



Destination  
Riverina Murray NSW



# Griffith & Western Riverina

Accommodation  
Investment Prospectus

# Welcome to Destination Riverina Murray

The Riverina Murray is one of the most diverse regions in NSW, with a variety of visitor experiences including alpine landscapes, arid outback, mountains, rivers and major inland cities.



Encompassing 149,000 square kilometres and 22 local government areas, the region has a great diversity of tourism assets and varying visitor markets, making it necessary to focus development at the subregional level.

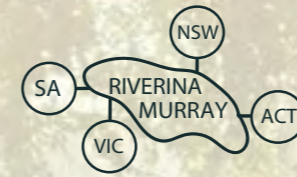
The existing supply of accommodation is inadequate to meet changing consumer desires for quality, contemporary and experiential accommodation. Significant investment is needed to improve and expand the accommodation supply to match the high-quality regional tourism offering.

Destination Riverina Murray is interested in working with both existing accommodation property owners and new investors to develop the accommodation offering in the region so that it meets the future demand and expectations of travellers. This document presents a shortlist of opportunities currently available in the accommodation sector and we encourage you to get in touch if you would like to find out more.

## Why invest?



**6 million** visitor trips in 2018  
+1.9 million trips between 2009-18  
3.7% growth p.a. in visitor trips since 2009



**Proximity to major markets**  
Easily accessible for NSW, SA, VIC and ACT visitor markets



**Market Desire**  
Increasing desire for quality, contemporary and experiential visitor accommodation



**+ 970,000** visitor nights  
Projected additional visitor nights by 2027

# Griffith & Western Riverina

The Griffith and Western Riverina region is comprised of the Carrathool, Griffith, Leeton, Narrandera and Murrumbidgee Councils. This includes the regional city of Griffith, and key towns of Darlington Point, Leeton, Carrathool, Hillston, Narrandera and Jerilderie.

Key product experiences in the region include historic towns and heritage-based attractions, picturesque rivers and waterways and a range of food, wine, brewing and distilling experiences.

Business travel is the most significant overnight visitor market to Griffith and the Western Riverina area. The holiday and leisure market complements business visitors and are an important driver of demand of overnight accommodation.



**VISITOR NIGHTS IN COMMERCIAL ACCOMMODATION\***

**161,427**  
Domestic  
Overnight  
Visitors Annually

**4,476**  
International  
Overnight  
Visitors Annually

**+156,550**  
Projected increase  
in total nights  
staying in commercial  
accommodation  
by 2027.

\*Commercial accommodation includes hotels, caravan parks, B&Bs, but does not include staying at private accommodation such as with friends and family.

## AVERAGE LENGTH OF STAY

Overnight visitors to the region stay on average 2.5 nights per visit.

## Distance from Griffith to Major Centres

	Canberra	4 hrs		Canberra	13 hrs
	Sydney	6 hrs		Sydney	10 hrs
	Melbourne	5.25 hrs		Melbourne	7 hrs

	Sydney	1.25 hrs
	Melbourne	1 hr



## Primary visitor markets



### Business visitors

The Griffith and Western Riverina region receives high levels of business visitation, due to the number of regional level conferencing and industry located in Griffith and the surrounding region.



### Transient Labour market

There are a variety of contractor/ labour jobs in the region, particularly in Griffith. These markets provide significant opportunity for the development of long-term and self-contained visitor accommodation.



### Adult Couples

Aged 30-40 years old, this group is a key target market for the region, as there is a range of contemporary visitor experiences in Griffith to attract this market for a holiday, as well as nature-based attractions throughout the region to provide a romantic couples visit.



### Nature-based visitors

There are a range of natural attractions for targeted investment towards the nature-based experience market, with the Murrumbidgee River, Gogeldrie Weir, Cocoparra National Park and other sites providing significant opportunities for complementary accommodation development.

## Secondary visitor markets



### Event Market



### Family Groups



### High end travellers

## Accommodation Supply

There are 90 accommodation establishments in Griffith and Western Riverina predominately motel/ motor inn (36%) and hotel/resort (20%).

Of the total 1,645 rooms in Griffith and Western Riverina, motel/motor inn rooms contribute approximately 50% of available rooms (788 rooms). Most of these rooms are 3-3.5 star and are relatively outdated, indicating a clear need for investment in quality, contemporary accommodation.

	Establishments		Rooms	
	Count	Percentage	Count	Percentage
Motel/Motor Inn	32	36%	788	48%
Hotel/Resort	18	20%	265	16%
Caravan/camping (Cabins only)	13	14%	229	14%
Self-contained house/apartment/unit	13	14%	81	5%
B&B/Guesthouse/Farmstay	9	10%	28	2%
Backpacker/hostel	5	6%	254	15%
<b>Total</b>	<b>90</b>	<b>100%</b>	<b>1,645</b>	<b>100%</b>

## Accommodation Needs

The table below provides a forecast for additional accommodation rooms required in the Griffith and Western Riverina region by 2027.

The forecast is based on a conservative occupancy rate of 65% and has been calculated using data from existing accommodation supply and demand along with estimates of future activity such as population growth.

