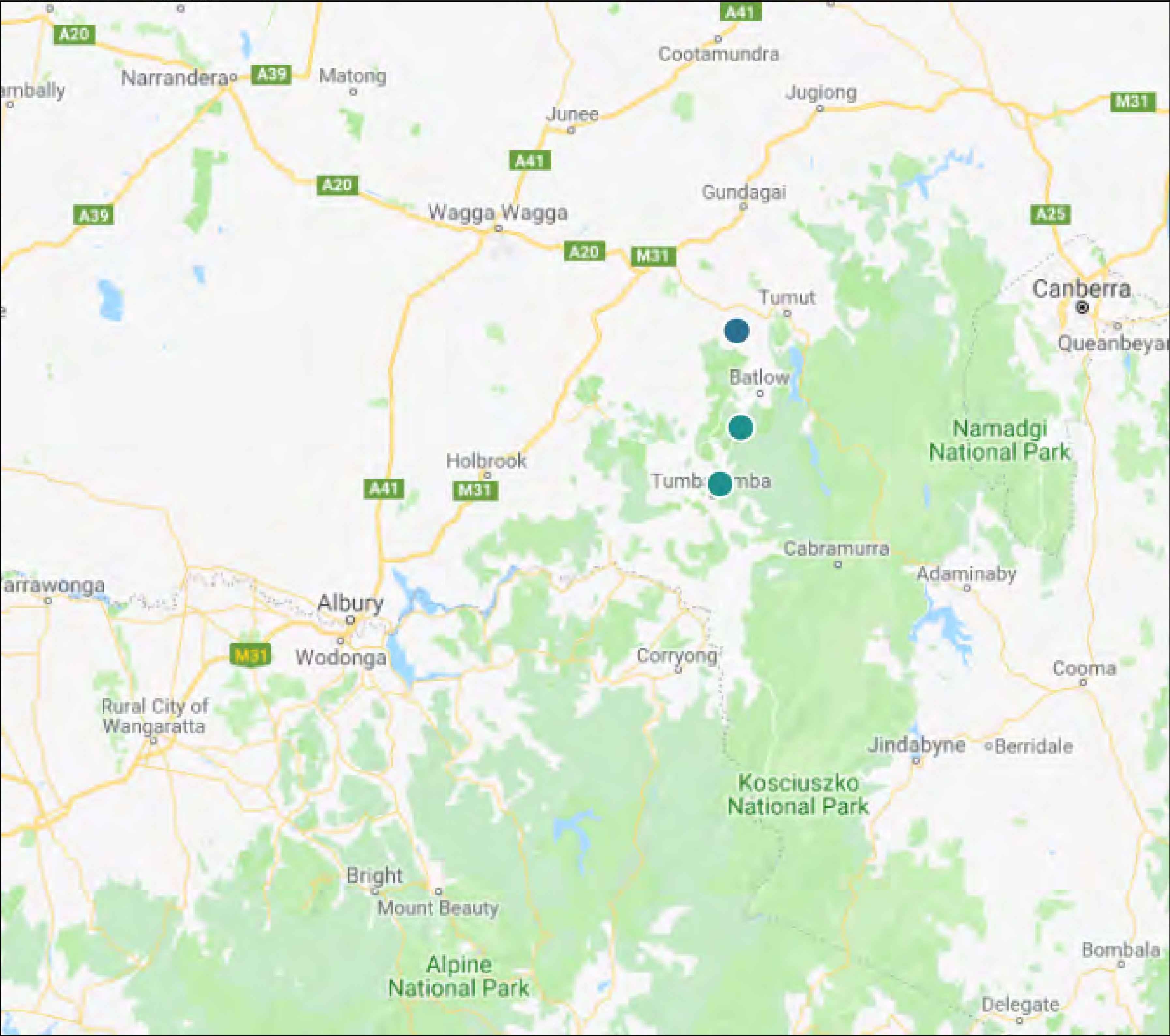
ACCOMMODATION ESTABLISHMENTS IN SNOWY VALLEYS



SELF CONTAINED
HOUSE, APARTMENT, UNIT ACCOMMODATION ESTABLISHMENTS IN SNOWY VALLEYS

urban ENTERPRISE

OTHER ACCOMMODATION ESTABLISHMENTS IN SNOWY VALLEYS



FARMSTAY

GROUP ACCOMMODATION

15.4. SHORT TERM LETTING

AIRBNB LISTINGS

There was a total of 64 properties listed on Airbnb in the Snowy Valleys as of February 2019. 69% of these listings were for entire homes, whist 31% were for a private or shared room. The average number of bedrooms per listing is 3.2 bedrooms, with the average takings per night $200.

TABLE 54 CURRENT AIRBNB LISTINGS - 2019

LGA	SNOWY VALLEYS
ENTIRE HOME	44
PRIVATE ROOM	20
SHARED ROOM	0
TOTAL ACTIVE RENTALS	64
AVERAGE NUMBER OF BEDROOMS	3.2
AVERAGE DAILY RATE	$200
OCCUPANCY RATE	38%

Source: Urban Enterprise and AirDNA, 2019.

15.5. TOTAL ESTIMATED ROOM STOCK

The following estimate of the total room stock includes the results from the accommodation audit and rooms (entire homes), listed through Airbnb. This analysis accounts for the fact that some accommodation establishments listed through the audit are also listed through Airbnb. It is estimated that approximately 15% of rooms are listed across multiple providers. Therefore, the estimated Airbnb room stock of 64 rooms has been reduced by 15%.

It is estimated that there are currently 736 accommodation rooms in Snowy Valleys available for overnight stays, consisting of 672 rooms identified through the audit and additional 64 rooms (entire homes) listed on Airbnb.

TABLE 55 TOTAL ESTIMATED ROOM STOCK IN SNOWY VALLEYS

	ROOMS
Number of Audited Rooms	672
Estimated Number of Airbnb Rooms (Entire Homes) Accounting for 15% Overlap of Listings	64
Total Estimated Rooms in Snowy Valleys as of 2019	736

Source: Urban Enterprise, 2019.

16. DEMAND FOR ACCOMMODATION

16.1. INTRODUCTION

This section provides analysis of the demand for accommodation in Snowy Valleys. The analysis includes consideration of the business sector, target markets and forecast visitor nights

16.2. KEY FINDINGS

The Snowy Valleys Region has experienced substantial visitation growth with the number of visitors growing from 3.9 million visitors in 2008 to 5.6 million visitors in 2017.

Projected visitor nights for Snowy Valleys show an additional 16,000 visitor nights for the sub region over the next 10 years.

Based on projected visitor nights Urban Enterprise estimates that an additional 29 guest rooms are needed across the region to service demand over the next 10 years.

The projected demand is based on projecting the low number of visitors to the Snowy Valleys. This does not consider the impact that a large scale tourism accommodation establishment could make in driving visitation to the region. In addition Snowy 2.0 is likely to be a game changer to the Snowy Valleys and will require a significant boost in accommodation supply to meet worker needs.

16.3. BUSINESS SECTOR ANALYSIS

The following provides an analysis of the employment profile of Snowy Valleys in order to determine the potential of the corporate accommodation market, including primary business nodes in the sub region.

INDUSTRY OF EMPLOYMENT

Table 56 provides the number of people employed in Snowy Valleys by industry of employment in 2016. In total, there is 5,500 employed people working in Snowy Valleys.

TABLE 56 EMPLOYMENT BY INDUSTRY - SNOWY VALLEYS 2016

INDUSTRY	SNOWY VALLEYS	
Agriculture, Forestry and Fishing	1,030	18%
Manufacturing	855	15%
Health Care and Social Assistance	555	10%
Retail Trade	502	9.0%
Accommodation and Food Services	411	7.3%
Education and Training	406	7.3%
Construction	328	5.9%
Public Administration and Safety	327	5.8%
Transport, Postal and Warehousing	256	4.6%
Administrative and Support Services	201	3.6%
Electricity, Gas, Water and Waste Services	197	3.5%
Other Services	150	2.7%
Professional, Scientific and Technical Services	113	2.0%
Wholesale Trade	72	1.3%
Arts and Recreation Services	64	1.1%
Financial and Insurance Services	59	1.1%
Rental, Hiring and Real Estate Services	29	0.5%
Mining	21	0.4%
Information Media and Telecommunications	17	0.3%
Total	5,600	

Source: Place of Work, Census of Population and Housing, ABS, 2016.

BUSINESS COUNTS

Table 57 shows the number of businesses in the Snowy Valleys in 2015, 2016 and 2017. Overall, there was growth of 49 businesses in Snowy Valleys between 2015 and 2017. The majority of this growth occurred in non employing businesses (+49 businesses).

TABLE 57 COUNT OF BUSINESSES IN SNOWY VALLEYS

	2015	2016	2017	GROWTH
Non employing	862	896	911	49
1-19 Employees	542	530	530	-12
20-199 Employees	26	26	31	5
200+ Employees	0	0	0	0
Total	1,429	1,454	1,465	49

Source: Count of Australian Businesses, ABS, 2015-2017.

16.4. FORECAST VISITATION, BY VISITOR NIGHTS

The following provides a forecast estimate of visitor nights in commercial accommodation in Snowy Valleys to 2027. The forecasts are based on published TRA forecast visitor night growth rates and the historical ten-year growth rate for visitors (international and domestic overnight) to Snowy Valleys as well as Australian government population projections.

TRA FORECASTS

Based on TRA forecasts, it is estimated that by 2027 there will be approximately 76,089 visitor nights in commercial accommodation in Snowy Valleys This equates to an additional 16,648 visitor nights between 2017 and 2027.

HISTORICAL GROWTH RATE

Based on ten-year historical growth in visitor nights to Snowy Valleys, forecasting suggests the number of visitor nights in commercial accommodation could reach 79,884 by 2027. This equates to an additional 20,433 visitor nights between 2017 and 2027.

