



Destination  
Riverina Murray NSW

# The Value of Tourism to Riverina Murray 2023



**Every minute of every day, tourism delivers  
\$4,300 of total visitor spend into  
Riverina Murray**

**That is \$6.2 million per day!**  
**A value that has grown by 27.7%**  
**since YE December 2019**

In 2023, there were 6.1 million total visitors to the Riverina Murray DN, 2 per cent below the pre-Covid period (YE December 2019).

*Note: data in this report is from Financial Year (FY) 2022-23 (Jul 22 – Jun 23) or Calendar Year 2023 (Jan 23 – Dec 23). Please refer to individual source notes for the specific time reference.*

Note: \* means data not publishable.



In this DN, tourism delivers **5.0%** of jobs, supports **3,232** businesses and directly delivers **2.9%** of the region's Gross Value Add (GVA) which has grown at an average rate of **3.6%** p.a. since FY2010-11.

## TOURISM SECTOR IN NSW

In FY2021-22, NSW's tourism sector (2.7% share of state GVA) was worth more than Agriculture, Forestry & Fishing (2.6%) but less than Mining (4.5%). The total filled jobs were about 3.8% of the state's total filled jobs and 66.7% of the 10-year (2012-2021) average filled jobs in the visitor economy.

In FY2022-23, NSW's visitor economy (4.7% share of state GVA) was worth more than Mining (4.5%) but less than Education & Training (5.1%). The total filled jobs were about 6.1% of the state's total filled jobs and 115% of the 10-year (2013-2022) average filled jobs in the visitor economy.

Source: TRA. 2023. STSA FY2021-22; TRA. 2024. STSA FY2022-23

## TOURISM INVESTMENT IN NSW

In FY2022-23 Australia's tourism investment pipeline consisted of 307 projects with a value of \$56.1 billion. NSW held 26% of the projects as the second largest (behind Victoria) nationwide, with 81 projects valued at \$14.3bn.

1. Capital city investment (\$13.0bn)
2. Aviation (\$5.6bn)
3. Arts, recreation & business services (\$5.3bn)
4. Accommodation (\$3.4bn)
5. Regional investment (\$1.4bn)

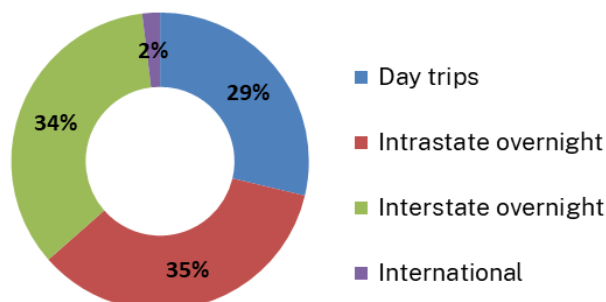
Note: tourism investment pipeline represents all known major tourism-related projects having an estimated financial value of \$20 million or more in 3 main tourism segments: aviation; art, recreation and business services; and accommodation.  
Source: TRA. 2024. Tourism Investment Monitor FY2022-23

## ECONOMIC VALUE OF REGIONAL TOURISM

Tourism consumption in Riverina Murray DN represented about 4% of NSW's total tourism consumption, which was mostly delivered by the intrastate overnight market (35%) and interstate overnight market (34%).

Note: tourism consumption is estimated by the regional data from TRA.  
Source: TRA. 2024. STSA FY2022-23.

### Riverina Murray \$2.2 bn Share of DN consumption



## REGIONAL TOURISM EMPLOYMENT & BUSINESSES

Tourism's DIRECT Contribution to Employment    Riverina Murray - Industry share of Direct Tourism GVA (\$m)

FULL TIME    4,502

PART TIME    3,944



Accommodation    \$139

Food Services    \$146

Retail trade    \$101

Transport    \$72

Education and training    \$21

Supporting our local economy, the tourism sector supplied 5.0% of the region's employment including 8,446 persons who are directly employed and a further 4,172 indirectly.

There were 3,232 tourism related businesses in Riverina Murray DN, around 8% of all Regional NSW Tourism businesses.

