

Bass Coast Dinosaur Trail: Case Studies and Economic Impact Assessment

Bass Coast Shire Council

March | 2023





© SGS Economics and Planning Pty Ltd 2023

This report has been prepared for Bass Coast Shire Council. SGS Economics and Planning has taken all due care in the preparation of this report. However, SGS and its associated consultants are not liable to any person or entity for any damage or loss that has occurred, or may occur, in relation to that person or entity taking or not taking action in respect of any representation, statement, opinion or advice referred to herein.

SGS Economics and Planning Pty Ltd
ACN 007 437 729
www.sgsep.com.au

OFFICES IN CANBERRA, HOBART, MELBOURNE, AND SYDNEY ON THE COUNTRY OF THE NGAMBRI/NGUNNAWAL/NGARIGO, MUWININA, WURUNDJERI, AND GADIGAL PEOPLES.

Contents

Executive summary	4
1. Introduction.....	6
2. Tourism region profile	7
3. Case studies.....	10
3.1 Australia’s Dinosaur Trail (Queensland).....	10
3.2 Eromanga Natural History Museum (Queensland).....	12
3.3 Dinosaur Valley at Scenic World (New South Wales).....	12
3.4 Dinosaur Coast (Western Australia).....	13
3.5 Case study summary and findings	14
3.6 Overall summary.....	17
4. Economic Impact Assessment	18
4.1 Visitor impact.....	18
4.2 Visitor and construction expenditure impacts.....	19
4.3 Economic Impact Assessment	21
4.4 Economic impact by site	24
4.5 Contributing factors to expenditure	28

Executive summary

This report, by SGS Economics and Planning, considers the current economic situation in the Bass Coast region and the opportunity presented by developing the Dinosaurs Trail for local economic development.

Tourism plays a critical role in the Bass Coast Shire economy. There is an opportunity to grow the sector further for economic development and a need to diversify the offer across the shire.

Over one-third of employment in Bass Coast is supported (directly and indirectly) by the tourism industry, and there are currently over 400 businesses that operate in the sector. The majority of local tourism businesses are small and typically family-owned.

During peak holiday periods, Bass Coast's population increases significantly. Before the closure of international borders, 35 per cent of Melbourne's international visitors came to the Bass Coast. However, the most popular tourist attractions are not evenly distributed as most are located on Phillip Island (famously known for the must-see Penguin Parade and other wildlife attractions).

The Dinosaurs Trail will leverage existing natural and cultural assets to attract tourists seeking new, authentic, and educational experiences. Critically, the Trail will generate enthusiasm in different parts of the region, encourage dispersal and draw new and existing visitors deeper into the communities and economies of the Bass Coast.

The Trail will act as a demand driver. Demand drivers create and encourage visitation to a destination and are 'must-see' attractions or host activities that promote travel (like events or exhibitions). Demand drivers are anchors for other tourism investments, including accommodation, hospitality, retail and other attractions that cannot attract visitors to travel in isolation. Clustering activities and attractions and developing tourism routes are vital components of effective tourism development.

The proposed Trail will offer a new type of experience in the Victorian market. This will ensure that the Trail will complement and enhance Victoria's offer and create new demand. Critically, the Trail will be accessible to all income groups, ages and fitness levels.

The benefits of the Trail are many. The Trail will:

- Enhance the visitor experience;
- protect and conserve natural and cultural heritage values;
- increase visitation across the year (not just in peak times);
- encourage flow-on private investment;
- raise the brand profile of the region;
- provide new recreational opportunities for the local population;
- generate employment pathways for younger residents and artists; and
- allow for the development of a network of attractions and commercial partnerships.

The number of people visiting the region and the length of time spent per visit will increase as a direct consequence of the development of the Trail and its positioning as an iconic visitor attraction for the Bass Coast.

This is supported by a case study review that found dinosaur tourism and dinosaur sites are popular attractions and drivers of tourism visitation elsewhere in Australia, even in places much more remote than the Bass Coast.

This includes the Australian Dinosaur Trail in Outback Queensland (which attracts 122,000 annual visitors) and Western Australia's Dinosaur Coast. Visitors are willing to pay for paleontology experiences. However, in cases where the attraction is free, the local economy is still enhanced by visitors paying to access the adjacent dinosaur attractions, tours, local accommodation, and hospitality.

The Trail in the Bass Coast, acting as a core piece of infrastructure to be developed around, is expected to increase new visitation by 93,000 annually by 2035. This is an increase in visits of 8 per cent over a scenario where the Trail is not developed.

