

FY25/26

Annual Report

Riverina Murray

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THE TEAM



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Simone Hyde

THE BOARD



CHAIR

Matthew Lucs



DIRECTOR

Katrina Myers



DIRECTOR

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DIRECTOR

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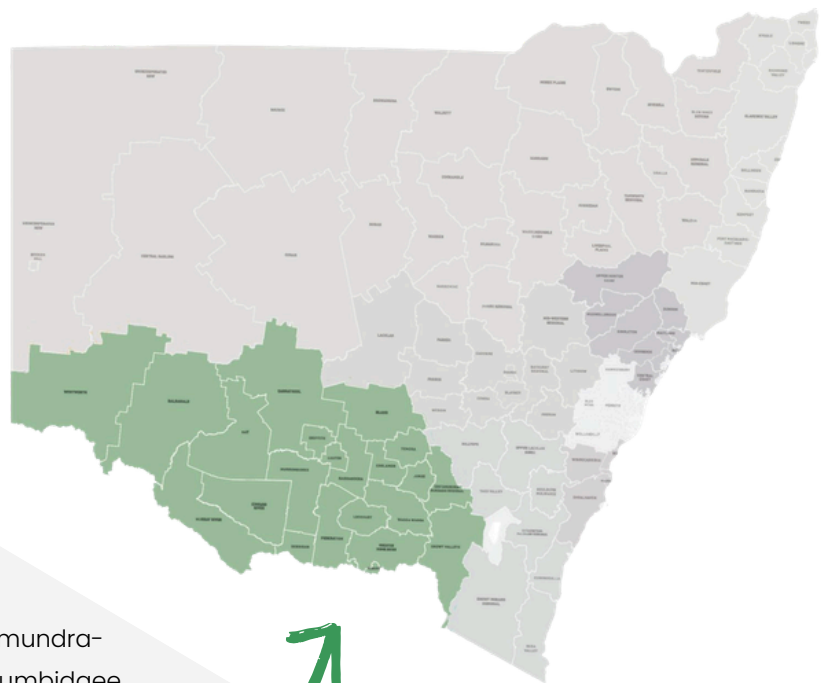
DIRECTOR

Sara Munday

WHO ARE WE

Destination Riverina Murray (DRM) is one of seven Destination Networks in regional NSW, established and supported by the NSW state government via Destination NSW. Destination Riverina Murray builds the bridge between state policy, regional industry, and local delivery to ensure the Riverina Murray thrives as part of NSW's visitor economy.

We represent one of the largest and most diverse regions in NSW, comprised of 22 Local Government Areas (LGAs) that are organised into 2 sub-regions:



Riverina:

- Bland • Carrathool • Coolamon • Griffith • Cootamundra-Gundagai • Junee • Leeton • Hay • Lockhart • Murrumbidgee
- Narrandera • Snowy Valleys • Temora • Wagga Wagga

Murray:

- Albury • Balranald • Berrigan • Edward River
- Federation • Greater Hume • Murray River • Wentworth
- + Cross-Border LGA Support

Destination Riverina Murray acknowledges the Traditional Custodians of the lands and waterways on which we work and travel. We pay our respects to their enduring cultures and their Elders, past and present.



Mungo National Park Image Credit: Destination NSW

The following report outlines our activity and achievements against the 2025–26 Annual Plan, highlighting progress across the five strategic pillars of the NSW Visitor Economy Strategy 2035.

INTRODUCTION

The following report captures what Destination Riverina Murray (DRM) set out to achieve, what we delivered and what we learned throughout 2025–26, reporting against the priorities established in our Annual Plan.

Spanning almost 150,000 square kilometres and 22 local government areas, the Riverina Murray is one of NSW's largest and most diverse visitor regions. Its scale, geography and cross-border communities mean many of the opportunities and challenges facing the visitor economy extend beyond individual destinations and council boundaries.

DRM plays an important role in connecting industry, councils, Regional Tourism Organisations (RTOs), government and regional partners around shared priorities

Throughout the year, we worked closely with Destination NSW, local councils, Murray Regional Tourism (MRT), Visit Riverina, industry bodies and tourism operators to share knowledge and resources, strengthen industry capability and ensure regional priorities are represented in broader planning and decision-making.

Our activity throughout 2025–26 was guided by the five strategic pillars of the NSW Visitor Economy Strategy 2035: making it easier for more people to visit; attracting visitors; driving growth through events; focusing on experiences; and leveraging data and insights.

