

Destination
Riverina Murray NSW

Wagga Wagga and Eastern 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.

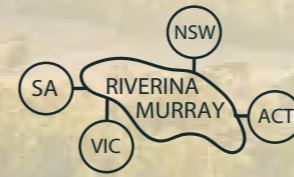
The existing supply of accommodation is inadequate to meet changing consumer desires for quality, contemporary and experiential accommodation. Significant investment is needed to improve and expand the accommodation supply to match the high-quality regional tourism offering.

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
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

Wagga Wagga & Eastern Riverina

The Wagga Wagga and Eastern Riverina region is comprised of the Wagga Wagga, Lockhart, Cootamundra-Gundagai, Junee, Coolamon, Temora and Bland Local Government Areas.

This includes the key regional city of Wagga Wagga and the towns of Junee, Lockhart, Gundagai, Cootamundra, Coolamon, Temora and West Wyalong.

Key product strengths of the Wagga Wagga and Eastern Riverina region are sport and recreation, arts and culture, heritage architecture, events and festivals, and rivers and waterways. There is a significant events market in Eastern Riverina, with a range of large-scale events attracting sport and recreation and business and conferencing markets.

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



VISITOR NIGHTS IN COMMERCIAL ACCOMMODATION*

428,762
Domestic Overnight Visitors Annually

9,773
International Overnight Visitors Annually

+262,509
Projected increase in total visitor nights in commercial accommodation by 2027.

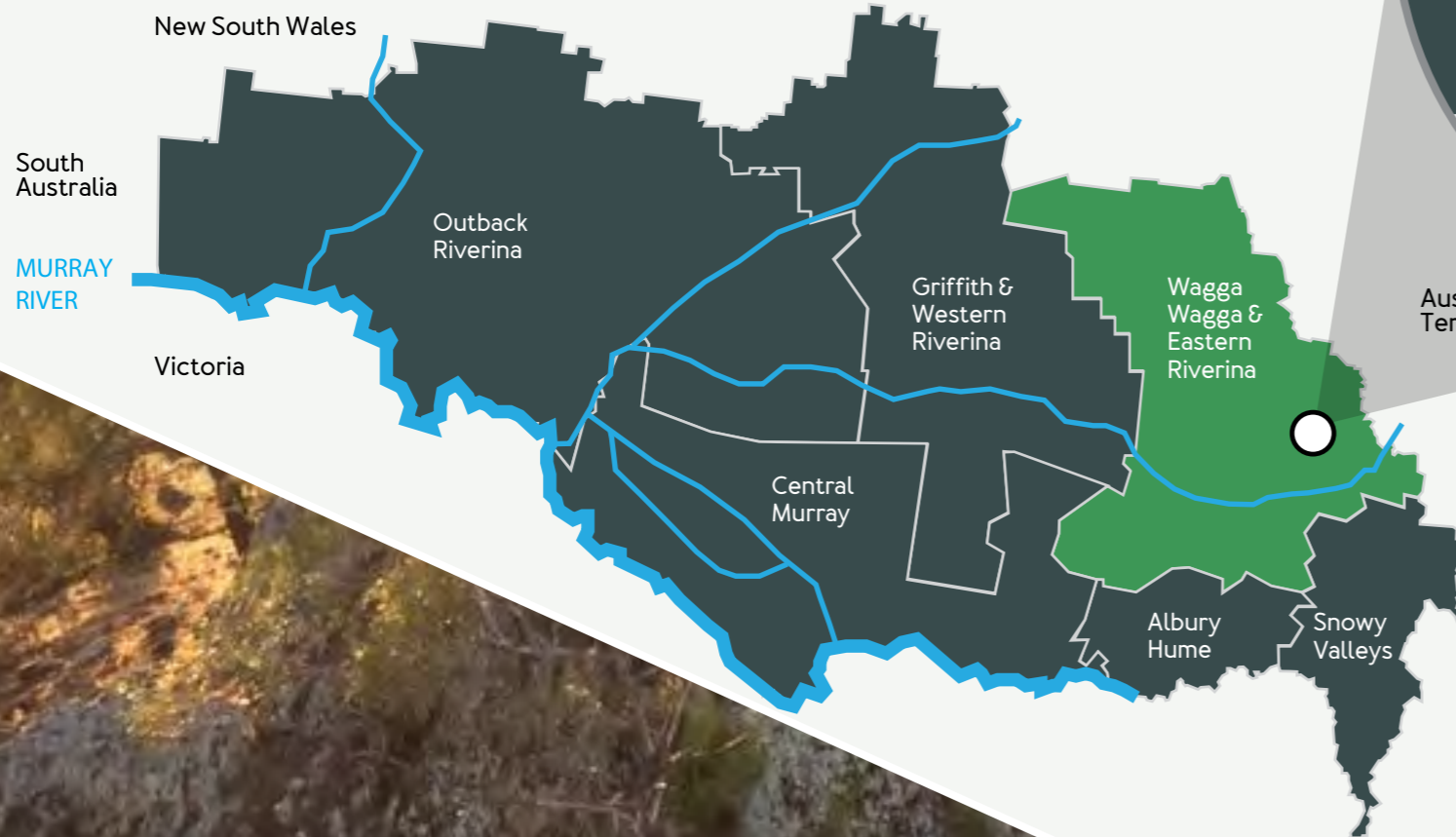
*Commercial accommodation includes hotels, caravan parks, B&Bs, but does not include staying at private accommodation such as with friends and family.