Note: tourism employment and businesses are estimated by the regional data from TRA. Source: TRA. 2024. STSA FY2022-23; TRA. 2024. Tourism Businesses in Australia, June 2023.

Within this DN, tourism businesses directly deliver \$585 million (2.9%) of the region's GVA – over 82% of which was from Accommodation, Food Service, Retail Trade, Transport and Education and Training sectors.

Note: GVA is estimated by the regional data from TRA. Source: TRA. 2024. STSA FY2022-23.

## ACCOMMODATION

Establishments with 10 rooms or more	SUPPLY			DEMAND		REVENUE		
	Establishments	Rooms	Room nights available (000)	Room nights occupied (000)	Room occupancy rate	Takings from accommodation	Average daily rate	Revenue per available room
Year ended	no.	no.	no.	no.		\$ millions	\$	\$
Riverina Murray	215	6,845	2,474	1,657	67.0%	275	166	111
%Ch on 2022	1.9%	4.7%	0.9%	-0.6%	-1.0 ppts*	3.5%	4.2%	2.6%

\*percentage point change

Riverina Murray DN has 215 commercial accommodation establishments with 6,845 rooms.

Source: STR. Jul 2024. Tourist Accommodation. Dec 2023.

## AVIATION



Domestic direct inbound flights to Riverina Murray DN have increased in 2023 with a total of 9,206 flights (+ 0.5% YoY) delivering 464,311 seats (+9.4% YoY).

Note: airports operating commercial flights in this DN are Albury (ABX), Griffith (GFF), Narrandera (NRA) & Wagga Wagga (WGA).

Source: Cirium. Jul 2024. SRS Analyser. 2023.

# Travel to Riverina Murray DN 2023

## DN Visitation Overview

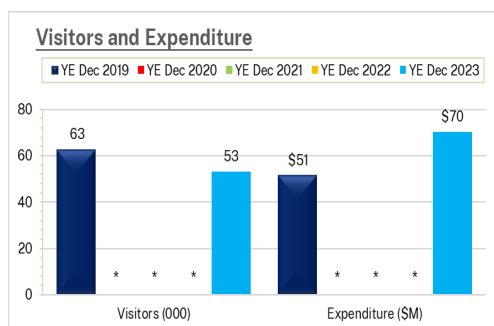
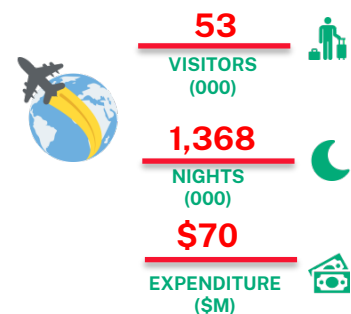


Source: TRA. 2024. Domestic Visitor Survey & International Visitor Survey. YE Dec 2023.

- Total visitors to Riverina Murray were **2% lower** than YE Dec 2019.
- Visitor expenditure has **grown 28%** since YE Dec 2019.
- Riverina Murray is ranked the **2<sup>nd</sup> DN** for **spend per visitor of daytrip visitors**.



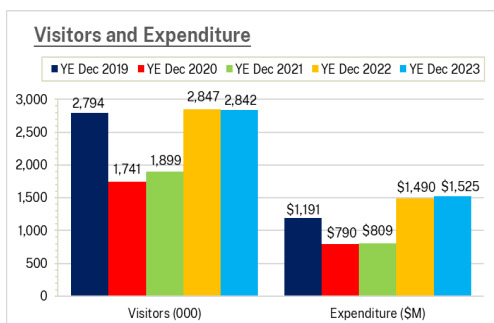
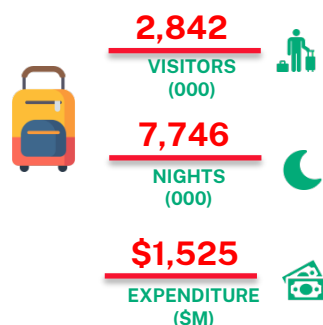
### International