Across these priorities, our work ranged from industry and experience development, events and information sharing, to regional advocacy, data and insights, infrastructure and investment. Importantly, the year provided valuable insight into where DRM can have the greatest impact and how we can continue to strengthen our approach.

Our industry development activity reinforced that inspiration is most valuable when there is a pathway to implementation. Forums, workshops and networking created ideas, connections and momentum, while targeted mentoring, practical resources and direct operator support helped businesses translate opportunities into stronger, more visitor-ready experiences.

Collaboration was equally important. The success of initiatives such as the Regional Tourism Forum, delivered in partnership with MRT, demonstrated the value of bringing industry together across borders to share knowledge, build relationships and identify opportunities. Along the Murray, where visitors move between NSW and Victoria as part of a single destination experience, this coordinated approach remains particularly important.

Our work also reinforced that growing the visitor economy extends well beyond destination marketing. Transport, aviation, roads, signage, accommodation, investment and government policy all influence how visitors access and experience our region. Bringing a coordinated visitor economy perspective to these broader conversations – supported by regional data, local knowledge and strong partnerships – remains an important part of DRM's role.

Together, these learnings reinforce the value of a connected regional approach. In a region as vast and diverse as the Riverina Murray, working across industry, council and state boundaries is fundamental to turning shared opportunities into stronger outcomes for the visitor economy.

Overnight and Day Trip Tourists **spent \$756 million** annually in local businesses in the **Riverina Murray, up 3%** from the previous year.

Source: AU Banking Transaction data
Month ending June 2026

There are **3,128** Tourism-related businesses operating in the Riverina Murray, **93%** of these are **small/micro businesses**.

Source: Tourism Research Australia
Tourism Business in Australia Tourism Regions by Employment Size, June 2025

Tourism-related businesses **employed 13,589** people, this is **up 9%** from the previous year.

Source: Tourism Research Australia
Regional Tourism Satellite Account 2024-25



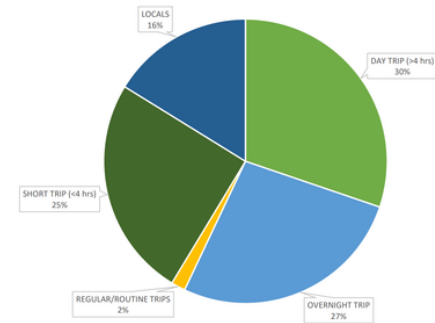
REGIONAL VISITATION

YEAR ENDING JUNE 2026

RIVERINA MURRAY

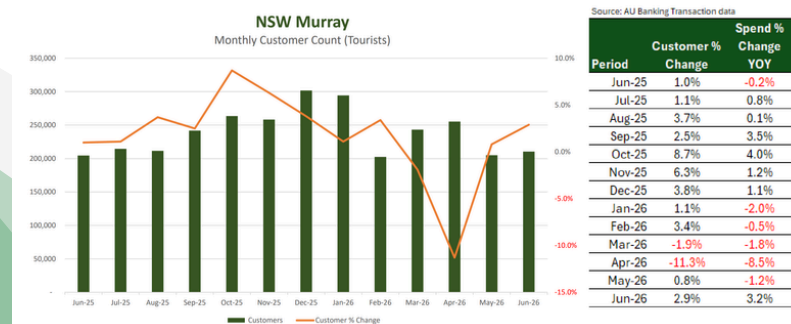
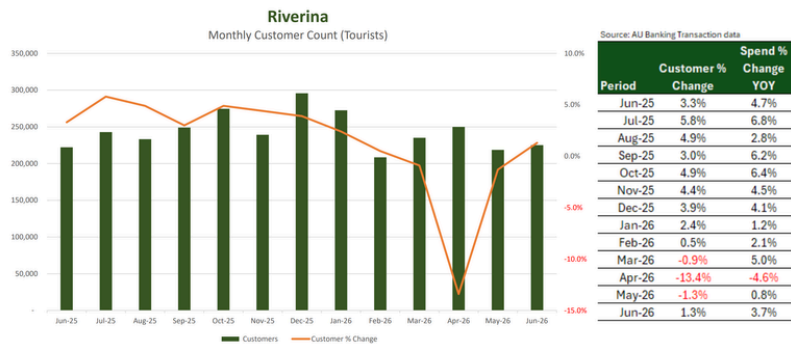
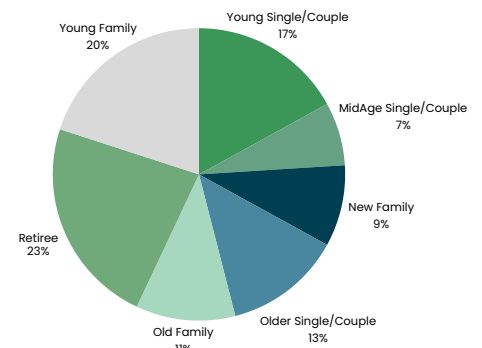
YE June 2026