Based on the mid-point growth scenario it is estimated an additional 341 rooms are required to meet projected demand in the accommodation sector.

	Forecast Room Needs 2027		
	High Scenario	Mid Scenario	Low Scenario
65% Occupancy	448	341	209

# Invest in Tourist Park

There is an opportunity to develop a high-quality Tourist Park, which has full facilities and amenities to provide visitors with an excellent experience, such as swimming pools, water play, gym facilities, and dining experiences. The development of a Tourist Park is ideal for family, leisure and sporting markets.

The \$25 million redevelopment of the Griffith sports precinct provides the ideal trigger for this type of development, as Griffith will be looking to attract regional carnivals and events and as a result will receive an increase in visiting sporting groups, families and event visitors.

There is an opportunity to have a range of accommodation types within the Tourist Park, such as larger-scale group accommodation for sporting groups, family style cabins and smaller rooms for other travellers.

There is also an opportunity to develop a range of mid to high quality cabins to accommodate high-end travellers and adult couples.

## Target Markets

Event Market  
Family Groups

## Success Factors

Family friendly facilities  
High amenity and quality facilities  
Branded resort

## Potential Investment Locations

Griffith  
Narrandera  
Darlington Point  
Gogeldrie Weir (near Leeton)

Source: Visit NSW

Best Practice  
Cobram RACV Resort,  
Cobram, Victoria

# Invest in

# Cabin Style/ Fully Self-contained Units

This type of accommodation is well-suited to family and events markets who want an affordable yet comfortable experience. Cabins or self-contained units are practical for these markets, however need to maintain a contemporary style to attract younger markets into the future.

This is well suited to the transient labour market, who require the stability of self-contained accommodation but don't want to pay an unnecessary amount. There is a specific opportunity to develop this style of accommodation in Darlington Point, which supports spill over visitors from Griffith and is strategically positioned to support more transient labourers.

## Target Markets

Event market  
Family groups  
Transient labour market

## Success Factors

Clean and contemporary  
Value for money

## Potential Investment Locations

Griffith  
Darlington Point  
Leeton

Best Practice  
The Haus Studio,  
South Australia

Source: The Haus Studios

# Invest in 4 Star Accommodation

This is an important accommodation type to develop in Griffith. Major projects currently underway in Griffith have meant an influx of trades and transient labour force, with a lack of accommodation to support them.

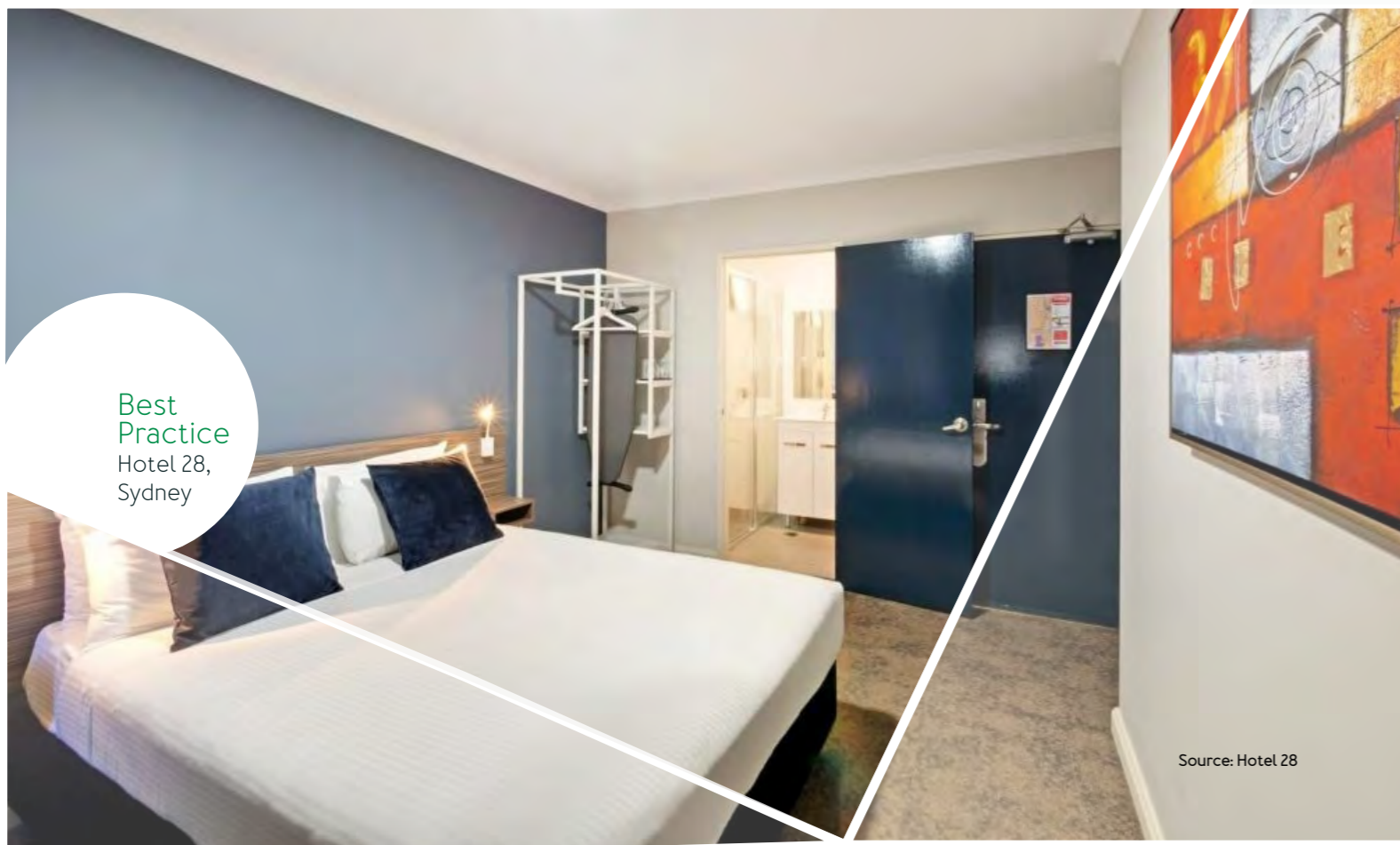
There is opportunity to expand the current number of coach groups travelling throughout the region, with a dinner/bed and breakfast type offering to support the needs of these visitors.