Share of International visitors to Riverina Murray DN				
Top Origin	Share of Visitors		Share of Expenditure	
	YE Dec 19	YE Dec 23	YE Dec 19	YE Dec 23
UK	16.0%	*	9.0%	*
New Zealand	*	17.3%	*	17.6%
USA	*	*	*	*
Germany	*	*	*	*
Netherlands	*	*	*	*

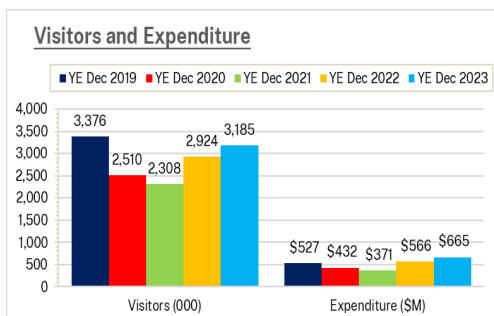
Origin Region	Share of Visitors	
	YE Dec 19	YE Dec 23
Europe	41.0%	45.3%
Other Countries	19.6%	27.2%
Asia	28.6%	*
North America	*	*

### Domestic Overnight



Origin	Share of Visitors		Share of Expenditure	
	YE Dec 22	YE Dec 23	YE Dec 22	YE Dec 23
Regional NSW	31.0%	32.1%	31.7%	37.0%
Sydney	16.5%	15.6%	16.3%	16.5%
Total Intrastate	47.5%	47.6%	48.0%	53.5%
Victoria	38.1%	37.8%	36.1%	31.1%
Queensland	*	*	*	*
Australian Capital Territory	4.9%	4.5%	3.3%	2.9%
Other Interstate	5.4%	5.1%	6.2%	7.0%
Total Interstate	52.5%	52.4%	52.0%	46.5%

### Domestic Daytrip



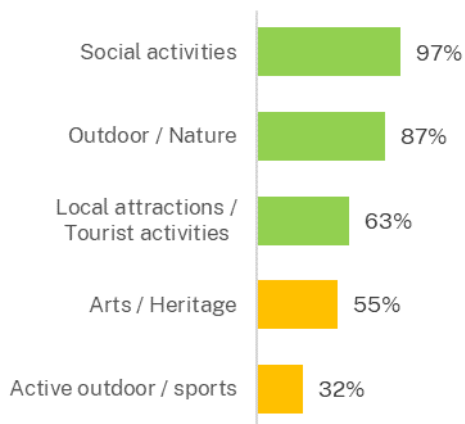
Origin	Share of Visitors		Share of Expenditure	
	YE Dec 2022	YE Dec 2023	YE Dec 2024	YE Dec 2025
Intrastate	69.3%	73.1%	77.9%	75.8%
Interstate	30.7%	26.9%	22.1%	24.2%



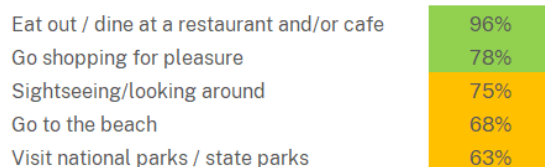
### International



Top 5 categories

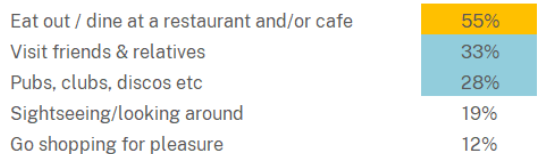
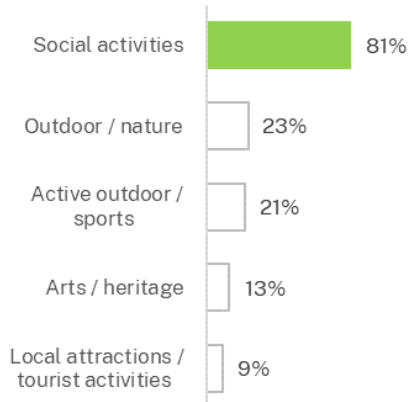