Creating the Trail and high-quality visitor infrastructure will increase economic opportunity, create local jobs, and inspire investment.

The new income injected into the local economy will be highly beneficial as the income creates a multiplier effect as businesses draw on local suppliers and workers to meet the increased demand from external customers (tourists). This multiplier effect, over time, would allow local businesses to invest in new equipment, hire more people and pay higher wages. Greater economic activity also means higher government revenues and more money to spend on better quality services for the community.

By 2035, the increase in tourist expenditure from the Dinosaurs Trail can generate \$6.6 million in direct value-added to the Bass Coast economy annually.

Additionally, it will, support 78 full-time equivalent (FTE) new and existing jobs each year in Bass Coast's hotels, restaurants, cafes, stores, visitor attractions and other places tourists visit.

Trail construction will support another 74 FTE jobs, directly adding \$12.7 million to the local economy. Maintenance will support another 4 FTE jobs each year and add \$0.6 million to the local economy.

In addition, supplier and contractor linkages lead to flow-on (or indirect) effects as the stimulus circulates through the local economy. When the flow-on effects are incorporated, the stimulus translates to a combined (direct and indirect) total of:

- Construction of the Trail will add \$23.2 million to the value of the economy during the construction phase, supporting 134 jobs in the region.
- Ongoing maintenance will add \$1.2 million each year to the value of the economy, supporting 7 jobs in the region.
- Tourism expenditure will add \$9.5 million per annum to the value of the economy by 2035, supporting 94 jobs in the region each year.

The accommodation and food services industry captures most GRP and employment benefits from visitation. Still, the local arts and recreation services, manufacturing, and retail sectors (amongst others) also benefit. Manufacturing benefits from tourism through food and drink product manufacturing, for example, wineries, breweries or bakeries.

1. Introduction

SGS Economics and Planning (SGS) has been commissioned to perform economic analyses on the proposed Dinosaurs Trail in the Bass Coast Shire, Victoria. The vision for the project is to grow the Bass Coast visitor economy by capitalising on the fascinating and unique Dinosaurs Trail story sustainably and profitably.

This report considers the current situation in the Bass Coast region and the opportunity presented by the development of the Dinosaurs Trail for local economic development.

Using an input-output econometric model, SGS has analysed industry linkages across Bass Coast and the broader Victorian economy to estimate the proposed Trail's direct and flow-on economic impacts (construction and operation). The model has also estimated the flow-on (indirect) contribution to the economy as measured through employment, output and value-added.

This report also contains a case study review of similar dinosaur tourism sites across regional Australia to understand the positive impacts these developments can have on local economies.

This is the first of two reports. The second report will include a cost-benefit analysis (CBA) of the project. A CBA aims to measure whether the project or initiative in question will make society better off compared to what would have happened without the project.

2. Tourism region profile

Tourism is one of the region's main economic drivers. In Bass Coast, tourism supports an estimated 1,173 jobs, 8.8 per cent of total employment. This share is much higher than the wider Gippsland region and Victoria, where 4.6 per cent and 3.5 per cent of workers are employed in tourism, respectively. There are over 400 businesses that contribute to the sector. It's important to note that most of these businesses are small, typically 'family-owned' businesses, with approximately 75% either non-employing or less than four employees. Only 5% of these businesses have 20 or more employees. Major employees include large resorts and attractions, such as Phillip Island Nature Parks, RACV Inverloch Resort and Silverwater Resort.

Before the pandemic, tourism was estimated to be worth \$395 million to the region's economy¹ (in direct and indirect Gross Regional Product), representing 34.7 per cent of the region's economy. In 2020 visitor spending in the region from domestic tourism fell by 20 per cent, from \$504 million to \$400 million (Tourism Research Australia, 2021, National Visitor Survey, Regional Expenditure Model (REX)), while international expenditure came to a halt due to the closure of Australia's international borders. Since then, expenditure has rebounded strongly, with Tourism Research Australia expecting a full recovery in the Victorian tourism market in 2024.

The main reason for visiting the Bass Coast region was for a holiday, next to visiting friends or relatives. This data indicates that Bass Coast offers a wide range of attractions and activities for everyone. Bass Coast's four themes centre around a "celebration of natural assets, window on the history of Victoria, village in a technology world and a food bowl for Victoria". A reason for its popularity among domestic and international visitors is due to its natural environment's strategic advantage. Bass Coast offers diverse components, reaching a broad target market through sporting, leisure, environmental activities, attractions, hospitality, events and retail. The region's towns, including Wonthaggi, Cowes, Inverloch, and San Remo, are all popular destinations for a 'weekend getaway'.