- Target Markets**
  - Business travellers
  - Coach groups
  - Transient labour market
  - Event market
  - Family groups
- Success Factors**
  - Contemporary, clean design
  - Proximity to CBD amenities
  - Delivery of quality amenity for affordable prices
- Potential Investment Locations**
  - Griffith
  - Leeton
  - Narrandera

# Invest in Self-Contained Accommodation

A Quest property has recently been developed in Griffith and is well suited to the visiting business travellers. There is further opportunity to establish 4 star self-contained accommodation in Narrandera and Leeton which also have a strong business market driven by intensive agriculture and food processing in the region. This accommodation typology may also be utilised by weekend holiday leisure and event visitor markets.

- Target Markets**
  - Business travellers
  - High-end travellers
  - Adult couples
- Success Factors**
  - Contemporary accommodation
  - Town centre location
- Potential Investment Locations**
  - Leeton
  - Narrandera



**Best Practice**  
Hotel 28,  
Sydney

Source: Hotel 28



**Best Practice**  
Meriton Suites,  
Gold Coast

Source: Meriton

# Invest in Heritage Accommodation

There is a particular opportunity to develop cottage style heritage accommodation. There are a number of Art Deco era buildings in the region that are suited to reinvestment and would provide unique accommodation for business travellers and adult couple holiday leisure groups. An example of this is the opportunity to refurbish the Hydro Hotel in Leeton and position it as a destination style hotel for the region.

- Target Markets**
  - Business travellers
  - High-end travellers
  - Adult couples
- Success Factors**
  - On-site Destination Dining
  - Selling a Complete Experience
- Potential Investment Locations**
  - Leeton
  - Narrandera

# Invest in Eco-lodges/ Glamping

Glamping is a key opportunity for the region, with a number of national parks, major rivers and lakes making Griffith and Western Riverina a highly desirable destination for visitors wanting to escape the city.

There is opportunity for Narrandera to provide visitors with a unique stay through experiential nature-based accommodation, leveraging the fact that they have the largest and most healthy koala population in NSW. Promotion of glamping amongst the koalas would appeal significantly to nature-based markets and should be actively explored as it will provide a key point of difference for international visitors.

- Target Markets**
  - High-end travellers
  - Adult couples
  - Nature-based visitors
- Success Factors**
  - Luxury in natural setting
  - Serenity and seclusion
  - Experiential accommodation
  - Water-based locations ideal
- Potential Investment Locations**
  - Rural locations
  - Locations near rivers and waterways

**Best Practice**  
Empyre Hotel,  
Castlemaine



Source: Empyre

**Best Practice**  
Balnarring  
Retreat,  
Victoria



Source: Branch Studio Architects

# Invest in Farmstay

There are a range of existing farming and agricultural experiences that can be capitalised on, in particular throughout the Murrumbidgee Irrigation Area and associated agricultural enterprises.

There is an opportunity to develop unique accommodation on farm land, especially for family groups with city-based parents increasingly seeking out opportunities for their children to immerse themselves in agri-tourism and nature-based experiences.

## Target Markets

Nature-based visitors  
Family groups

## Success Factors

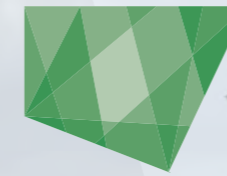
Rural outlook  
Contemporary fit out  
Agricultural experience – either farm animals, or produce growing/processing

## Potential Investment Locations

Rural locations

Best Practice  
The Barn,  
Heathcote

Source: AirBnb



## Destination Riverina Murray NSW



Nancy Blüner Monument  
Credit: Griffith City Council

*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.*

To view the full Riverina Murray Accommodation Market Assessment Report report, [click here](#).

For further information please get in touch with Destination Riverina Murray:

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