Top 5 activities



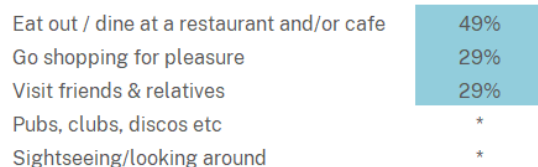
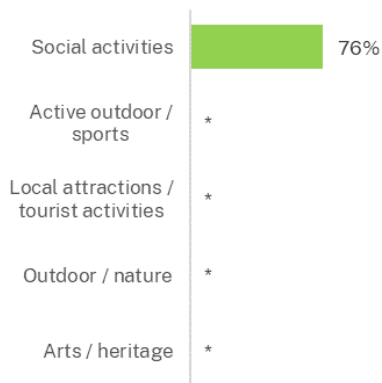
Note: international visitors who visited Riverina Murray DN may take these activities somewhere else in Australia.

### Domestic Overnight



Source: Tourism Research Australia, NVS.

### Domestic Daytrip



# Travel to Riverina Murray DN 2023 Event

Source: TRA. 2024. Domestic Visitor Survey & International Visitor Survey. YE Dec 2023

In 2023, Riverina Murray DN secured events that delivered **\$112 million** worth of domestic overnight visitor expenditure into the state.

## RIVERINA MURRAY DN EVENTS DELIVERED:

### Domestic Overnight



133

VISITORS  
(000)



298

NIGHTS  
(000)



\$112

EXPENDITURE  
(\$M)



## SAMPLE EVENTS SPONSORED BY DNSW IN RIVERINA MURRAY DN

Deni Ute Muster  
Southern 80  
Tumut River Tap Days  
Gears and Beers Festival  
Write Around the Murray Festival



Note: international and domestic daytrip event data are not publishable for Riverina Murray DN. Event data is not specific to DNSW sponsored events. Event visitors refer to those whose purpose of visit to NSW was either to participate in or watch organized sporting events, attend a specific leisure event or festival, attend a convention, conference, seminar, trade fair or exhibition and those accompanying them and/or attend Olympics or Paralympics (domestic visitors only).

Photo Credit: Destination NSW

# Travel to Riverina Murray DN 2023

## Visitations by Tourism Regions

Source: TRA. 2024. Domestic Visitor Survey & International Visitor Survey. YE Dec 2023



### RIVERINA

2,878

VISITORS (000)



3,990

NIGHTS (000)



\$1,046

EXPENDITURE (\$M)



### MURRAY

2,741

VISITORS (000)



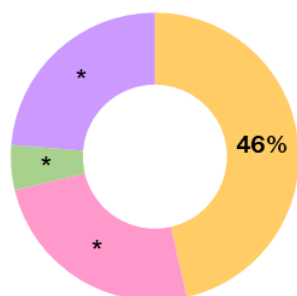
4,153

NIGHTS (000)



\$1,021

EXPENDITURE (\$M)



27

VISITORS (000)



790

NIGHTS (000)



\$37

EXPENDITURE (\$M)



### International



23

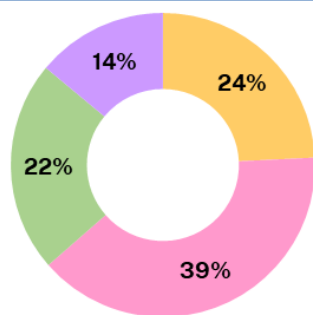
VISITORS (000)

540

NIGHTS (000)

\$31

EXPENDITURE (\$M)



1,218

VISITORS (000)



3,201

NIGHTS (000)



\$614

EXPENDITURE (\$M)



### Domestic Overnight



1,449

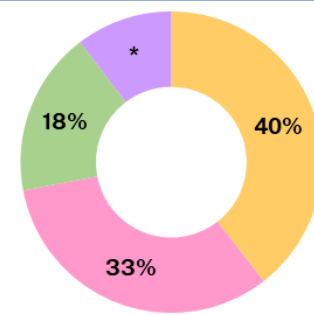
VISITORS (000)

3,613

NIGHTS (000)

\$760

EXPENDITURE (\$M)



1,632

VISITORS (000)



\$395

EXPENDITURE (\$M)



### Domestic Daytrip

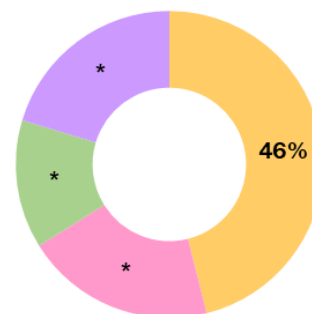


1,269

VISITORS (000)

\$230

EXPENDITURE (\$M)



Note: data only covers the specific TR areas within this DN. Certain data breakdowns by Purpose of Visit are not publishable and left blank.