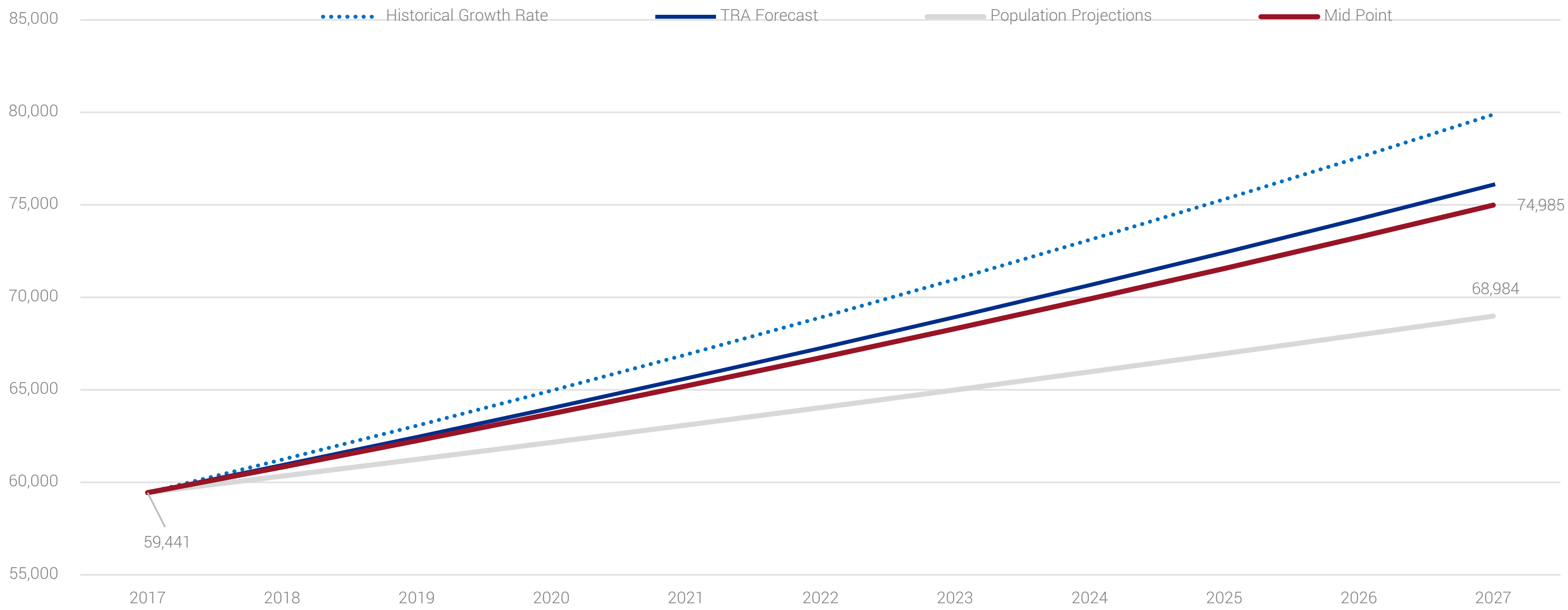
POPULATION PROJECTIONS

Based on Australian population projections, forecasting suggests the number of visitor nights in commercial accommodation in Snowy Valleys could reach 68,984 by 2027. This equates to an additional 9,543 visitor nights between 2017 and 2027.

ADOPTED MIDPOINT

The midpoint of the TRA, Historical Growth Rates and population growth rate forecast suggests the number of visitor nights in commercial accommodation could reach 74,985 by 2027. This equates to an additional 15,544 visitor nights between 2017 and 2027.

FIGURE 63 FORECAST VISITATION, BY VISITOR NIGHTS



Source: TRA NVS & IVS Visitation, TRA Visitor Forecasts; Tourism Victoria Visitor Forecasts, modelled by Urban Enterprise 2019.

16.4.1. FORECAST NEED FOR ADDITIONAL ROOMS

Table 58 provides a forecast for additional accommodation rooms in Snowy Valleys. The assessment utilizes a 65% occupancy rate, the forecasts for commercial accommodation visitor nights, the estimate for accommodation rooms in Snowy Valleys and other data as provided in this report.

The forecast need, utilising the midpoint, is an additional 29 rooms.

TABLE 58 FORECAST NEED FOR ADDITIONAL ROOMS

ACCOMMODATION NEED	HIGH FORECAST	MID FORECAST	LOW FORECAST
65% occupancy	44	29	21

Source: Urban Enterprise, 2019. *Modelling based on forecast visitation and average length of stay.

16.5. ACCOMMODATION TYPE NEEDS

Based on the gaps identified in accommodation and the projected accommodation needs in the region, the following table provides and overview of specific accommodation typologies that may be supported in the region between 2019-2029

This should be used as a guide for investors and decision makers and provides an outline of the potential scale and type of investment suited to the region.

Number of establishments identified in the table relate to the larger room/site limit identified.

TABLE 59 SNOWY VALLEYS ACCOMMODATION NEEDS 2019-2029

Projected Accommodation Needs by Segment	Description	Need (# additional establishments to 2029)	Indicative capacity (rooms per establishment)	Total Room/Sites	Location
Small Scale Self-Contained Accommodation	The region has a limited number of single self-contained properties listed on Air B&B. This accommodation typology meets the needs of longer stay business, VFR markets and also events visitors which are travelling in groups. Projections show an increased demand for rooms and this typology meets the target market need well and can be delivered with little investment. The delivery of quality self-contained properties is needed to meet projected demand for visitors to the region.	10	2-4 rooms	20	Tumut Tumbarumba
Boutique Hotels	There is opportunity for investment in Boutique high quality hotels throughout the region. There has been limited investment in quality accommodation in the region and there are a number of existing hotels that could be improved and expanded to meet market demand.	1	20 rooms	20	Batlow / Tumut / Tumbarumba
Caravan and Camping Ground/Tourist Park	Rural areas are an attractive location for Camping and Caravan Parks given their natural and rural setting and requirement for large sites. Locations in proximity to high amenity landscapes such as along the Tumut River provide unique family settings.	2	15 cabins	30	Tumut/ Talbingo
		2	50 sites	100	
Quality Farm Stay	Given the agricultural strengths of the region, quality farm stay accommodation is a key gap. The growing food and wine tourism market in the sub region is well matched with this accommodation type.	2	3-5 rooms	10	Rural
Snowy 2.0 Accommodation	A large scale accommodation product is needed to meet the needs of Snowy 2.0. This project would be the catalyst to boost accommodation supply in the region. A separate feasibility study is needed to determine the scale and typologies of accommodation needed.	TBA	TBA	TBA	TBA
Total				180	

PART F. WAGGA WAGGA AND EASTERN RIVERINA SUB REGION ASSESSMENT

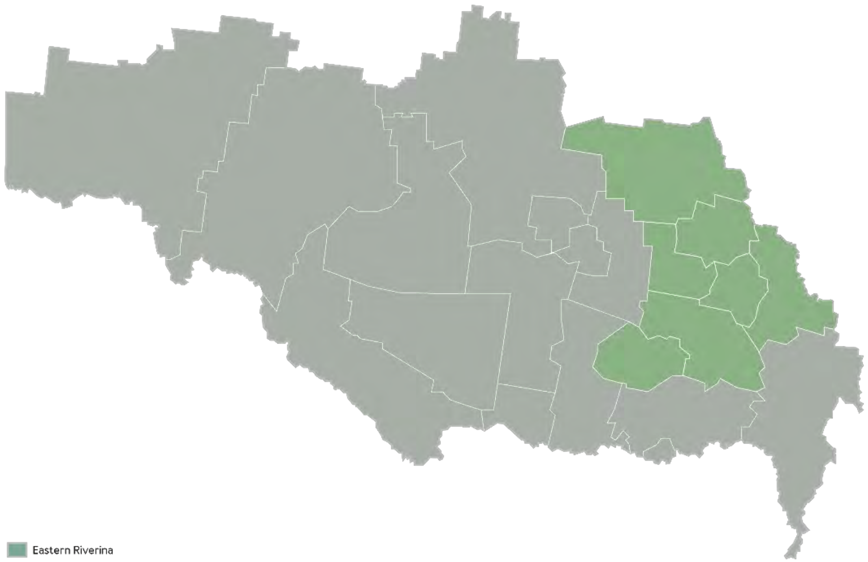
17. VISITOR AND EXPERIENCE PROFILE

17.1. INTRODUCTION

This section of the report provides an overview of visitation and visitor nights to Wagga Wagga including the separation of those visitors staying in commercial accommodation and those staying in private accommodation. This section utilises analysis of Tourism Research Australia's National Visitor Survey (NVS) and International Visitor Survey (IVS). Forecasts of commercial accommodation overnight visitors is also provided in this section of the report. An overview of key products in Wagga Wagga is also included in this section.

A map of the Eastern Riverina region is provided in Figure 64 and comprises of the Bland, Temora, Coolamon, Cootamundra-Gundagi, Wagga Wagga and Lockhart Councils

FIGURE 64 EASTERN RIVERINA REGION



17.2. TOURISM PRODUCT OVERVIEW

17.2.1. KEY TOURISM ASSETS AND PRODUCTS

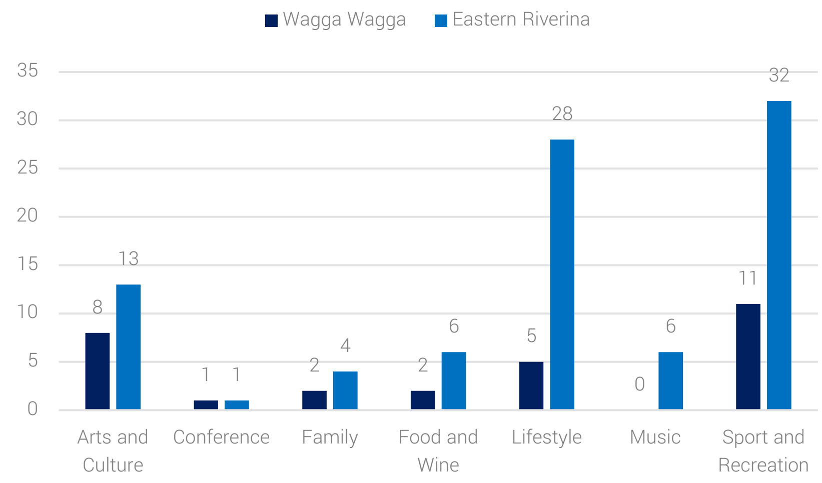
Wagga Wagga and Eastern Riverina has number of key tourism assets and products including:

- Arts and Culture: National Art Glass Collection, Fusion Multicultural Festival and Lockhart Sculpture Trail.
- Sport: Captains Walk and sporting events such as Temora V8 Jetboats.
- History and Heritage: Town streetscapes, Temora Aviation Museum, Junee Licorice and Chocolate Factory, Coolamon Cheese Factory and mining history in West Wyalong.
- Agriculture and Local Produce: Junee Licorice and Chocolate Factory, Thirsty Cow microbrewery.
- Nature-based and Recreation: Murrumbidgee River, The Rock, Livingstone National Park, Waterports on Lake Centenary at Temora, Wiradjuri Walking Track and Marrambidya Wetlands.

17.2.2. MAJOR EVENTS

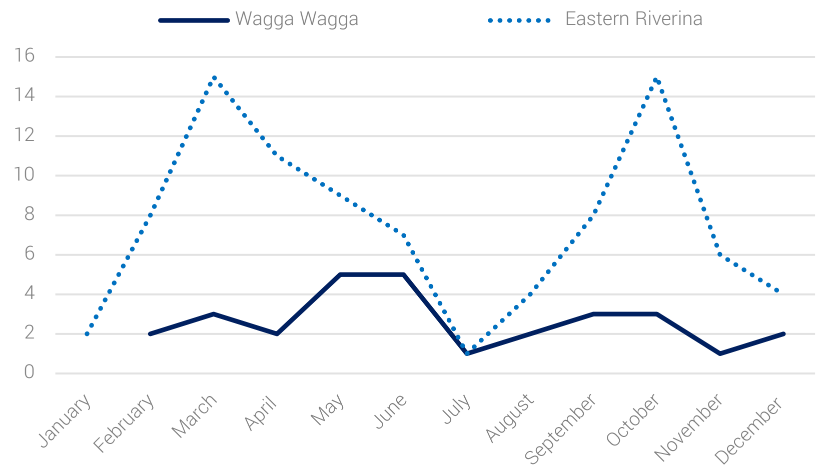
Approximately 90 visitor attracting events are held in the Eastern Riverina sub region including small and large scale events per year. Major events held include the Warbirds Downunder in Temora (bi-annually), the Snake Gully Cup in Gundagai, and Gears and Beers and the Gold Cup Carnival in Wagga Wagga. An overview of the number of major events held in Eastern Riverina is provided in Figure 65.