However, the Bass Coast region's most popular attractions are not evenly distributed. Most are located in, or nearby Phillip Island, famously known for the must-see Penguin Parade and other wildlife attractions. The new Trail would generate further enthusiasm throughout different parts of the LGA and encourage visitor dispersal across the shire.

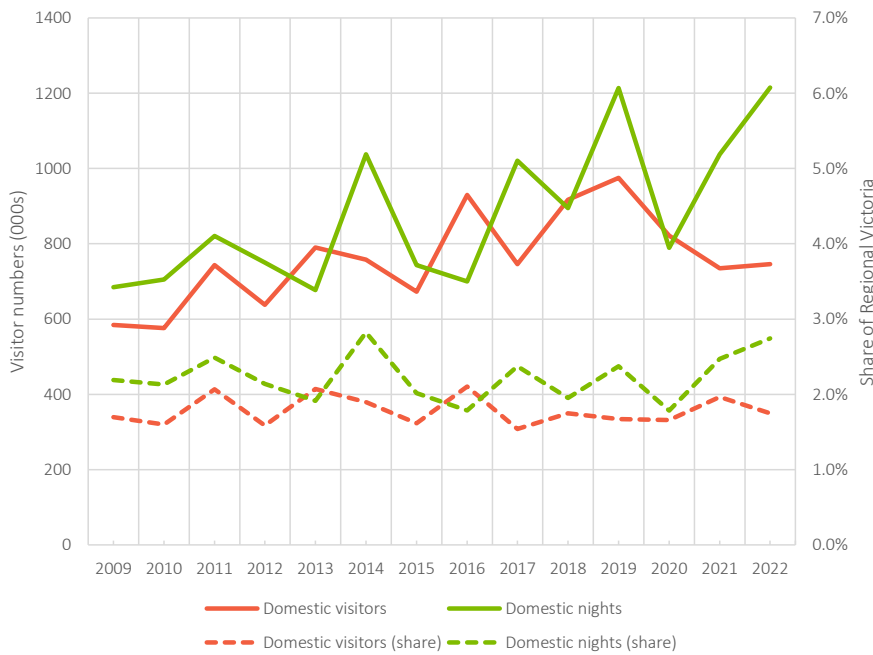
Between 2012 and the end of 2022, Wonthaggi – Inverloch, experienced an average annual growth rate (AAGR) in domestic visitors of 1.6 per cent per annum and 4.9 per cent for domestic visitor nights (Tourism Research Australia, 2021).

In 2022 visitor nights in Wonthaggi – Inverloch stood at over 1.2 million, a similar amount to the year before covid-19 (2019), but much higher than ten years ago. Overall visitation however remains below its pre-pandemic levels (Figure 1). Figure 1 also shows Wonthaggi – Inverloch's share of visitors who go to Regional Victoria. Wonthaggi – Inverloch has attracted around 1.8 to 2.8 per cent of Regional Victoria's visitor nights over the past decade (peaking at 2.8 per cent in 2014), and 1.6 to 2.1 per cent of

¹ Measured for the ABS Tourism Region of Phillip Island which closely aligns with the Bass Coast LGA and includes Phillip Island, Wonthaggi and Inverloch.

Regional Victoria's domestic visitors (peaking at 2.1 per cent in 2016). These figures also point to the area doing a better job of converting visitors to visitor nights that Regional Victoria more generally (given the share of nights is higher than visitors).

FIGURE 1: ANNUAL VISITORS TO WONTHAGGI- INVERLOCH AND SHARE OF REGIONAL VICTORIAN MARKET



Commented [IH1]: Is there a chart that shows Bass Coast rather than Phillip Island as separate to Gippsland that could replace this one which has PI and Gippsland as separate line items?

