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## Record autumn visitor group numbers boost Griffith's economy

The Griffith Tourism Team has welcomed a record number of organised visiting groups this autumn, with visitation more than doubling compared to April and May 2025.

A total of 15 groups stayed an average of four nights, generating an estimated economic impact of more than \$570,000 for the region. Visitors travelled from across Australia's east coast, including Sydney, Canberra, Melbourne, Queensland and regional Victoria, highlighting Griffith's growing reputation as a group touring destination.

"Autumn is typically a quieter season for group travel so these results are particularly pleasing," said Council's Tourism Manager, Mirella Guidolin.

Griffith Spring Fest, which takes place in October, is usually our busiest time for group travel. In 2025, the team coordinated itineraries for more than 21 groups, generating an economic impact in excess of \$945,000. We are seeing interest continue to grow each year, with groups already booked for Griffith Spring Fest 2027. This strong demand highlights Griffith's growing reputation as a group touring destination, and the tourism team's dedication to accommodating groups," she said.

A key point of difference that sets Griffith apart from many other regional centres is our free itinerary planning and booking service, where we provide tailored itineraries and management of all bookings on behalf of tour organisers.

This service supports local tourism operators while delivering a seamless experience for organisers, which is why many national touring companies continue to return year after year. Strong relationships with tour operators and local businesses have been a key focus, enabling the Griffith Tourism Team to showcase the region's best experiences and create memorable visits, consistently reflected in positive feedback from visitors.

Whilst in Griffith, these groups immerse themselves in the region's rich history, culture and agricultural story through a variety of local experiences. They begin their visit at the Griffith Tourism Hub, exploring the display area and watching an introductory video before joining

### Media contact

Ruby Blumer  
Marketing and Promotions Coordinator  
Griffith Tourism Hub  
02 6962 8258  
0437 276 112  
[Ruby.Blumer@griffith.nsw.gov.au](mailto:Ruby.Blumer@griffith.nsw.gov.au)

Mirella Guidolin  
Tourism Manager  
Griffith Tourism Hub  
02 6962 8254  
0409 871 016  
[Mirella.Guidolin@griffith.nsw.gov.au](mailto:Mirella.Guidolin@griffith.nsw.gov.au)

a guided town tour. They then enjoy a diverse range of experiences with local tourism operators, including Griffith Pioneer Park Museum, Catania Fruit Salad Farm, local wineries, Morella Grove, Piccolo Family Farm, Rosewood Park on Stokes, Southern Cotton, Whitton Malt House and Altina Wildlife Park, just to name a few.

Some itineraries include day trips to our neighbours in Leeton, Narrandera and Murrumbidgee Shires, so they're also experiencing the broader Riverina region extending the economic and tourism benefits across the Riverina.

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