FIGURE 65 MAJOR EVENTS BY TYPE – WAGGA WAGGA AND EASTERN RIVERINA



Source: Urban Enterprise, 2019.

FIGURE 66 SEASONALITY OF MAJOR EVENTS – WAGGA WAGGA AND EASTERN RIVERINA



Source: Urban Enterprise, 2019.

Figure 66 identifies the seasonality of major events held in Wagga Wagga and Eastern Riverina over the calendar year by month. The months with the greatest number of major events (15) are March and October in with key events held including the Warbird Downunder which attracted 22,000 visitors (90% from outside of Temora) and Snake Gully cup which attracted 10,000 visitors (80% from outside of the local area).

17.3. VISITOR MARKET ANALYSIS

17.3.1. KEY FINDINGS

Eastern Riverina receives on average 428,762 domestic overnight visitors staying in commercial accommodation and 346,805 domestic overnight visitors staying in private accommodation per year.

The holiday and leisure and the business markets are the most significant overnight markets to Wagga Wagga and Eastern Riverina. The visiting friends and relatives complement the holiday and leisure and business visitor markets and are an important driver of demand for overnight accommodation. These primary markets should be the focus of accommodation opportunities.

Adult couples are the primary visitor type for domestic overnight accommodation and the second most significant market for international accommodation.

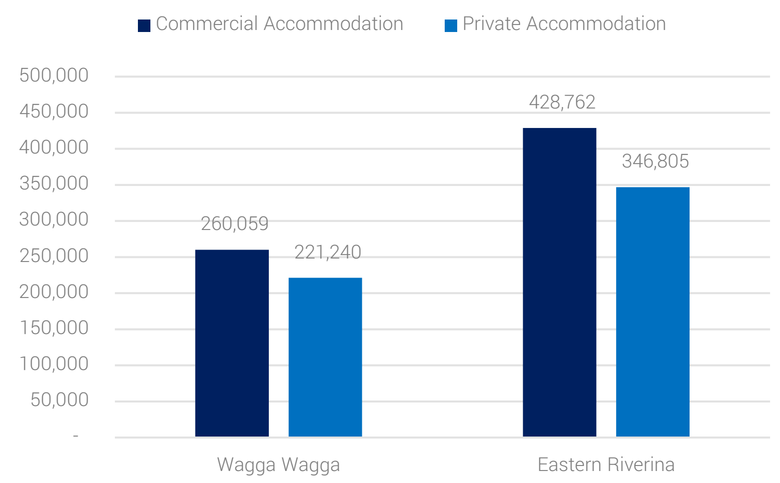
The accommodation profile suggests that domestic overnight visitors primarily stay in standard hotel/motor inn (below 4 stars) and luxury hotel or luxury resort (4 or 5 stars) accommodation. Accommodation benchmarking with other regional LGAs in Victoria and New South Wales suggest that there may be an undersupply of caravan park and luxury accommodation.

17.3.2. VISITATION

DOMESTIC OVERNIGHT VISITOR TRIPS

Figure 67 shows that on average there is 428,762 overnight visitors staying in commercial accommodation and 346,805 overnight visitors staying private accommodation in Eastern Riverina per year. This includes 260,059 visitors staying in commercial accommodation and 221,240 visitors staying in private accommodation in Wagga Wagga.

FIGURE 67 DOMESTIC OVERNIGHT VISITOR TRIPS

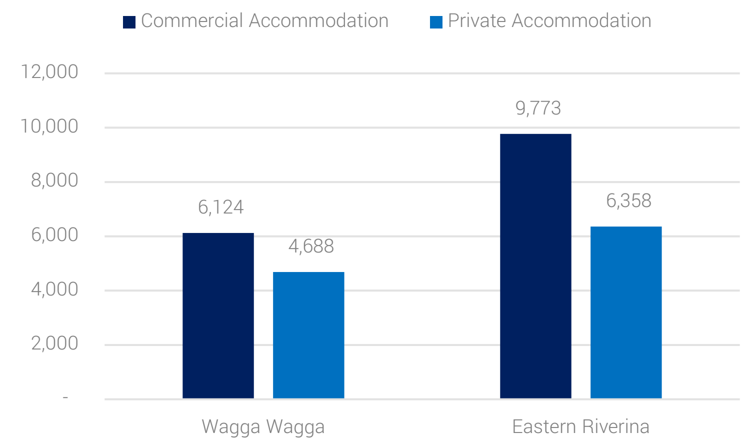


Source: National Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

INTERNATIONAL OVERNIGHT VISITOR TRIPS

Figure 68 shows that on average there is 9,773 international overnight visitors staying in commercial accommodation and 6,358 international overnight visitors staying in private accommodation in Eastern Riverina per year. This includes 6,124 visitors staying in commercial accommodation and 4,688 visitors staying in private accommodation in Wagga Wagga.

FIGURE 68 INTERNATIONAL OVERNIGHT VISITOR TRIPS



Source: International Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

17.3.3. REASON FOR STOPOVER

DOMESTIC OVERNIGHT VISITORS REASON FOR STOPOVER

Domestic overnight visitors staying in commercial accommodation to Eastern Riverina are primarily visiting for a holiday (36%), followed by for business (29%), and visiting friends and relatives (20%).

Of domestic overnight visitors to Eastern Riverina staying in private accommodation, 60% are visiting friends and relatives, 17% are visiting for a holiday and 12% are visiting for business.

In comparison, of the domestic overnight visitors to Wagga Wagga staying in commercial accommodation, the majority are visiting for business (37%) followed by for a holiday (29%). Of visitors to Wagga Wagga staying in private accommodation, 59% are visiting friends and relatives and 13% are visiting both for business and other reasons.

TABLE 60 DOMESTIC OVERNIGHT VISITORS REASON FOR STOPOVER

	HOLIDAY	VISITING FRIENDS AND RELATIVES	BUSINESS	OTHER REASON	IN TRANSIT
Commercial					
Wagga Wagga	29%	21%	37%	10%	3%
Eastern Riverina	36%	20%	29%	7%	7%
Private					
Wagga Wagga	14%	59%	13%	13%	1%
Eastern Riverina	17%	60%	12%	10%	1%

Source: National Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

INTERNATIONAL VISITORS REASON FOR STOPOVER

International overnight visitors to Eastern Riverina staying in commercial accommodation are primarily visiting for a holiday (62%) and for business (12%) as identified in Table 61.

Of international overnight visitors staying in private accommodation, 56% are visiting friends and relatives, 25% are visiting for a holiday and 16% are visiting for other reasons.

In comparison, of the international overnight visitors to Wagga Wagga staying in commercial accommodation, the majority are visiting for a holiday (53%) and for business (14%). Of international visitors to Wagga Wagga staying in private accommodation, 57% are visiting friends and relatives.

TABLE 61 INTERNATIONAL VISITORS REASON FOR STOPOVER

	HOLIDAY	VISITING FRIENDS AND RELATIVES	BUSINESS	OTHER REASON	IN TRANSIT
Commercial					
Wagga Wagga	53%	2%	14%	28%	4%
Eastern Riverina	62%	2%	12%	21%	3%
Private					
Wagga Wagga	24%	57%	1%	17%	1%
Eastern Riverina	25%	56%	1%	16%	1%

Source: International Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

17.3.4. TRAVEL PARTY TYPE

DOMESTIC OVERNIGHT VISITORS TRAVEL PARTY

On average, 34 % of domestic overnight visitors to Eastern Riverina staying in commercial accommodation are adult couples, with a further 25% travelling alone. Visitors travelling alone and adult couples are also the primary visitor types for domestic overnight visitors staying in private accommodation, with the two visitor types accounting for 41% and 23% of visitors staying in private accommodation respectively.

TABLE 62 DOMESTIC OVERNIGHT VISITORS TRAVEL PARTY

	TRAVELLING ALONE	ADULT COUPLE	FAMILY GROUP	FRIENDS OR RELATIVES	BUSINESS ASSOCIATES	OTHER
Commercial						
Wagga Wagga	30%	31%	13%	14%	11%	1%
Eastern Riverina	25%	34%	13%	17%	10%	1%
Private						
Wagga Wagga	41%	21%	18%	15%	3%	2%
Eastern Riverina	41%	23%	20%	14%	2%	1%

Source: National Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

INTERNATIONAL OVERNIGHT TRAVEL PARTY

On average, 51% of international visitors to Eastern Riverina staying in commercial accommodation are unaccompanied travellers, with a further 26% adult couples as identified in Table 63. Visitors travelling alone, and adult couples are also the primary visitor types for international overnight visitors staying in private accommodation, with the two visitor types accounting for 55% and 17% of international visitors staying in private accommodation respectively.

TABLE 63 INTERNATIONAL OVERNIGHT VISITORS TRAVEL PARTY

	UNACCOMPANIED TRAVELLER	ADULT COUPLE	FAMILY GROUP	FRIENDS / RELATIVES	BUSINESS ASSOCIATES	SCHOOL TOUR GROUP
Commercial						
Wagga Wagga	51%	24%	11%	10%	3%	1%
Eastern Riverina	51%	26%	10%	9%	4%	0%
Private						
Wagga Wagga	56%	16%	14%	13%	0%	1%
Eastern Riverina	55%	17%	11%	15%	1%	0%

Source: International Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

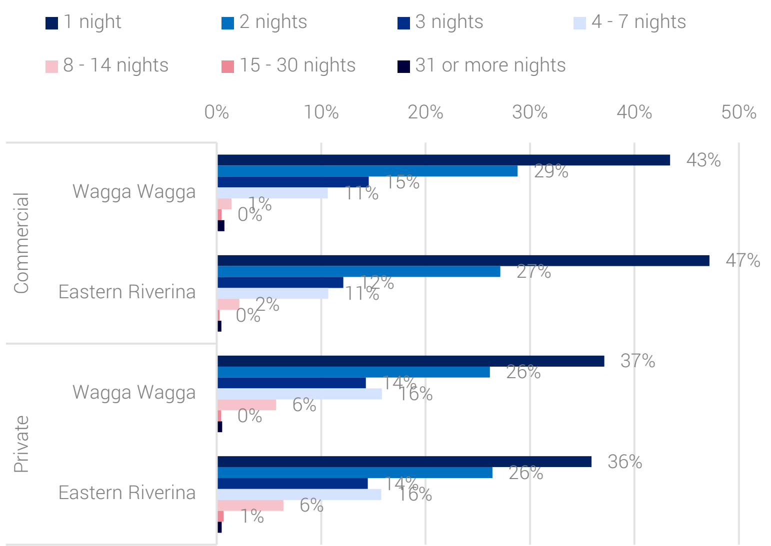
17.3.5. LENGTH OF STAY

DOMESTIC OVERNIGHT VISITORS LENGTH OF STAY

On average, 47% of domestic overnight visitors to Eastern Riverina who stay in commercial accommodation stay for 1 night, 27% stay for 2 nights and 12% stay for 3 nights. In comparison, 43% of domestic overnight visitors to Wagga Wagga stay for 1 night, 29% stay for 2 nights and 15% stay for 3 nights.