% of Transacting Customers by Trip Type



Tourist Lifesage - YE Jun 2026

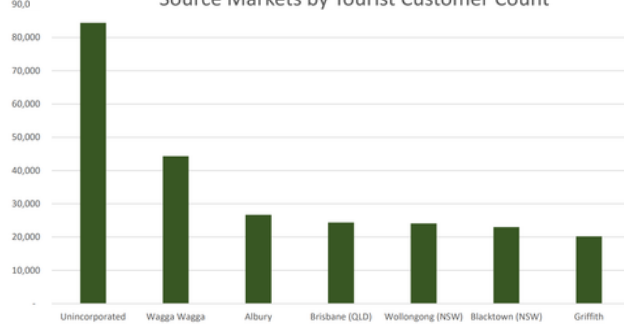
Source: AU Banking Transaction data



RIVERINA

Year ending June 2026

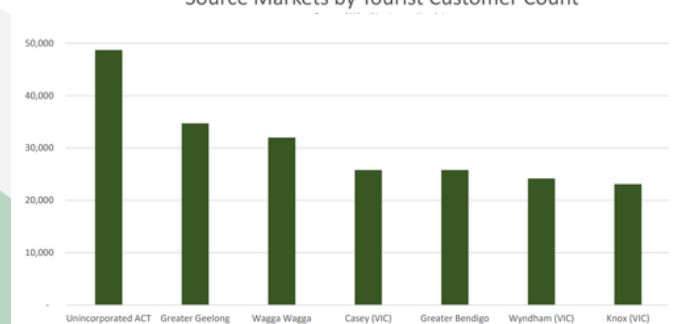
Source Markets by Tourist Customer Count



NSW MURRAY

Year ending June 2026

Source Markets by Tourist Customer Count



Date Source: AU BANKING TRANSACTION DATA



Narrandera Image Credit: Destination NSW

Stakeholder Engagement

Direct stakeholder engagement

795

Event attendees

307 / 7 events

ATDW Listings

Total listings

2,389

+12.8% YoY

Riverina - products/events

989 / 252

Murray - products/events

941 / 207

Newsletter

Subscribers

2,231

Sent

54

Open Rate

35.4%

+48.1% YoY

Click Rate

7.2%

Digital and Social

 LinkedIn Followers

1,960

+34.3% YoY

 LinkedIn Impressions

64,856

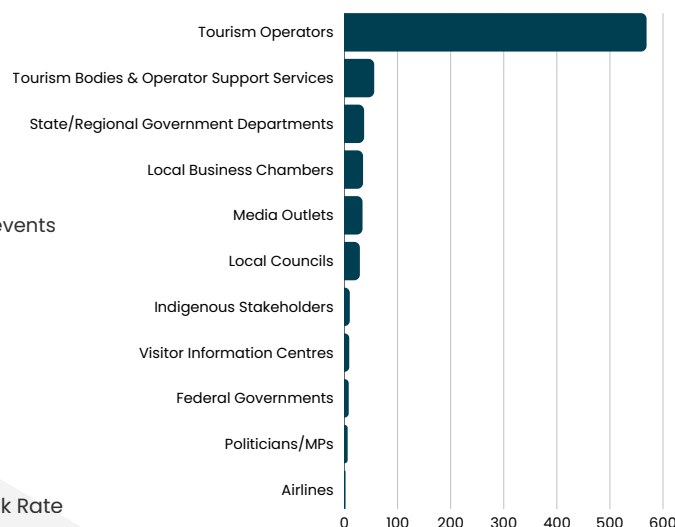
+46.1% YoY

 Instagram Followers

2,993

+8.7% YoY

● Stakeholder Engagement by Type



2025 – 2026 OKR Report

STRATEGIC PILLAR ONE

Make it easy for more people to visit

Drive growth in the visitor economy by fostering strong partnerships, attracting investment and building a skilled workforce.