# Travel to Riverina Murray

## Visitations by LGA

Source: TRA. 2024. Domestic Visitor Survey & International Visitor Survey. YE Dec 2023

### MURRAY

TOTAL Murray	Total Tourism	Inter-national	Domestic Overnight	Daytrip
Visitors (000)	2,741	23	1,449	1,269
Share of RM %	45%	44%	51%	40%
Expenditure (\$M)	1,021	31	760	230
Share of RM %	45%	44%	50%	35%

Albury LGA	Total Tourism	Inter-national	Domestic Overnight	Daytrip
Visitors (000)	1,467	16	646	804
Share of RM %	24%	30%	23%	25%
Expenditure (\$M)	530	18	342	170
Share of RM %	23%	26%	22%	26%

Edward River LGA	Total Tourism	Inter-national	Domestic Overnight	Daytrip
Visitors (000)	208	*	*	*
Share of RM %	3%	-	-	-
Expenditure (\$M)	64	*	*	*
Share of RM %	3%	-	-	-

Federation LGA	Total Tourism	Inter-national	Domestic Overnight	Daytrip
Visitors (000)	200	*	*	*
Share of RM %	3%	-	-	-
Expenditure (\$M)	88	*	*	*
Share of RM %	4%	-	-	-

Murray River LGA	Total Tourism	Inter-national	Domestic Overnight	Daytrip
Visitors (000)	249	*	182	*
Share of RM %	4%	-	6%	-
Expenditure (\$M)	128	*	116	*
Share of RM %	6%	-	8%	-

### RIVERINA

TOTAL Riverina	Total Tourism	Inter-national	Domestic Overnight	Daytrip
Visitors (000)	2,878	27	1,218	1,632
Share of RM %	47%	52%	43%	51%
Expenditure (\$M)	1,046	37	614	395
Share of RM %	46%	53%	40%	59%

Cootamundra-Gundagai Reg LGA	Total Tourism	Inter-national	Domestic Overnight	Daytrip
Visitors (000)	210	*	191	*
Share of RM %	3%	-	7%	-
Expenditure (\$M)	65	*	62	*
Share of RM %	3%	-	4%	-

Griffith LGA	Total Tourism	Inter-national	Domestic Overnight	Daytrip
Visitors (000)	379	*	190	*
Share of RM %	6%	-	7%	-
Expenditure (\$M)	168	*	109	*
Share of RM %	7%	-	7%	-

Hay LGA	Total Tourism	Inter-national	Domestic Overnight	Daytrip
Visitors (000)	130	*	*	*
Share of RM %	2%	-	-	-
Expenditure (\$M)	37	*	*	*
Share of RM %	2%	-	-	-

Wagga Wagga LGA	Total Tourism	Inter-national	Domestic Overnight	Daytrip
Visitors (000)	1,626	16	493	1,117
Share of RM %	27%	31%	17%	35%
Expenditure (\$M)	622	20	291	312
Share of RM %	28%	28%	19%	47%

### SNOWY MOUNTAINS

TOTAL Snowy Mountains	Total Tourism	Inter-national	Domestic Overnight	Daytrip
Visitors (000)	389	*	184	*
Share of RM %	6%	-	6%	-
Expenditure (\$M)	102	*	75	*
Share of RM %	5%	-	5%	-

#### Notes:

- Total Tourism Region (TR) data covers the TR areas within the DN boundary.
- Certain LGAs presented above may be located within multiple TRs. Only 1 table per LGA is provided.
- Total visitor and expenditure figures are for indicative only if the data (labelled with \*) of its certain visitor type is unpublishable.
- Certain LGAs/TRs within this DN may not be listed above due to no publishable data.