Of domestic overnight visitors to Eastern Riverina and Wagga Wagga who stay in private accommodation, 36% (37% in Wagga Wagga) stay for 1 night, 26% stay for 2 nights and 16% stay for 4 to 7 nights as identified in Figure 69.

FIGURE 69 DOMESTIC OVERNIGHT VISITORS LENGTH OF STAY



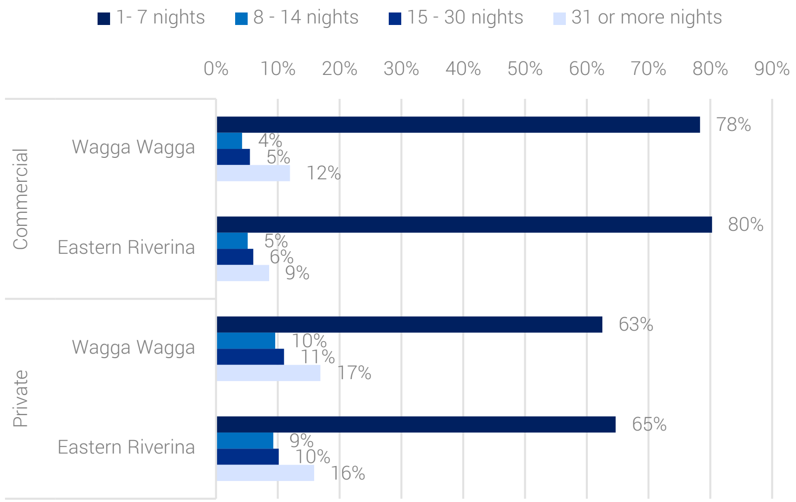
Source: National Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

INTERNATIONAL VISITORS LENGTH OF STAY

On average, 80% of international overnight visitors to Eastern Riverina who stay in commercial accommodation stay for 1 to 7 nights night, 9% stay 31 or more nights and 5% stay for 8 to 14 nights.

Of the international overnight visitors to Eastern Riverina who stay in private accommodation, 65% stay for 1 to 7 nights, 16% stay for 31 or more nights and 10% stay for 15 to 30 nights as identified in Figure 70.

FIGURE 70 INTERNATIONAL VISITORS LENGTH OF STAY



Source: International Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

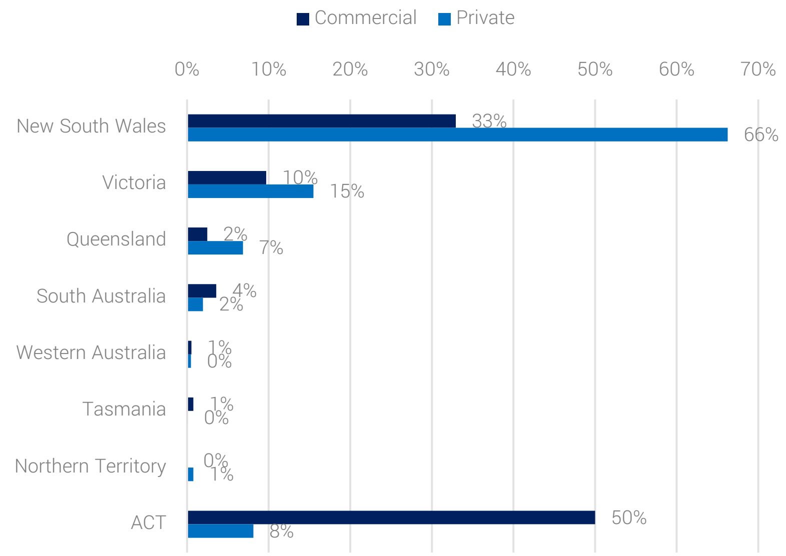
17.3.6. VISITOR ORIGIN

DOMESTIC OVERNIGHT VISITOR STATE OF ORIGIN

Figure 71 shows the state of origin for domestic overnight visitors to Eastern Riverina staying in both commercial and private accommodation.

The majority of domestic visitors staying in commercial accommodation are from the Australian Capital Territory (50%) followed by New South Wales (33%). The majority of domestic visitors staying in private accommodation are from New South Wales (69%) and Victoria (15%).

FIGURE 71 DOMESTIC OVERNIGHT VISITOR STATE OF ORIGIN



Source: National Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

INTERNATIONAL VISITOR COUNTRY OF ORIGIN

Table 64 identifies the country of origin for international visitors staying in both commercial and private accommodation in Eastern Riverina.

Of the international visitors staying in commercial accommodation, 18% are from New Zealand, 14% are from the United Kingdom and 14% are from the United States of America.

Of the international visitors staying in private accommodation, 18% are from the United Kingdom, 16% are from New Zealand and 12% are from the United States of America and 'Other Countries' respectively.

TABLE 64 INTERNATIONAL VISITOR COUNTRY OF ORIGIN

COUNTRY	INTERNATIONAL COMMERCIAL ACCOMMODATION	INTERNATIONAL PRIVATE ACCOMMODATION
New Zealand	18%	16%
United States of America	14%	12%
United Kingdom	14%	18%
Other Europe	7%	3%
Germany	5%	4%
Other Countries	5%	8%
Taiwan	4%	2%
China	4%	3%
Singapore	4%	1%
Netherlands	3%	1%
Canada	3%	5%
Japan	2%	1%
Other Asia	2%	5%
France	2%	2%
Malaysia	2%	1%
Korea	2%	0%
Switzerland	2%	3%
Scandinavia	2%	5%
India	2%	5%
Hong Kong	1%	1%
Italy	1%	1%
Indonesia	0%	1%
Thailand	0%	3%

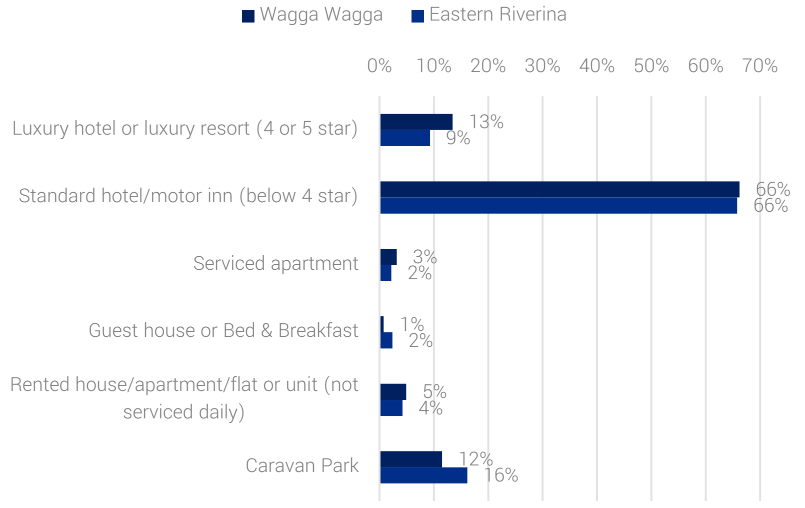
Source: International Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

17.3.7. ACCOMMODATION STAYED IN

DOMESTIC OVERNIGHT ACCOMMODATION STAYED IN

On average, of the domestic overnight visitors to Eastern Riverina who stay in commercial accommodation, 65% stay in a standard hotel or motor inn, 16% stay in a commercial caravan park or camping ground and 9% stay in a luxury hotel or resort.

FIGURE 72 DOMESTIC OVERNIGHT COMMERCIAL ACCOMMODATION STAYED IN



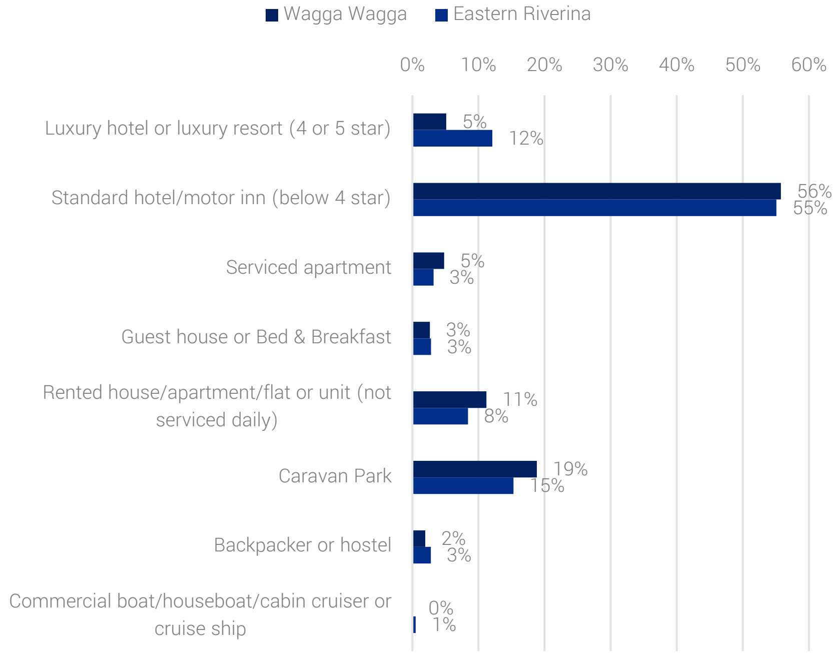
Source: National Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June). Data includes accommodation of all sizes.

INTERNATIONAL OVERNIGHT ACCOMMODATION STAYED IN

On average, of the visitors to Eastern Riverina who stay in commercial accommodation, 55% stay in a standard hotel or motor inn, 15% stay at a commercial caravan park or camping ground, 12% stay at a luxury hotel or resort and 8% stay at a rented property as identified in Figure 73.

Of the visitors to Wagga Wagga who stay in commercial accommodation, 56% stay in a standard hotel or motor inn, 19% stay in a caravan park and 11% stay in a rented property.

FIGURE 73 INTERNATIONAL VISITOR COMMERCIAL ACCOMMODATION STAYED IN



Source: International Visitor Survey, TRA, 5-year average 2014 to 2018 (year ending June)

17.4. ACCOMMODATION PROFILE BENCHMARKING

Table 65 below shows the TRA domestic overnight visitor accommodation profile of visitors staying in commercial accommodation in regional cities across New South Wales and Victoria, including Bathurst and Greater Shepparton, benchmarked with the commercial accommodation profile of visitors to the Eastern Riverina sub region.

The analysis shows that the Eastern Riverina sub region has a lower proportion of visitors staying in Caravan Parks (-2.7%) and luxury hotels or resorts (-1.9%) compared to the destination(s) average. A higher proportion of visitors to Eastern Riverina are staying in a standard hotel or motor inn (+4.5%).