KEY RESULT AREAS

- Additional aviation seats
- Additional jobs
- Additional rooms
- Growth in visitor expenditure

ALIGNED ACTIVITY

- ✓ Undertook an audit of current airports and future plans across all LGAs within the Riverina Murray
- ✓ Contributed to the state government's Riverina Murray Strategic Regional Integrated Transport Plan
- ✓ Hosted a webinar on accommodation investment attraction for Riverina Murray stakeholders with a focus on farm stay and tiny homes
- ✓ Analysed Short Term Rental Accommodation (STRA) data for the Murray region
- ✓ Collated and updated a list of planned and in progress major tourism investment projects within each Riverina Murray LGA
- ✓ Produced a database of planners in the Riverina Murray (both council planners and consultants)
- ✓ Audited the current Riverina Murray council signage policies and processes
- ✓ Hosted a webinar or workshop on accessibility and inclusivity best practice
- ✓ Executed a new communications strategy to better reach and engage with Riverina Murray visitor economy stakeholders
- ✓ Explored CRM plug-ins to measure stakeholder engagement more effectively



Regional Tourism Forum Riverina Murray

Destination Riverina Murray, in partnership with Murray Regional Tourism and supported by Destination NSW, delivered the inaugural Regional Tourism Forum to strengthen industry capability, foster cross-border collaboration, product development and support the long-term growth of the visitor economy.

The one-day forum brought together 120+ stakeholders including tourism operators, local government, industry leaders and destination organisations across both sides of the border to share practical insights, build relationships and encourage greater collaboration to strengthen the regions visitor economy.

ACTIVITIES

- With the support of DNSW and Murray Regional Tourism, planned and delivered the inaugural Regional Tourism Forum, attracting 120 delegates from more than 20 local government areas across NSW and Victoria.
- Curated a program featuring 24 industry speakers across keynote presentations, workshops, panel discussions and interactive Q&A sessions focused on tourism trends, visitor insights, product development, agritourism, planning, emergency preparedness and destination marketing.
- Introduced a "Be the Visitor" format, integrating local venues, operators, networking events, industry faml experiences and cultural tours to showcase the local visitor economy in action, fostering a greater connection to place and generating direct economic benefits for local businesses.

By inviting attendees to join the forum and experience the local area through the unique 'Be the Visitor' format and equipping operators with practical skills, the forum helped build more compelling, bookable experiences that encourage visitation across the Riverina Murray.

OUTCOMES

- **Sell out 120+ pax ticketed event**
- **90%** reporting **increased** knowledge or skills.
- **96%** reporting **stronger** industry connections.
- **94% confident** applying learnings within their organisation.
- **86%** willing to **recommend** the event to others.
- 76% intending to implement changes within the following 12 months.
- 47% of delegates were first-time visitors to Tocumwal, with 90% indicating they would return, demonstrating the event's value in promoting the host destination and supporting regional dispersal.



STRATEGIC PILLAR TWO

Attract visitors

Position the Riverina Murray as a must-visit destination by assisting to connect visitors with compelling locations and experiences and igniting demand through rich storytelling.

KEY RESULT AREAS

- Brand awareness and consideration
- Improvement in association scores with key experience attributes

ALIGNED ACTIVITY

- ☐ Prioritised communication of opportunities relating to agritourism, inland waterways, heritage and culture with Regional Tourism Organisations (RTOs) and local government to strengthen brand awareness
- ☒ Communicated co-op visitor economy marketing opportunities to LGAs, RTOs and relevant stakeholders
- ☒ Supported DNSW with the development of in-region media famils, marketing and content campaigns
- ☒ Improved systems to streamline Riverina Murray product and media updates for distribution to DNSW, RTOs, Tourism Australia and key media outlets
- ☒ Developed a strategy for capturing industry stories
- ☒ Delivery of the Destination Inspiration Workshop and Mentor Program; a cross-border joint project with Murray Regional Tourism (MRT)
- ☒ Hosted the inaugural Regional Tourism Forum Riverina Murray, focused on improving cross-border outcomes



Destination Inspiration

Destination Riverina Murray partnered with Murray Regional Tourism to deliver Destination Inspiration, a two-stage tourism experience development program designed to inspire new visitor experiences and provide operators with the practical support to bring them to market.

Delivered across two rounds, first in Corowa and second in Wentworth/Mildura, each program began with a full-day, in-region industry event featuring guest speakers, operator panels, workshops and networking designed to inspire new ideas and showcase opportunities in experience development.

