

Summary of the Tourism Development report

Prepared by Stafford Strategy for the Snowy Mountains Special Activation Precinct.

The Snowy Mountains Special Activation Precinct (Precinct) aims to grow a strong one-season visitor economy into a successful four-season destination by stimulating economic development and investment and increasing year-round jobs in supporting industries.

We are creating a Master Plan that outlines the 40-year vision for the Snowy Mountains, using insights from the community, stakeholders and findings from a range of reports and technical studies.

Prior to public exhibition of the draft Master Plan in mid-2021, a range of reports have been released in advance, including the Tourism Development report (Tourism report), to provide additional time to review these to help inform submissions.

The Tourism report outlines a range of factors that have informed the draft Master Plan, however they may not all be reflected in the draft Master Plan, as the draft Master Plan also considers the vision for the Precinct, community and stakeholder feedback, available funding for government infrastructure and protection of environmental values.

This report summary provides a high-level overview of the Tourism report. More details can be found in the full [Tourism Development report](#). If you have any comments in relation to these reports, please address them in your submission when the draft Master Plan goes on exhibition.

Overview of the Tourism report

- The Tourism report was prepared by Stafford Strategy and provides:
 - an outline of tourism opportunities for the Precinct
 - assessment of current tourism products and amenities, along with gaps
 - identification of tourism market demand, and
 - identification of locations for tourism development clusters.
- The Tourism Development Study seeks to maximise economic activity and sustainability for the region, in a way that is aligned to the broader goals of the Precinct, as outlined in the below diagram.



Key findings from the Tourism report

- Visitation to the investigation area has continued to grow in recent years, increasing by 18% (or 107,000 visitors) from 2013. This is, however, lower than the growth experienced by NSW over the same period (47%).
- Visitation to the investigation area is highly seasonal, with an estimated 57% of annual visitation occurring between July – September (peak winter period). This extends to the amount of spend in the region as well, with high average spend levels in winter and low spend levels in summer.
- The domestic overnight visitor is the largest market, representing 82% of all visitors and comprising 96% of all spend.
- Most domestic tourists come from NSW (75%), followed by the ACT (12%) and Victoria (7%).
- There is the potential to grow annual visitation from a wider range of domestic visitor markets. This is highly dependent on introducing new tourism offerings (accommodation, attractions, experiences, transport services, retail and food and beverage offerings), and improved access to the region.
- Growing visitation is also heavily dependent on having sufficient promotional funds to enable the region to be well-profiled statewide, nationally and internationally. This is likely to require an annual government contribution to be matched by marketing spend from industry operators throughout the Precinct.
- The potential exists to grow annual visitation to the Snowy region from 740,000 in 2019 (pre-COVID) to 1.42 million per annum post 2040, but if the level of new product development and associated supporting infrastructure does not eventuate, visitation may struggle to grow to 1.1 million annual visitors as a peak annual figure over a 40-year period.
- Key factors of success for alpine-based mountain villages and towns were evaluated via a comparative analysis and are shown below.



 1. VILLAGE LOOK & FEEL IS A KEY SELLING FACTOR	 2. HAVING A DIVERSITY OF EXPERIENCES IS IMPORTANT	 3. SCALABILITY OF WALKING & BIKING EXPERIENCES	 4. A GROWING PUSH FOR FOUR SEASONS	 5. QUALITY F&B IS AN IMPORTANT COMPONENT	 6. TIERED ACCOMMODATION OFFERING
 7. COMMISSIONABLE PRODUCT (IN ADDITION TO FREE PRODUCT)	 8. EVENTS ARE AN IMPORTANT DEMAND STIMULATOR & SEASONALITY REDUCER	 10. ALTERNATIVE FORMS OF TRANSPORT ARE USEFUL TO REDUCE CAR DEPENDENCY	 10. FAMILY-FRIENDLY, YEAR-ROUND EXPERIENCES	 11. WELLNESS PRODUCT IS INCREASINGLY IN DEMAND & A "BRAG FACTOR"	 12. PROMOTION AND UNDERSTANDING OF ENVIRONMENTAL PROTECTION IS GROWING

- For the Precinct to develop and grow, various challenges need to be addressed. These challenges are common to many other similar tourism destinations and are aligned with the destination management components of product and experience, infrastructure, governance, sustainability and marketing and promotion.

Opportunities for growth identified in the Tourism report that are considered in the draft Master Plan include:

- Tourism developments outlined in the full report are proposed to be developed over the 40-year life of the Master Plan and delivered in a staged way.
- A number of catalyst projects including; the Jindabyne foreshore, a lakeside eco precinct on the western side of the activity adventure hub. These catalytic projects are seen as major drivers of stronger visitation and supporting the viability of other projects.
- Approximately 35% of projects are identified as public projects and 65% are private/commercial projects, though the potential exists for some projects to potentially be private-public partnerships. Total capital expenditure for all opportunities is estimated at \$335.6 million. Private/commercial funded investment opportunities total an estimated \$469 million, and public-funded projects total an estimated \$168 million. A detailed breakdown of these estimates is provided in the report.

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