TABLE 65 ACCOMMODATION PROFILE BENCHMARKING

	BATHURST REGIONAL (NSW)	GOULBURN MULWAREE (NSW)	WESTERN PLAINS REGIONAL (NSW)	GREATER SHEPPARTON (VIC)	MILDURA (VIC)	DESTINATION(S) AVERAGE	EASTERN RIVERINA	DIFFERENCE B/N EASTERN RIVERINA AND DESTINATION(S) AVERAGE
Luxury hotel or luxury resort (4 or 5 star)	16%	9%	9%	9%	13%	11.2%	9.3%	-1.9%
Standard hotel/motor inn (below 4 star)	57%	72%	66%	62%	51%	61.3%	65.8%	+4.5%
Serviced apartment	4%	1%	2%	3%	2%	2.4%	2.2%	-0.2%
Guest house or Bed & Breakfast	1%	2%	1%	1%	1%	1.0%	2.4%	+1.3%
Rented house/apartment/flat or unit (not serviced daily)	9%	1%	2%	6%	6%	4.7%	4.2%	-0.5%
Caravan Park	14%	14%	21%	20%	26%	18.9%	16.1%	-2.7%
Backpacker or hostel	0%	1%	1%	1%	0%	0.4%	0%	-0.4%

Source: National Visitor Survey, Tourism Research Australia 2014 to 2018 and Urban Enterprise, 2019.

18. ACCOMMODATION SUPPLY

18.1. INTRODUCTION

This section of the report provides an audit of accommodation establishments in the Wagga Wagga and Eastern Riverina sub region and includes room supply, bed spaces, room rates, star rating and the spatial distribution of accommodation.

18.2. KEY FINDINGS

Wagga Wagga and the Eastern Riverina has approximately 177 establishments and 2,647 guest rooms identified through an audit of accommodation.

The Eastern Riverina accommodation room supply was predominantly contributed of Motel/Motor Inns (35%).

The average size of Motel/Motor Inns is 21 rooms. This confirms the proliferation of small scale accommodation businesses that are operated across the sub region.

With consideration of the target markets and accommodation supply, key gaps in accommodation across the Eastern Riverina Region include:

- **Large self-contained accommodation suitable for the business market, VFR market and events market;**
- **Quality holiday leisure tourist park accommodation leveraging from nature based assets in the region and the opportunity to grow the family market; and**
- **Hotel/ resort accommodation.**

18.2.1. ACCOMMODATION AUDIT

ESTABLISHMENTS

There were 177 accommodation establishments identified in the accommodation audit in the Wagga Wagga and Eastern Riverina sub-region. The majority of accommodation establishments identified were motel/ motor inns (35% of establishments) hotels/ resorts (22% of establishments), self-contained house/ apartment/ unit accommodation (33% of establishments), followed by B&B guesthouse (21 establishments) and caravan/ camping (15 establishments).

TABLE 66 ACCOMMODATION ESTABLISHMENTS

	# ESTABLISHMENTS	%
Motel/Motor Inn	62	35%
Hotel/ Resort	39	22%
Self Contained House/Apartment/Unit	33	19%
B&B/Guesthouse	21	12%
Caravan/Camping (Cabins Only)	15	8%
Farmstay	4	2%
Group Accommodation/ Backpackers	3	2%
Total	177	100%

Source: Urban Enterprise, 2019

ROOMS

There was a total of 2,647 accommodation rooms identified through the accommodation audit in the Wagga Wagga and Eastern Riverina sub-region. The majority of rooms are from motel/ motor inns (1,313 rooms or 50% of rooms), hotels/ resorts (787 rooms or 30% of rooms), followed by caravan/ camping (235 rooms or

9% of rooms), self-contained houses/ apartments/ units (126 rooms or 5% of rooms) and B&B/ guesthouse (110 rooms or 4% of rooms).

TABLE 67 ACCOMMODATION ROOMS

	# ROOMS	%
Motel/Motor Inn	1,313	50%
Hotel/ Resort	787	30%
Caravan/camping (Cabins only)	235	9%
Self contained house/apartment/unit	126	5%
B&B/Guesthouse	110	4%
Group Accommodation/ Backpackers	55	2%
Farmstay	21	1%
Total	2,647	100%

Source: Urban Enterprise, 2019

AVERAGE NUMBER OF ROOMS PER ESTABLISHMENT

Hotels/ resorts and motels/motor inns are typically the largest accommodation establishments in the Wagga Wagga and Eastern Riverina sub-region, averaging approximately 20 rooms per establishment.

Self-contained accommodation had the lowest average number of rooms per establishment at 4 rooms.

TABLE 68 ACCOMMODATION ROOMS PER ESTABLISHMENT

	AVERAGE NUMBER OF ROOMS PER ESTABLISHMENT
Motel/Motor Inn	21
Hotel/ Resort	20
Group Accommodation/ Backpackers	18
Caravan/camping (Cabins only)	16
Farmstay	5
B&B/Guesthouse	5
Self contained house/apartment/unit	4

Source: Urban Enterprise, 2019

BED SPACES

There was a total of 5,008 bed spaces identified in the accommodation audit. The majority of bed spaces were in motel/ motor inns (48%) and hotels/ resorts (26%), followed by caravan/ camping (11%) and, group accommodation/ backpackers (6%).

TABLE 69 ACCOMMODATION BED SPACES

	# BED SPACES	%
Motel/Motor Inn	2,418	48%
Hotel/ Resort	1,286	26%
Caravan/Camping (Cabins Only)	552	11%
Group Accommodation/ Backpackers	287	6%
Self Contained House/Apartment/Unit	258	5%
B&B/Guesthouse	166	3%
Farmstay	41	1%
Total	5,008	100%

Source: Urban Enterprise, 2019

AVERAGE PRICE PER NIGHT

The average price of accommodation per night in Riverina Murray is $173 as identified in Table 70. This is based upon the average price per night of a standard room in a Quest hotel. Pricing data has been utilised from Quest hotels as the accommodation provider is located across the Riverina Murray and provides consistent comparable prices. It is noted that pricing data is difficult to acquire.

TABLE 70 PRICE RANGE PER NIGHT

	ALBURY	WAGGA WAGGA	GRIFFITH	RIVERINA MURRAY AVERAGE
Average Price Per Night	$140	$171	$209	$173

Source: Urban Enterprise, 2019.

18.2.2. SPATIAL DISTRIBUTION OF ESTABLISHMENTS

The following pages contain maps which show the distribution of accommodation establishments across the Eastern Riverina sub region. The maps are grouped by the following accommodation types:

1. B&B and Guesthouse accommodation;
2. Caravan and Camping accommodation;
3. Hotel/Resort accommodation;
4. Motel/motor inn accommodation;
5. Self-contained accommodation; and
6. Other accommodation.

B&B AND GUESTHOUSE ACCOMMODATION

B&B and Guesthouse accommodation establishments are located throughout the Eastern Riverina sub region. The majority are located in and around towns such as Temora, Wagga Wagga and Junee.

CARAVAN AND CAMPING

Caravan and Camping accommodation are spread throughout Eastern Riverina with a concentration of establishments in West Wyalong, Wagga Wagga and Gundagai.

HOTEL ACCOMMODATION

Hotel accommodation establishments in Eastern Riverina are dispersed throughout the sub region, with a concentration in Wagga Wagga.

MOTEL/MOTOR INN ACCOMMODATION

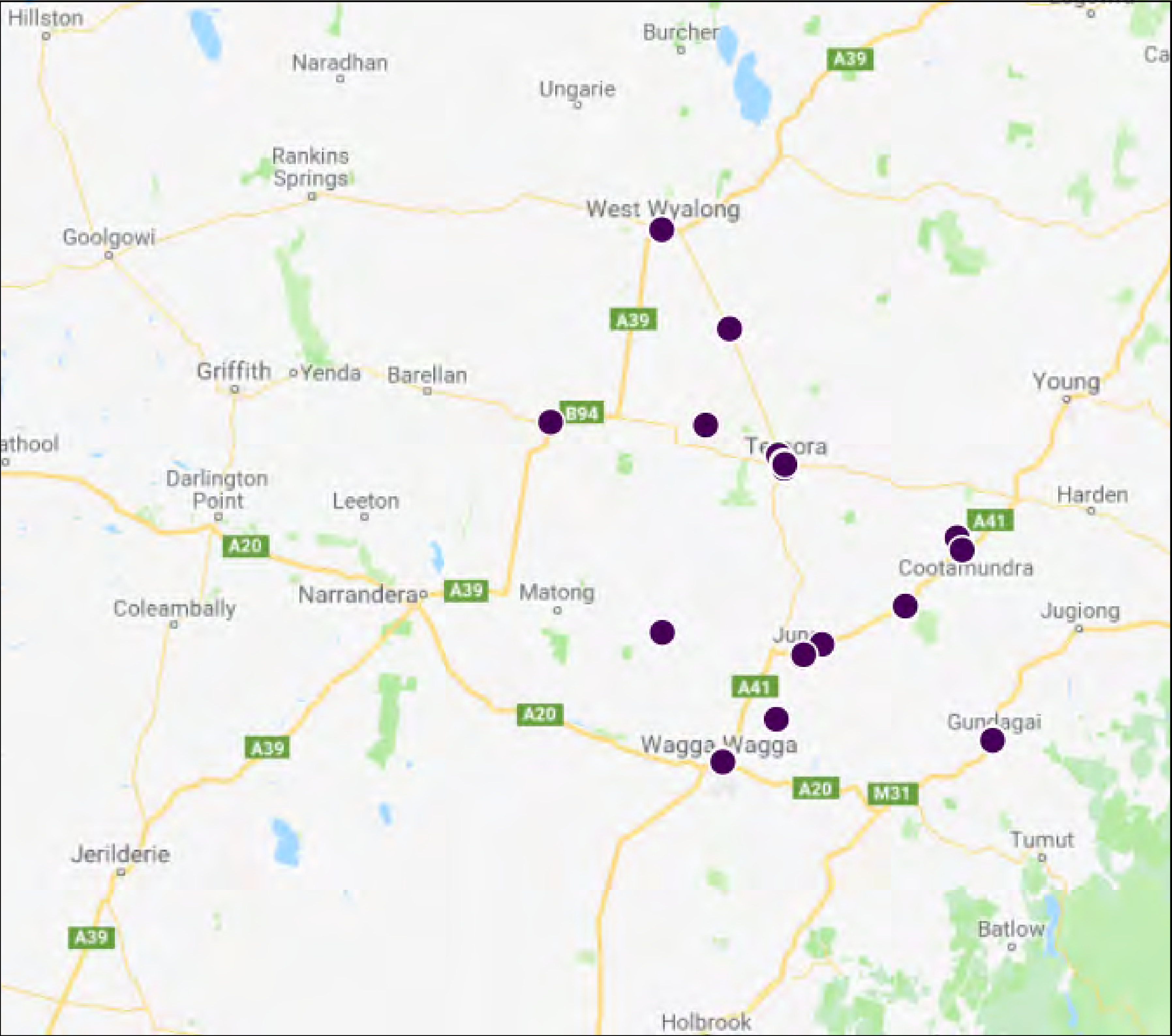
Motel and Motor Inn accommodation establishments in Eastern Riverina are spread throughout towns in the sub region. There is a concentration of establishments in and around Wagga Wagga. Other towns with a number of establishments include West Wyalong and Cootamundra.