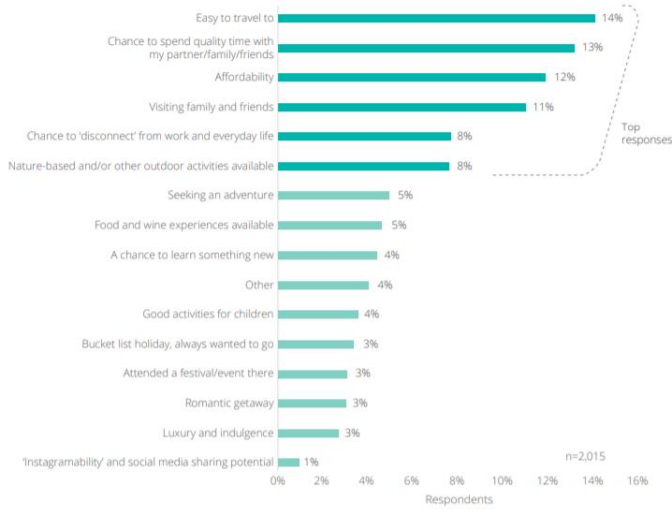
Commented [TW2R1]: There isn't unfortunately. Time-series is only available for the tourism region of Phillip Island. I've changed the chart though to another similar measure

Source: SGS Economics and Planning using the National Visitor Survey, Tourism Research Australia (2021)

A recent survey indicated that nature-based or other outdoor activities and learning something new are some of the main reasons for visiting regional Australia (Figure 2 and Figure 3). The survey also revealed that it is important, especially for domestic visitors, for the destination to be easy to travel to. These preferences for easily accessible outdoor activities represent an opportunity for Bass Coast which has excellent natural resources and is located only 90 minutes from the Melbourne CBD.

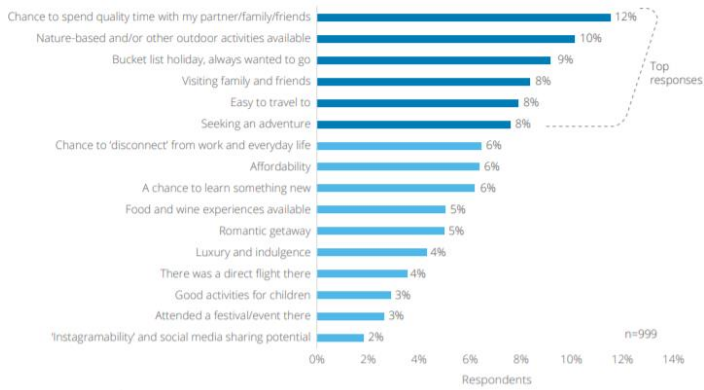
The development of the Trail as a significant attraction and alternative reason to visit the Bass Coast may assist in reducing visitor congestion and support a more environmentally and socially sustainable visitor experience. The Trail will protect natural and cultural values, improve access and enhance recreational and educational opportunities, and offer the prospect of providing economic stimulus support for the region. New tourism activity would assist the region in achieving stable and continued economic growth. It also offers the chance for Bass Coast to continue capitalising on the long-term trajectory of tourism, capture an equal share of tourism growth across Victoria, and aid recovery from recent tourism shocks.

FIGURE 2: DOMESTIC VISITORS' TOP REASON FOR VISITING REGIONAL AUSTRALIA



Source: Deloitte, 2019

FIGURE 3: INTERNATIONAL VISITORS' TOP REASON FOR VISITING REGIONAL AUSTRALIA



Source: Deloitte, 2019

3. Case studies

Dinosaur-related (palaeontological) tourism plays a vital role in several regional economies of Australia, particularly in the eastern Australian outback. In recent years the economic impact has been boosted by grants and strategic investment by state, local and federal governments.

The following review identifies dinosaur tourism sites across regional Australia to understand the positive impacts these developments can have on local economies.

3.1 Australia's Dinosaur Trail (Queensland)

The Australian Dinosaur Trail is a collection of sites in Queensland, Australia, where dinosaur fossils have been found. The Trail was officially established in 2009 as a joint project between the communities of Winton, Richmond, and Hughenden, with the aim of promoting the region's rich paleontological heritage and attracting visitors interested in dinosaurs.

Each town offers a unique dinosaur-related attraction that varies in price, duration and type of activity (Table 1) and can be visited individually or combined through a five-day road trip (735km). Access to the locations is through a Dinosaur Trail pass that can be purchased for children (\$65), concession card holders (\$100) and adults (\$115).²

Since its establishment, the Australian Dinosaur Trail has become a popular destination for tourists and paleontology enthusiasts worldwide, with the attractions drawing around 122,000 annual visitors. This is estimated to comprise 11 per cent of all tourism and 25 per cent of leisure tourism in the Outback Queensland tourism region³. In recognition of the positive impact of palaeontological tourism on the region's economy, the Queensland Government recently announced \$500,000 of funding over the next three years.⁴ The money will be used to deliver a roadmap to grow dinosaur-related tourism and develop website content, signage and brochures.