ACTIVITIES

- Delivered 2 full-day Destination Inspiration events at Club Corowa in Corowa and at Trentham Waters in Wentworth/Mildura; featuring industry speakers, practical workshops, interactive panels, peer learning and networking, attracting more than 70 tourism operators and stakeholders.
- Offered event attendees the opportunity to apply for an intensive experience-development mentoring program with tourism expert, Karen Oliver.



- Supported operators from initial concept through to experience development, pricing, packaging, testing, storytelling, marketing and commercial readiness.
- Worked closely with MRT on the event planning, speaker curation, communications, delivery and mentee support.

Attendees were then invited to apply for a dedicated mentoring program, providing selected businesses with tailored one-on-one support to develop, refine and commercialise new visitor experiences.

Across the two rounds, 18 tourism businesses progressed through the mentoring program, supported to develop commercially viable, memorable and market-ready experiences for the Riverina and Murray regions.

OUTCOMES

- Average **event satisfaction** rating of **4.6 out of 5**, with 100% of survey respondents indicating they would **attend another DRM/MRT event**.
- Delivered **125 one-on-one mentoring sessions** and action plans, **18 site visits**, **3 online workshops**, 1 in-person workshop and famil, and **2 industry pitch sessions**.
- The mentoring program supported the development and refinement of visitor experiences spanning agritourism, cultural tourism, bush food, fishing, cycling, golf, premium accommodation, accessible tourism, wellness and food experiences.
- Mentoring participants **rated the program** an average **4.5 out of 5**, reporting stronger commercial and marketing capability, increased confidence and new regional partnerships.



STRATEGIC PILLAR THREE

Drive growth through events

Support Destination NSW in leveraging and attracting world-class entertainment, sports, cultural, and business events to drive visitation, deliver economic, social, and cultural benefits, stimulate regional growth, and foster innovation in the knowledge economy.

KEY RESULT AREAS

- Increased economic contribution from entertainment, sport, cultural and business events portfolio
- Regional dispersal attributable to events

ALIGNED ACTIVITY

- ☒ Identified flagship events within the Riverina Murray in alignment with Destination New South Wales (DNSW's) criteria
- ☒ Encouraged event operators within the Riverina Murray region to apply for DNSW's Regional Event Fund
- ☐ Developed a template to provide flagship events with post-event visitation data
- ☒ Delivered a webinar for event organisers, councils and business chambers on leveraging events by optimising pre- and post-event communications to boost visitor engagement, activate local businesses and extend event benefits year-round
- ☒ Prioritised event-related letters of support for funding programs



Strengthening Industry Capability & Visitor Readiness

The role of Destination Riverina Murray is to represent and coordinate the growth and development of the visitor economy.

Primarily led by the Industry Development Manager, the team delivered a year-round program of industry capability initiatives to strengthen tourism businesses, improve visitor readiness and support the development of high-quality, market-ready visitor experiences across the region.

ACTIVITIES

- Completed more than **95 in-region tourism operator site visits** across **20+ LGA's**, providing tailored advice and business support.
- Developed a robust communications plan to better support, engage and inform stakeholders of industry news, updates, opportunities and best-practice resources with operators & tourism managers
- Delivered targeted webinars to support operators and TM's navigating short stay and farm stay accommodation, accessibility, data and regional events
- Captured and promoted industry success stories and case studies to encourage knowledge sharing and showcase innovation across the region.

OUTCOMES

- 99 new ATDW listings across the Riverina Murray
- 108 registered attendees:** Accom & Farm Stay Webinar
- 24 registered attendees:** NSW Tourism Awards Webinar
- 57 registered attendees:** Leveraging Regional Events Webinar
- 43 registered attendees:** Accessibility for Tourism Operator Webinar
- Increased awareness and understanding of DRM's role, while strengthening stakeholder engagement and relationships through greater visibility of on-the-ground activities.
- Positive stakeholder sentiment**, with the latest stakeholder engagement **survey rating** the news, information and support received from DRM at **7.3 out of 10**.



STRATEGIC PILLAR FOUR

Focus on experiences

Support Destination NSW to position NSW as a global leader, attracting high-value travellers and driving repeat visitation through the growth and development of immersive, authentic travel and a strong events calendar.