SELF-CONTAINED ACCOMMODATION

There is a concentration of self-contained establishments around Wagga Wagga and other towns including Temora.

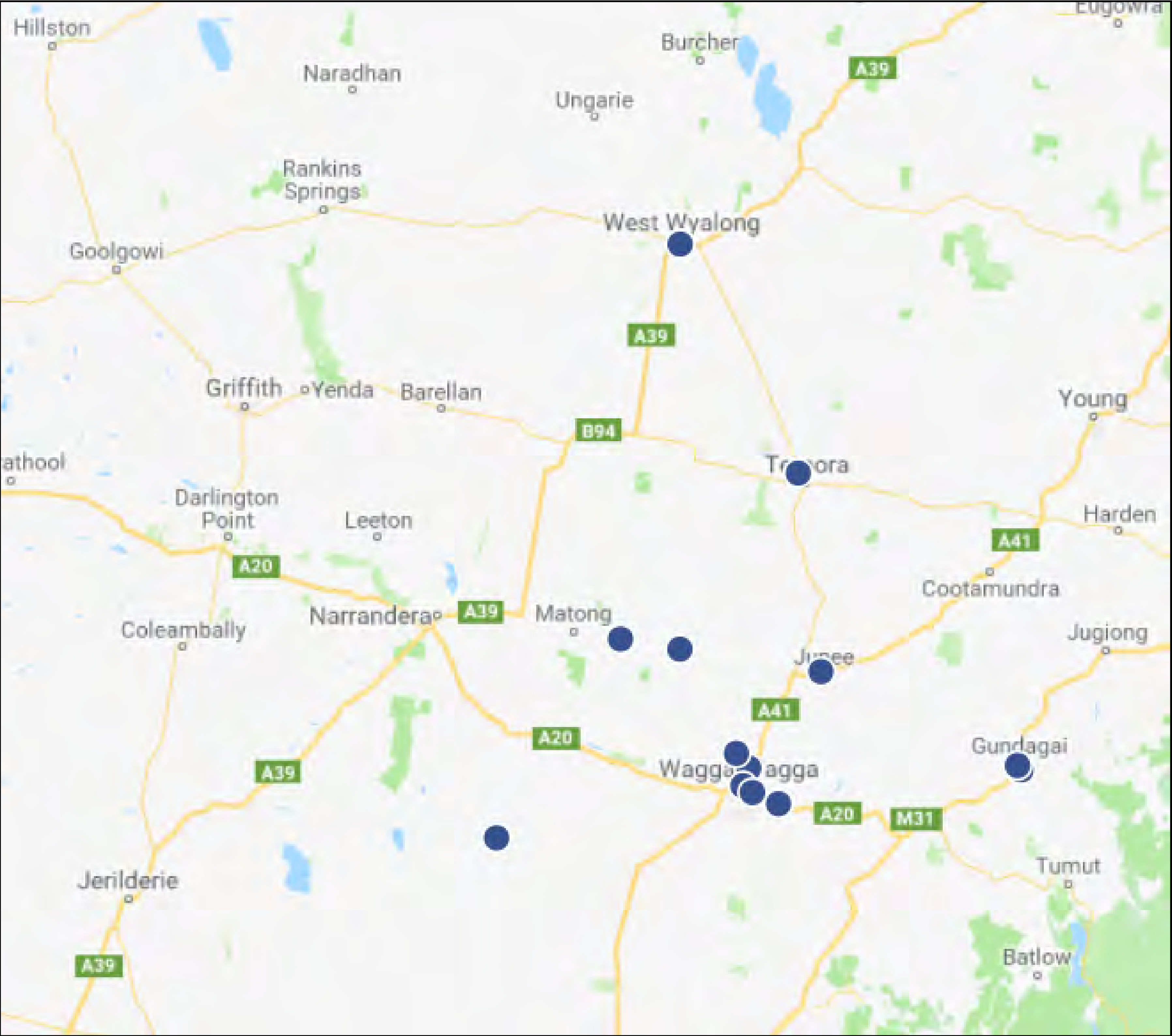
OTHER ACCOMMODATION

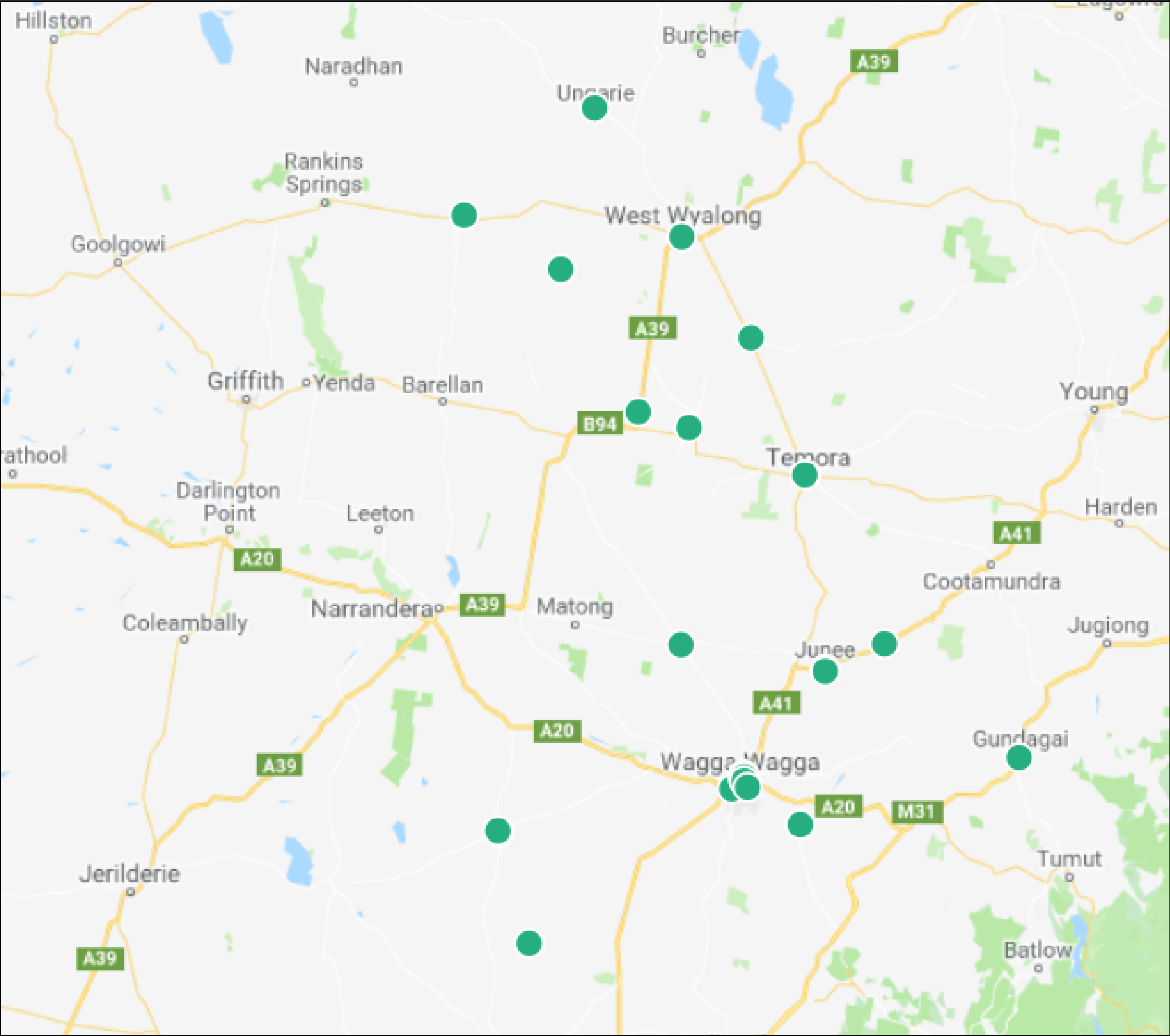
There are a number of 'other' accommodation establishments spread throughout Eastern Riverina. Other establishments include farmstays, group accommodation and backpackers.