AVERAGE LENGTH OF STAY

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

Distance from Wagga Wagga to Major Centres

	Canberra	2.5 hrs		Sydney	6.5 hrs		Sydney	1 hr
	Sydney	4.5 hrs		Melbourne	4.5 hrs		Melbourne	1 hr
	Melbourne	4.5 hrs						



Primary visitor markets



Business visitors

The Wagga Wagga and Eastern Riverina region receives high levels of business visitation, due to the number of regional level conferencing and business facilities in Wagga Wagga, as well as the large business base.



Transient labour market

There are a variety of contractor/ labour jobs in the region, particularly in Wagga Wagga. These markets provide a 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 are a range of nature-based attractions and rural settings throughout the region to provide a relaxed couples visit.



High end travellers

There is a significant opportunity to capture greater visitation from this segment, due to the range of historic hotels and heritage buildings in the region with the potential to be upgraded to provide a unique, luxurious visitor experience.

Secondary visitor markets



Nature-based visitors

There are a range of natural attractions for targeted investment towards the nature-based experience market, with the rural countryside and natural waterways across the region providing significant opportunities for complementary accommodation development.

Accommodation Supply

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 predominantly consists of small and medium scale Motel/Motor Inns (50%) and hotel/resorts (30%). This is largely led by business visitors and transient labour markets.

	Establishments		Rooms	
Motel/Motor Inn	62	35%	1,313	50%
Hotel/Resort	39	22%	787	30%
Self contained house/apartment/unit	33	19%	126	5%
B&B/Guesthouse	21	12%	110	4%
Caravan/camping (Cabins only)	15	8%	235	9%
Farmstay	4	2%	21	1%
Group Accommodation/Backpackers	3	2%	55	2%
Total	177	100%	2,647	100%

Accommodation Needs

The table below provides a forecast for additional accommodation rooms required in the Wagga Wagga and Eastern 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 533 rooms are required to meet projected demand in the accommodation sector.

	Forecast Room Needs 2027		
	High Scenario	Mid Scenario	Low Scenario
65% Occupancy	701	533	327

Invest in

Boutique Heritage

The Wagga Wagga and Eastern Riverina region is home to a number of heritage hotels/pubs, which can be redeveloped to deliver a boutique experience for visitors.

In addition to Wagga Wagga, many of the smaller townships in the Eastern Riverina are well suited to supporting heritage re-use with towns such as Junee, Temora, Lockhart, Aria Park and Coolamon having untouched heritage streetscapes and underutilised heritage buildings of Victorian and art deco eras.

Target Markets
Business travellers
High end travellers
Adult couples

Success Factors
Heritage buildings
Township location

Potential Investment Locations
Temora
Wagga Wagga
Junee
Coolamon
Aria Park
Lockhart
West Wyalong

Invest in

Self-Contained Apartment Facility

Wagga Wagga is one of the largest regional cities in NSW and has a significant and growing population and workforce. The growth of Wagga Wagga and the strength of its large scale private and public sector industry is driving demand for visitor accommodation. The Kapooka Army Barracks along with the health and education institutions located in Wagga Wagga are examples of large employers that are driving growth and demand for visitor and business accommodation. For example, the defence base march-outs occur approximately 50 times annually and attract up to 100 overnight visitors for each event.

The establishment of a new large self-contained accommodation property will primarily meet the needs of business travellers while also appealing to people seeking accommodation for trips related to health and wellbeing, events and general holiday travel.

Target Markets
Business travellers
Adult couples
Health sector visitors
Defence march outs
Weekend event visitors
Events - sports tourism

Success Factors
CBD location
High amenity
Proximity to Wagga Wagga Base Hospital
Contemporary design and fitout
Calvary Private Hospital and medical surgeries

Potential Investment Locations
Wagga Wagga



Best Practice

Maylands Lodge,
Tasmania

Source: Maylands



Best Practice

Vue Apartments
& Day Spa,
Geelong

Source: Vue Apartments and Day Spa

Invest in Resort Style Holiday Park

Wagga Wagga and the Eastern Riverina has a growing family market that visit on weekends for reasons including visiting friends and family and to attend events hosted in the region. There is potential to expand on existing sites or establish a new site and create a destination caravan park and resort style property that will attract the holiday leisure market. Visitors travelling in RVs and caravans on long distance trips across Australia would also visit the park as part of their journey.

The Cobram RACV Resort provides a model for such accommodation and has proven highly successful as a stand-alone accommodation destination.

Target Markets

Family groups
RV touring
Events visitors
Events - sports tourism

Success Factors

High amenity tourist park
Quality family friendly facilities
Quality self-contained cabin accommodation

Potential Investment Locations

Wagga Wagga

Invest in Farmstay

Wagga Wagga and the Eastern Riverina has many large historic farms that have disused or underutilised accommodation and housing, previously used for workers and residents. These dwellings provide an opportunity for repurposing to farm stays and would be suited to international touring visitors, Free Independent Travellers (FITs), family groups and events visitors on weekends.

Target Markets

Adult couples
Family groups
Nature-based visitors
International FITs

Success Factors

Quality contemporary fit out
Rural outlook

Potential Investment Locations

Rural Locations



Source: Visit NSW

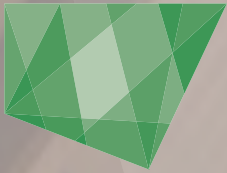
Best Practice
Cobram RACV Resort,
Cobram, Victoria

Best Practice
Coastal Pavilions,
Freyones Lodge,
Tasmania



Source: AirBnb

Best Practice
The Barn,
Heathcote



Destination Riverina Murray NSW



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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