KEY RESULT AREAS

- Visitor satisfaction and repeat visitation
- Regional dispersal of visitors and spending

ALIGNED ACTIVITY

- ☐ Reviewed current 'Resources' page on DRM website for improvement planning
- ☒ Undertook a minimum of 50 in-region site visits to tourism operator businesses, prioritising experiences in agritourism, inland waterways, heritage & culture and local produce dining
- ☒ Proactively shared relevant resources to First Nations operators
- ☒ Delivered a new pilot tourism development program for regionally significant and unique tourism businesses across the Riverina Murray
- ☒ Undertook an audit of Riverina Murray touring routes and their current management structure
- ☒ Proactively shared relevant resources with operators related to improving accessibility and inclusivity
- ☒ Developed a sustainability position paper for DRM operations



Pilot Tourism Development Program

The Pilot Tourism Development Program was designed to support regionally significant and developing tourism businesses through tailored mentoring, practical workshops and one-on-one guidance.

The program was developed and delivered exclusively by Destination Riverina Murray providing a targeted approach to identifying opportunities and supporting operators with the potential to make a meaningful contribution to the growth of the visitor economy.

ACTIVITIES

- The team developed a structured program and digital interface to attract, inform and identify suitable program participants.
- Delivered a focused module-based program combining practical workshops, one-on-one business support, resources and practical tools.
- Undertook digital health checks, business foundation audits, visitor experience site assessments, and business planning activities to identify gaps and improve operator market readiness.
- Supported operators to develop customer personas, map visitor journeys and identify opportunities to strengthen the end-to-end visitor experience.
- Provided tailored guidance across brand positioning, storytelling, data collection and assessment, digital presence distribution and visitor engagement.

Focused on strengthening business capability, refining visitor experiences and improving the commercial readiness of tourism products, the program also aims to build a robust pipeline of measurable, high-quality visitor experiences across the Riverina Murray.

OUTCOMES

- **5 operators** identified and engaged to participate in the pilot program.
- Strengthened relationships with Destination NSW, creating greater alignment around operator development and regional priorities.
- Identified key capability gaps across regional tourism businesses, providing DRM with clearer insight into where future industry development support and investment is needed.
- Established a structured approach that can inform the development and delivery of future operator capability programs.



STRATEGIC PILLAR FIVE

Leverage data and insights

Build a data-driven, insight-led visitor economy that enables agile decision-making, delivers enhanced experiences and fosters growth.

KEY RESULT AREAS

- Increase stakeholder access to data and insights
- Increase in engagement rates on digital channels

ALIGNED ACTIVITY

- ✓ Disseminated research data and market reports to stakeholders
- ✓ Developed LGA-specific data report templates to ensure the timely distribution of insights to tourism operators and councils
- Hosted regular data webinars to explain distributed insights and support their practical use in decision-making
- ✓ Developed an advocacy position paper clarifying DRM's role in supporting regional stakeholders (peak bodies, government agencies and MPs) through evidence-based data and insights



Regional Advocacy

As a region without a dedicated tourism or advocacy body representing the visitor economy as a whole, DRM plays an important role as a trusted regional voice and representative for industry.

Operating across 22 LGAs and cross-border communities, DRM worked with councils, government agencies, regional bodies and industry stakeholders to provide visitor economy insights, data, and industry perspectives to inform policy, infrastructure investment and future planning.

This work focused on identifying and addressing barriers to visitation and ensuring the needs of the visitor economy were represented in broader regional and government decision-making.

ACTIVITIES

- Actively represented the visitor economy at government, council and industry meetings, forums and events, advocating for regional tourism priorities and ensuring visitor economy considerations were included in broader planning, policy and investment discussions.
- Advocated for visitor economy considerations across roads, transport and infrastructure planning.
- Provided industry insights relating to National Parks camping and visitor infrastructure.
- Supported the development of the Destination NSW Regional Visitor Economy Blueprints, identifying regional operators, products and experiences.

- Coordinated cross-border crisis communications and emergency planning, ensuring consistent information was shared across government, industry and communities.
- Responded to emerging visitor economy disruptions, including fuel shortages and travel restrictions, providing timely information and representing regional industry needs.
- Provided visitor economy data and insights to councils, regional development organisations and government to support infrastructure planning, investment and advocacy.
- Undertook research and submissions to ensure regional visitor economy considerations were represented in relevant government policy and consultation processes.

OUTCOMES

- **1** report undertaken for short term rental accommodation audit for the Murray
- **1** audit of tourism wayfinding/signage policies across 22 LGA's
- **3** formal submissions; NSW New Small Business Advisory Service, Murray Darling Basin Plan Review, National Cultural Policy Review
- **91** operators shortlisted for DNSW x Murray Regional Blueprint, **58** operators for Wagga Wagga and surrounds
- Data provided to RDA Murray for Regional Aviation Senate Inquiry
- Data provided to Albury City Council for Business Event Capital Investment consideration
- Data provided to Griffith City Council for Regional Airport Masterplan



APPENDIX



**Make it easy
for more
people to visit**

Drive growth in the visitor economy by fostering strong partnerships, attracting investment and building a skilled workforce.