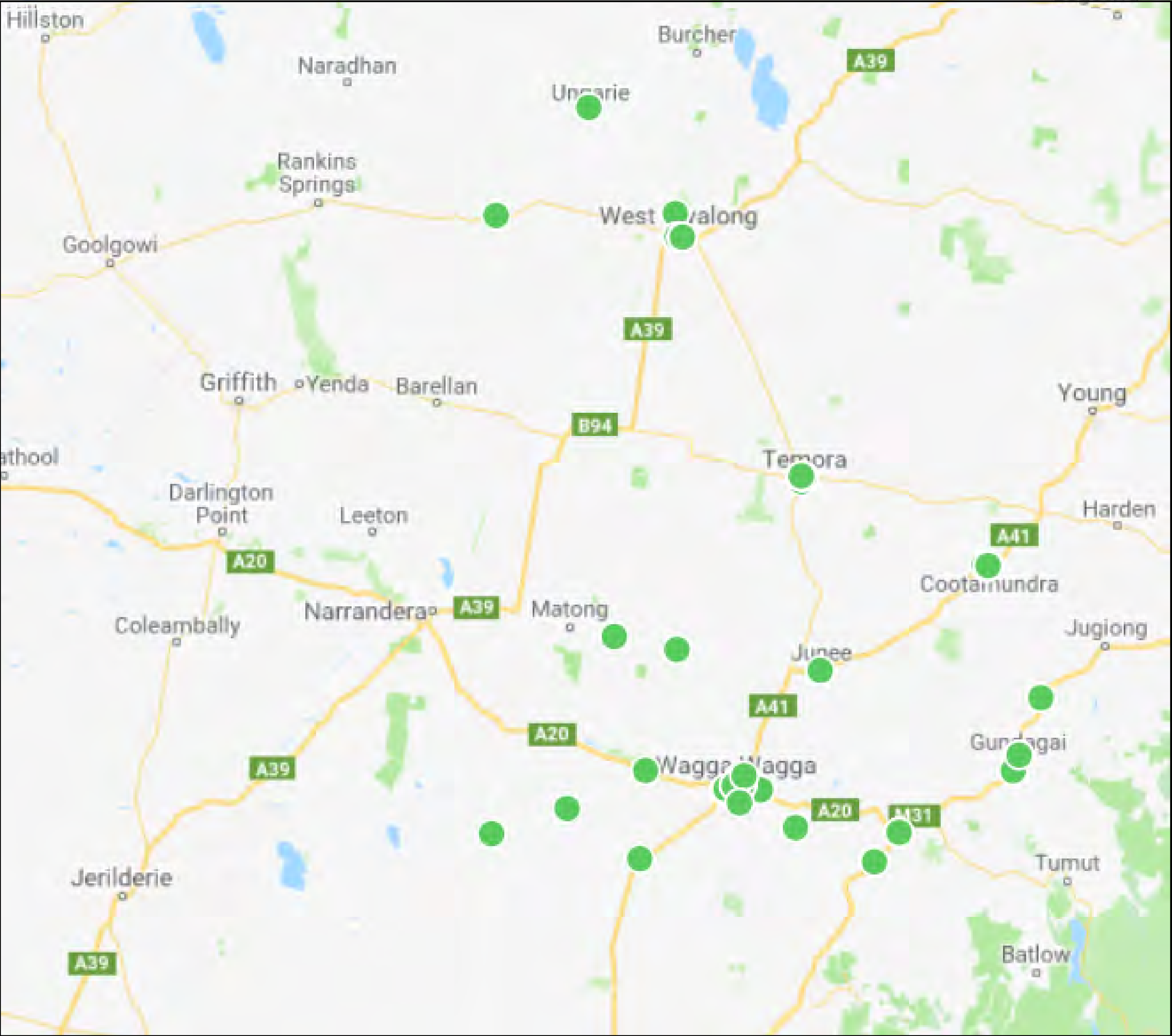
B&B AND GUESTHOUSE
ACCOMMODATION ESTABLISHMENTS IN EASTERN RIVERINA

CARAVAN AND CAMPING ACCOMMODATION ESTABLISHMENTS IN EASTERN RIVERINA



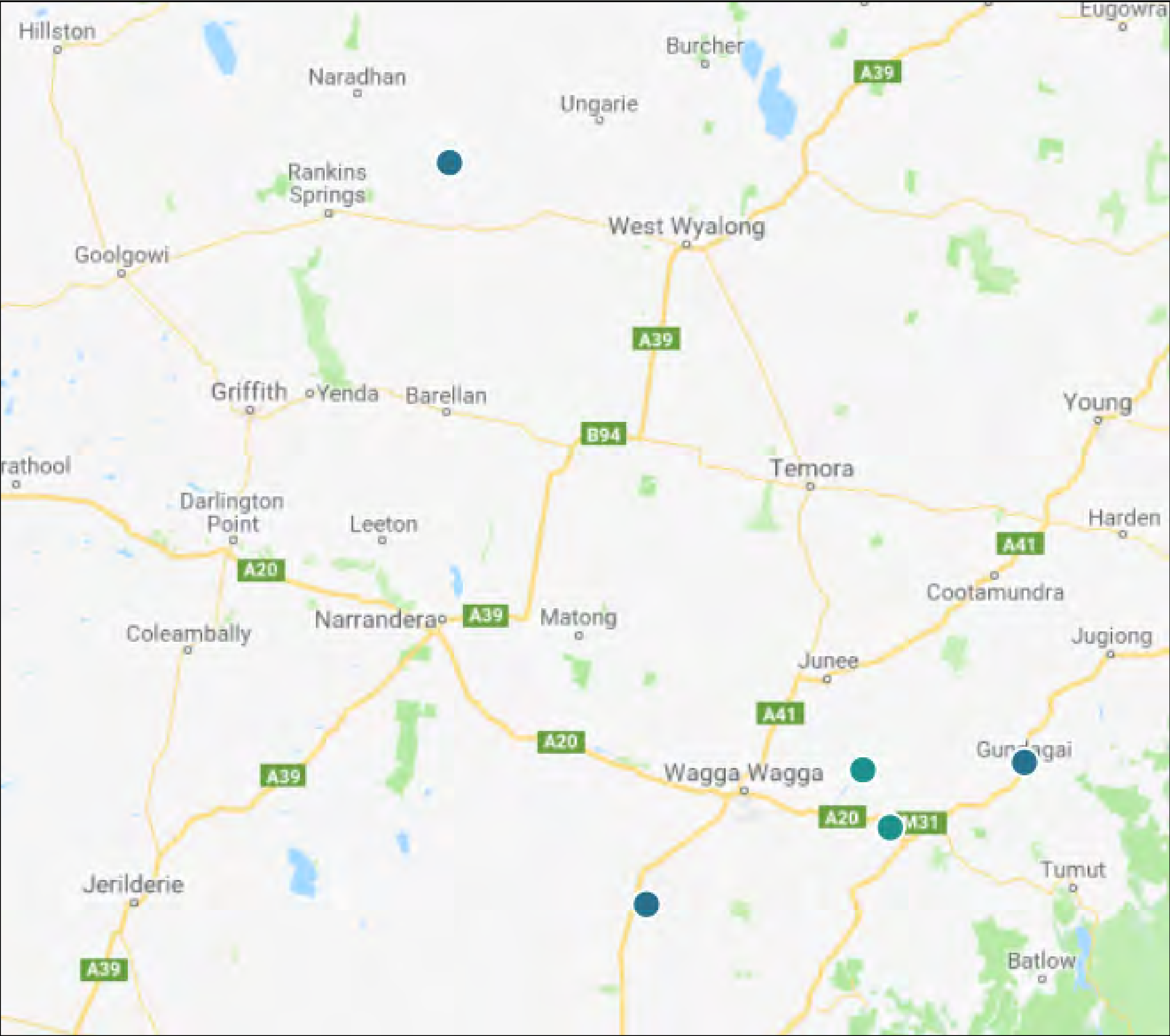


HOTEL
ACCOMMODATION ESTABLISHMENTS IN EASTERN RIVERINA



MOTEL AND MOTOR INN ACCOMMODATION ESTABLISHMENTS IN EASTERN RIVERINA

SELF CONTAINED
HOUSE, APARTMENT UNITS ACCOMMODATION ESTABLISHMENTS IN EASTERN RIVERINA



OTHER ACCOMMODATION ESTABLISHMENTS IN EASTERN RIVERINA

- Farmstay
- Group Accommodation

18.3. SHORT TERM LETTING

AIRBNB LISTINGS

There was a total of 248 short term letting properties listed on Airbnb in Wagga Wagga and Eastern Riverina as of February 2019. 70% of these listings were for entire homes, whilst 30% were for a private or shared room.

The average number of bedrooms per listing is 2.4, with the average takings per night $152.

TABLE 71 CURRENT AIRBNB LISTINGS - 2019

	WAGGA WAGGA	EASTERN RIVERINA
Entire Home	120	174
Private Room	51	72
Shared Room	2	2
Total Active Rentals	173	248
Average Number of Bedrooms	2.6	2.4
Average Daily Rate	$149	$152
Occupancy Rate	49%	35%

Source: Urban Enterprise and AIRDNA, 2019.

18.4. RECENT / PLANNED ACCOMMODATION DEVELOPMENT

In Wagga Wagga construction is due to begin on a 148 room Holiday Inn and Suites. The hotel will offer conference facilities and once completed the hotel will be largest in Wagga Wagga and will accommodate visitors to the city.

In addition, a development proposal for a new hotel to be built in central Wagga Wagga was approved by Council in April 2019. The new hotel will have 43 rooms and cater for up to 90 guests per night.

18.5. TOTAL ESTIMATED ROOM STOCK

The following estimate of the total room stock includes the results from the accommodation audit and rooms (entire homes), listed through Airbnb. This analysis accounts for the fact that some accommodation establishments listed through the audit are also listed through Airbnb. It is estimated that approximately 15% of rooms are listed across multiple providers. Therefore, the estimated Airbnb room stock of 248 rooms has been reduced by 15%.

It is estimated that there are currently 2,858 accommodation rooms in Wagga Wagga and Eastern Riverina available for overnight stays, consisting of 2,647 rooms identified through the audit and additional 211 rooms (entire homes) listed on Airbnb.

TABLE 72 TOTAL ESTIMATED ROOM STOCK IN EASTERN RIVERINA

	ROOMS
Number of Audited Rooms	2,698
Estimated Number of Airbnb Rooms (Entire Homes) Accounting for 15% Overlap of Listings	211
Total Estimated Rooms in Snowy Valleys as of 2019	2,858

Source: Urban Enterprise

19. DEMAND FOR ACCOMMODATION

19.1. INTRODUCTION

This section provides analysis of the demand for accommodation in Wagga Wagga and the Eastern Riverina sub region. The analysis includes consideration of the business sector, target markets and forecast visitor nights.

19.2. KEY FINDINGS

The Riverina Murray region has experienced substantial visitation growth with the number of visitors growing from 3.9 million visitors in 2008 to 5.6 million visitors in 2017.

Projected visitor nights for the Eastern Riverina show an additional 262,569 million visitor nights for the sub region over the next 10 years.

Based on projected visitor nights Urban Enterprise estimates that an additional 533 guest rooms are needed across the region to service demand over the next 10 years.

19.3. BUSINESS SECTOR ANALYSIS

The following provides an analysis of the employment profile of Wagga Wagga and the Eastern Riverina sub region in order to determine the potential of the corporate accommodation market, including primary business nodes in the region.

INDUSTRY OF EMPLOYMENT

Table 73 identifies the number of employed people working in Wagga Wagga and Eastern Riverina in 2016. There is approximately 39,000 employed people working in the Eastern Riverina sub region, comprising of approximately 29,500 people in Wagga Wagga.

TABLE 73 EMPLOYMENT BY INDUSTRY, 2016

INDUSTRY OF EMPLOYMENT	WAGGA WAGGA		EASTERN RIVERINA	
Health Care and Social Assistance	5,009	17%	6,045	15%
Public Administration and Safety	3,632	12%	4,374	11%
Retail Trade	3,375	11%	4,258	11%
Education and Training	3,198	11%	4,088	10%
Accommodation and Food Services	2,175	7.4%	2,862	7.3%
Construction	2,019	6.8%	2,464	6.2%
Manufacturing	2,016	6.8%	2,916	7.4%
Other Services	1,212	4.1%	1,539	3.9%
Professional, Scientific and Technical Services	1,200	4.1%	1,565	4.0%
Transport, Postal and Warehousing	1,195	4.0%	1,803	4.6%
Agriculture, Forestry and Fishing	1,112	3.8%	3,300	8.4%
Wholesale Trade	801	2.7%	1,022	2.6%
Administrative and Support Services	759	2.6%	974	2.5%
Financial and Insurance Services	557	1.9%	652	1.7%
Rental, Hiring and Real Estate Services	363	1.2%	440	1.1%
Electricity, Gas, Water and Waste Services	358	1.2%	484	1.2%
Information Media and Telecommunications	295	1.0%	319	0.8%
Arts and Recreation Services	273	0.9%	346	0.9%
Mining	24	0.1%	51	0.1%
Total	29,577		39,466	

Source: Place of Work, Census of Population and Housing, ABS, 2016.

BUSINESS COUNTS – WAGGA WAGGA AND EASTERN RIVERINA

Table 74 shows the total number of businesses in Wagga Wagga and Eastern Riverina by size between 2015 and 2017.

Overall, there was growth of 148 businesses in Wagga Wagga and 217 businesses in Eastern Riverina between 2015 and 2017. The majority of this growth occurred in non employing businesses (+85 businesses in Wagga Wagga and +117 businesses in Eastern Riverina).

TABLE 74 BUSINESS COUNTS – WAGGA WAGGA AND EASTERN RIVERINA

		2015	2016	2017	GROWTH
Wagga Wagga	Non employing	3,000	3,021	3,085	85
	1-19 Employees	2,077	2,114	2,126	49
	20-199 Employees	149	136	162	13
	200+ Employees	4	4	4	0
	Total	5,231	5,270	5,379	148
Eastern Riverina	Non employing	5,066	5110	5183	117
	1-19 Employees	3587	3624	3686	99
	20-199 Employees	193	180	202	9
	200+ Employees	4	4	4	0
	Total	8854	8921	9071	217

Source: Count of Australian Businesses, ABS, 2015-2017.