**Focus on
attracting
visitors**

Support DNSW in leveraging and attracting world-class entertainment, sports, cultural, and business events to drive visitation, deliver economic, social, and cultural benefits, stimulate regional growth, and foster innovation in the knowledge economy.



**Drive growth
through events**

Position the Riverina Murray as a must-visit destination by assisting to connect visitors with compelling locations and experiences and igniting demand through rich storytelling.



**Focus on
experiences**

Support DNSW to position NSW as a global leader, attracting high-value travellers and driving repeat visitation through the growth and development of immersive, authentic travel and a strong events calendar.



**Leverage data
and insights**

Build a data-driven, insight-led visitor economy that enables agile decision-making, delivers enhanced experiences and fosters growth.

NSW 2035



Destination
NSW

MAKE IT EASY FOR MORE PEOPLE TO VISIT

1.1 TRANSPORT Provide support to stakeholders in progressing aviation, road and rail improvements	1 High-level audit undertaken of current regional airports and future plans within the Riverina Murray
	1 Albury Airport Aviation Strategy 2029 Workshop attended
	1 Formal submission to the Riverina Murray Strategic Regional Integrated and Transport Plan [SRITP] consultation
1.2 INVESTMENT Support stakeholders in attracting investment in diverse accommodation	108 Attendees at DRM-hosted webinar: Accommodation & Farm Stay Development
	1 Report undertaken to review Short Term Rental Accom (STRA) data for the Murray region
1.3 PLANNING Work with local councils and state government to support simplifying planning for tourism infrastructure	1 Database of LGA council planners in the Riverina Murray produced
	1 Database of major tourism investment projects (current and pipeline) across 22 LGAs produced
	3 Formal submissions: NSW New Small Business Advisory Service, Murray Darling Basin Plan Review, and National Cultural Policy Review
1.4 WAYFINDING Support stakeholders in strengthening regional wayfinding and integrated transport connections	Initial scoping of a webinar/workshop on Wayfinding Best Practice, which was requested to be put on hold by DNSW
	1 Audit undertaken of tourism wayfinding/signage policies and processes across 22 LGAs
1.5 COMMUNICATION Ensure stakeholders are informed to leverage opportunities for funding, skills development	24 Attendees at DRM-hosted webinar: NSW Tourism Awards Roundtable
	90 Skills development and/or workshop opportunities communicated to VE stakeholders via email newsletters and social media
	Execution of new strategic direction for DRM stakeholder communications, including shifting from a large monthly newsletter to 3x weekly
	3 Meetings held with CRM providers to explore plug-ins for measuring stakeholder engagement, and cost benefit analysis of 3 mailing list providers

FOCUS ON ATTRACTING VISITORS

2.1 BRAND Communicate with stakeholders to strengthen the Riverina Murray's identity (agritourism, inland waterways, heritage & culture)	30 Agritourism/culinary/inland waterways/heritage/culture specific opportunities/updates shared to VE stakeholders via direct email and newsletters
	Supported the 'Made in the Riverina Murray' Brand by attending the launch event
2.2 MARKETING Collaborate with DNSW and RTOs to encourage the featuring of the Riverina Murray and its operators in marketing campaigns	12 VE marketing campaigns/opportunities shared with RM operators/LGAs/RTOs via direct email
	3 In-region marketing campaigns co-developed with DNSW (2 televised Weekend Sunrise In-Region Wagga & Moama August 2025, and regional influencer famill for the Canola Trail & Riverina September 2025)

2.3 HERO PROMO Assist in highlighting hero experiences in the region	6 Product media/updates fed up to DNSW/TA/Media
	58 Operators/experiences shortlisted for DNSW x Wagga & Surrounds Regional Marketing Blueprint
	35 tourism products/experiences promoted via DRM newsletter
	86 Tourism operators featured in regional/national media publications
	91 Operators shortlisted for DNSW x Murray Regional Marketing Blueprint
	1 Audit undertaken of all Murray listings and features on the visitnsw.com web pages, completed for DNSW
2.4 STORYTELLING Share stories (operator, Aboriginal, media-ready)	1 Strategy implemented for capturing industry stories, including field notes newsletter and socials
2.5 CROSS-BORDER Collaborate cross-border to understand and communicate visitor flows	3 MRT TM Forums attended and presented at (October 2025, February and May 2026)
	10 Destination Inspiration events co-delivered (2 workshops, 1 famill, 2 pitch sessions, 5 group sessions)
	18 Tourism operators participated as Destination Inspiration mentees
	2 Industry famills developed and delivered at the Regional Tourism Forum
	101 Attendees at DRM hosted Cross-Border Regional Tourism Forum