CONFERENCE AND EVENTS VENUES

There are approximately 30 conference and event venues located in and around Wagga Wagga. The largest venues include the Wagga Wagga Showgrounds, The Range Function Centre and Bolton Park Sports Stadium. Each venue has a capacity of over 500 people however they do not have accommodation available on site. There are also a number of venues that have a large capacity ranging between 100 to 500 and also have on-site accommodation available. These include the Rules Club Wagga, the Wagga RSL Club, the International Hotel and the Mercure Hotel.

Other conferencing and events venues without on-site accommodation include Joyes Hall at the Charles Sturt University, the Multi-Purpose Stadium, the Civic Theatre and the Playhouse.

19.4. FORECAST COMMERCIAL ACCOMMODATION VISITORS

The following provides a forecast estimate of visitor nights in commercial accommodation in Eastern Riverina to 2027. The forecasts are based on published TRA forecast visitor night growth rates and the historical ten-year growth rate for visitors (international and domestic overnight) to Eastern Riverina s as well as Australian population projections.

TRA FORECASTS

Based on TRA forecasts, it is estimated that by 2027 there will be approximately 1.2 million visitor nights in commercial accommodation in Snowy Valleys This equates to an additional 262,569 visitor nights between 2017 and 2027.

HISTORICAL GROWTH RATE

Based on ten-year historical growth in visitor nights to Eastern Riverina, forecasting suggests the number of visitor nights in commercial accommodation could reach approximately 1.3 million by 2027. This equates to an additional 322,408 visitor nights between 2017 and 2027.

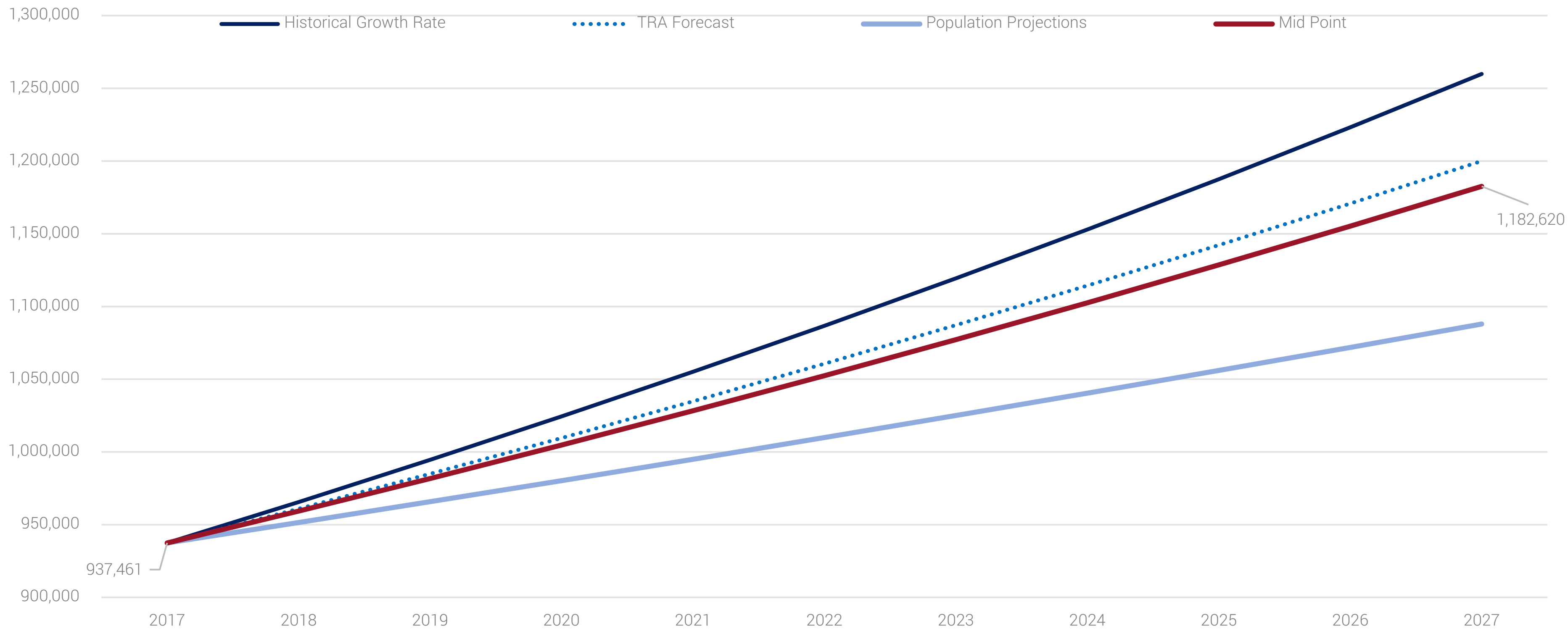
POPULATION PROJECTIONS

Based on Australian population projections, forecasting suggests the number of visitor nights staying in commercial accommodation in Eastern Riverina could reach 1.1 million by 2027. This equates to an additional 150,501 visitor nights between 2017 and 2027.

ADOPTED MIDPOINT

The midpoint of the TRA, Historical Growth Rates and population growth rate forecast suggests the number of visitor nights in commercial accommodation could reach 1,182,620 by 2027. This equates to an additional 245,159 visitor nights between 2017 and 2027.

FIGURE 74 FORECAST VISITATION, BY VISITOR NIGHTS



Source: TRA NVS & IVS Visitation, TRA Visitor Forecasts; Tourism Victoria Visitor Forecasts, modelled by Urban Enterprise 2019.

19.4.1. FORECAST NEED FOR ADDITIONAL ROOMS

Table 75 provides a forecast for additional accommodation rooms in Eastern Riverina. The assessment utilizes a 65% occupancy rate, the forecasts for commercial accommodation visitor nights, the estimate for accommodation rooms in Eastern Riverina and other data as provided in this report.

The forecast need, utilsing the midpoint, is an additional 533 rooms.

TABLE 75 FORECAST NEED FOR ADDITIONAL ROOMS

ACCOMMODATION NEED (NO. OF ROOMS)	HIGH FORECAST	MID FORECAST	LOW FORECAST
65% occupancy	701	533	327

Source: Urban Enterprise, 2019. *Modelling based on forecast visitation and average length of stay.

19.5. ACCOMMODATION TYPE NEEDS

Based on the gaps identified in accommodation and the projected accommodation needs in the region, the following table provides and overview of specific accommodation typologies that may be supported in the region between 2019-2029.

This should be used as a guide for investors and decision makers and provides an outline of the potential scale and type of investment suited to the region.

Number of establishments identified in the table relate to the larger room/site limit identified.

TABLE 76 WAGGA WAGGA AND EASTERN RIVERINA ACCOMMODATION NEEDS 2019-2029

Projected Accommodation Needs by Segment	Description	Need (# additional establishments to 2029)	Indicative capacity (rooms per establishment)	Total Room/Sites	Location
Small Scale Self-Contained Accommodation	The region has many single self-contained properties listed on Air B&B, mostly in Wagga. This accommodation typology meets the needs of longer stay business, VFR markets and also events visitors which are travelling in groups. Projections show an increased demand for rooms and this typology meets the target market need well and can be delivered with little investment. The delivery of quality self-contained properties is needed to meet projected demand for visitors to the region.	20	2-4 rooms	60	Wagga, Junee, Cootamundra, Temora
Quality Contemporary Budget Accommodation/ Hostel	There is a lack of quality contemporary budget accommodation in the region. Wagga should be able to support a large budget accommodation targeting younger markets and budget travellers. Quality backpackers would be suited to touring international markets, fruit pickers, short stay student markets and long stay working holiday market.	1	20 rooms	20	Wagga Wagga
Large and Medium Self-Contained Accommodation/ Serviced Apartments	There is growing preference for self-contained accommodation in a number of key markets for the region. Demand projections for Wagga Wagga and the surrounding region highlight the opportunity for an additional medium or large self-contained facility over the next 10 years.	3	60 rooms	180	Wagga Wagga/ West Wylong
Boutique Hotels	There is opportunity for investment in Boutique high quality hotels throughout the region. There has been limited investment in quality accommodation in the region and there are a number of existing hotels that could be improved and expanded to meet market demand.	2	40 rooms	80	Wagga Wagga/ Junee
Caravan and Camping Ground/Tourist Park	Rural areas are an attractive location for Camping and Caravan Parks given their natural and rural setting and requirement for large sites. Locations in proximity to high amenity landscapes such as along the Murrumbidgee River.	2	25 cabins	50	Wagga Wagga
		2	50 sites	100	
Quality Farm Stay	Given the agricultural strengths of the region, quality farmstay accommodation is a key gap. The growing food and wine tourism market in the sub region is well matched with this accommodation type.	10	3-5 rooms	50	Rural
Total				540	

APPENDICES

APPENDIX A TOURISM RESEARCH AUSTRALIA

NATIONAL VISITOR SURVEY DATA

Overview

The National Visitor Survey (NVS) commenced in January 1998. The aim of the survey is to gather data relating to the demographics, travel behaviour and attitudes of Australian residents towards tourism and to monitor changes and trends in these characteristics. In 2014 TRA introduced mobile phone interviewing where half of the sample are interviewed on mobile phones. This has changed some of the travel characteristics in the time series and data from 2014 onwards should be used with caution when comparing with earlier results.

Collection

The NVS is collected via a Computer Assisted Telephone Interview (CATI) and has an annual quota of 120,000 interviews (60,000 landline and 60,000 mobile).

Limitations

The NVS has the following limitations:

- Respondents are 15 years of age or over
- Overnight – a trip where they stayed a night at least 40km from home.
- Daytrips - a round trip of at least 50km from home where they did not stay overnight at the destination.

INTERNATIONAL VISITOR SURVEY

Overview

The International Visitor Survey (IVS) represents the most comprehensive source of information on international visitors to Australia. It has been operating since the early 1970s and is jointly funded by the Commonwealth, State and Territory Governments under the guidance of the Australian Standing Committee on Tourism (ASCOT).

Collection

Every year, the International Visitor Survey samples 40,000 departing, short-term international travellers aged 15 years and over who have been visiting Australia. The survey is conducted by Computer Assisted Personal Interviewing (CAPI) in the departure lounges of the eight major international airports; Sydney, Melbourne, Brisbane, Cairns, Perth, Adelaide, Darwin and the Gold Coast. Prior to 2005 the sample size was 20,000 per year. There are currently 8,000 interviews conducted in Mandarin, Japanese and Korean each year.

Limitations

The IVS has the following limitations:

- Respondents are 15 years of age or over;
- Overseas visitors coming to Australia for a period of less than twelve months
- International visitors departing by sea are not interviewed; however they comprise less than 1% of the total visitors to Australia.
- TRA is unable to interview visitors in airline business lounges. Further research conducted by TRA suggests that this has little to no effect on the estimates.

Sample sizes

Due to the IVS being a sample survey TRA recommends the use of data with a sample of 40 persons or greater.

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