DRIVE GROWTH THROUGH EVENTS

3.1 EVENT DEVELOPMENT Support event organisers to build capability	27 Event-related updates/resources communicated to VE stakeholders via email newsletters and social media
	25 Events supported to apply for funding via the DNSW Regional Event Fund Flagship and Incubator streams

3.2 EVENT DATA Strengthen flagship regional events with the provision of data and communication of event-related industry development opportunities	43 Riverina Murray hero Flagship Events identified as per DNSW Criteria 5 Hero flagship events provided with visitation data
3.3 EVENT EXTENSION Educate councils and event organisers to explore extending event benefits year-round (off-peak visitation)	57 Attendees at DRM-hosted webinar: Leveraging Regional Events for Growth
3.4 EVENT INFRASTRUCTURE Support stakeholders in the development of enabling event infrastructure	5 Event-related Letters of Support for funding provided (excl REF)

FOCUS ON EXPERIENCES

	95 In-region site visits to tourism operators undertaken by DRM's Industry Development Manager
	99 New ATDW listings published within the Riverina Murray region
	49 Funding program opportunities shared to VE stakeholders via email newsletters and social media
	16 Non-event related Letters of Support provided to tourism operators and councils requesting funding
	4 Riverina Murray operators participated in DNSW Digital Skills Future Ready Program
	12 Riverina Murray operators participated in DNSW Digital Skills Foundations Program
	55 Wagga and surrounds operators participated in Second Season Masterclasses (Agritourism & Hospitality)
	1 Presentation at a Cultural Tourism Bootcamp run by Eastern Riverina Arts
4.2 FIRST NATIONS Support First Nations operators to deliver visitor products and experiences	14 Aboriginal tourism resources shared to First Nations stakeholders via direct email
4.3 MENTOR PROGRAM Deliver mentoring programs and workshops for operator readiness	5 Mentees in DRM's Pilot Tourism Development Program Aboriginal Cultural Heritage Education, OM Taste, Chelsie Floral Design, Riverina Good Food, De Bortoli Wines

4.4 TRACKS & TRAILS Support the development of tracks, trails and touring routes and itineraries to link experiences and extend stays	1 Audit of current Riverina Murray touring routes for scoping of opportunities for future enhancement Supported development of Great Southern Trails/Mt Tumba as an official supporting partner 2 Hume & Hovell coordinator group meetings attended
4.5 SUSTAINABILITY & ACCESSIBILITY Ensure operators and councils are encouraged to provide inclusive, accessible and sustainable experiences	1 Sustainability position paper developed for DRM operations 43 Attendees at DRM-hosted webinar: Accessibility for Tourism Operators 29 Sustainability/accessibility updates/opportunities shared to VE stakeholders via email newsletters and social media

LEVERAGING DATA & INSIGHTS

5.1 DATA COMMUNICATION Act as the regional hub for data sharing (CommBank IQ, TRA, DNSW), ensuring insights are accessible and useful for small business operators, councils and RTO's, and leveraging case studies for data use	98 visitation data/market trend reports/research papers distributed to VE stakeholders via email newsletters and social media 1 Dedicated monthly data newsletter established to improve access to LGA-level visitation data for Riverina Murray tourism operators
5.2 DATA REPORTING Produce regular insights reports	12 Monthly LGA data reports shared with tourism and exec staff from 22 LGA's Collaborated with DNSW on the development of LGA-level data reports produced using Australian banking transaction data
5.3 DATA SKILLS DEVELOPMENT Deliver webinars/workshops related to the application of data insights	1 DRM-hosted webinar: Understanding Data for Tourism Operators - announced and opened for registrations, to be held in Jul 2026 1 DRM-hosted webinar for council tourism staff: LGA data needs for 2026
5.4 DATA STRATEGY Support advocacy stakeholders with data and information	Provided data to RDA Murray for Regional Aviation Senate Inquiry Provided data to Albury City Council for Business Event Capital Investment consideration Provided data to Griffith City Council for the Griffith Regional Airport Masterplan



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Lake Mulwala, Mulwala
Image Credit: Destination NSW