TABLE 1: AUSTRALIA'S DINOSAUR TRAIL SUMMARY

Location	Description	Price range
Winton	This town is known as 'Australia's Dinosaur Capital' and is approximately 1,350km from Brisbane. ⁵ Its two main attractions are: – <i>The Australian Age of Dinosaurs Museum of Natural History</i> includes the country's most extensive collection of Australian dinosaur fossils, guided tours through the	Museum tours range in price from \$70-115 for adults. Digs range from \$3,200-\$3,700. Entry to view the dinosaur stampede

² Australia's Dinosaur Trail (2020) *ADT Pass*, <https://australiasdinosaurtrail.com.au/adt-pass/>

³ Queensland Government (2021) *Premier launches new roadmap to grow dinosaur tourism in outback Queensland*, <https://statements.qld.gov.au/statements/92001>

⁴ Council of Australasian Museum Directors (2021) *Dinosaur tourism capital of the world?*, <https://camd.org.au/dinosaur-tourism-capital-of-the-world/>

⁵ Australia's Dinosaur Trail (2020) *Australia's Dinosaur Trail*, <https://australiasdinosaurtrail.com.au/>

	reception centre, collection room, Fossil Preparatory Laboratory and the March of the Titanosaurus exhibition. – <i>The Dinosaur Stampede National Monument</i> is located in Lark Quarry, formerly an expansive river plain with the tracks of hundreds of dinosaurs.	tracks ranges from \$18 for children and \$30 for adults.
Hughenden	Situated approximately 380km west of Townsville, this town hosts an array of dinosaur and marine reptile fossils at the <i>Flinders Discovery Centre</i> . ⁶	Entry ranges from \$5 for children to \$10 for adults.
Richmond	This town, located approximately 1,587km from Brisbane, was once covered by an inland sea and contains many marine fossils and prehistoric reptiles. The marine fossil museum <i>Kronosaurus Korner</i> is the main attraction and contains thousands of species from a hundred million years ago. ⁷	Entry to the museum ranges from \$25 for children to \$35 for adults.
Muttaburra	Located approximately 1,223km from Brisbane, this town was recently added to Australia’s Dinosaur Trail. It contains the <i>Muttaburrasaurus Interpretation Centre</i> , which opened in 2021. The centre was opened following a decade of community advocacy. The centre displays one of Australia’s most complete dinosaur skeletons, the <i>Muttaburrasaurus Langdoni</i> , now Queensland’s fossil emblem. The interpretation centre is an unlocked, open air and architecturally awarded building. ⁸	A gold coin ‘honesty’ box is provided in the centre.

Implications for Bass Coast Dinosaurs Trail

The distance between the remote destinations in Australia’s Dinosaur Trail supports other non-palaeontological aspects of the economy. This includes overnight accommodation such as caravan parks and food and beverage venues. The Bass Coast Trail takes on a similar ‘road trip’ format, and neighbouring businesses could benefit similarly. The outback Queensland trail also helps to connect the smaller destinations with the more popular ones. For example, while the town of Winton hosts an array of dinosaur-related activities and is known as the country’s dinosaur capital, Hughenden only provides a small Discovery Centre and might not otherwise be able to attract visitors.

Similarly, the Muttaburrasaurus Interpretation Centre essentially operates to generate minimal profit, with the only form of payment being a donation box. However, its recent inclusion in the Trail has lifted the tourism appeal of Muttaburra, and the link to paleontology has become a proud community symbol.

The lesson for the Bass Coast is that dinosaur-related tourism is popular and can drive visitation. More prominent attractions connected to smaller sites can uplift the tourism appeal and visitor spending in lesser-known towns through a road trip style offering.

⁶ Visit Hughenden (2023) *Flinders Discovery Centre*, <https://www.visithughenden.com.au/attraction/flinders-discovery-centre-information-centre/>

⁷ Kronosaurus Korner (2023) *Australia’s premier marine fossil museum*, <https://www.kronosauruskorner.com.au/>

⁸ Bruhn (2022) ‘*Ingeniously demure*’: *Muttaburrasaurus Interpretation Centre*, <https://architectureau.com/articles/muttaburrasaurus-interpretation-centre/>

3.2 Eromanga Natural History Museum (Queensland)

Eromanga is a small town in Queensland's Quilpie Shire with a population of fewer than 100 people. The Natural History Museum, focusing on dinosaurs, has reportedly given the area's tourism a 'giant lift'⁹. In 2021, the Queensland Department of Tourism, Innovation and Sport invested \$2 million in the construction of galleries with an interpretation corridor, laboratory viewing windows, a Holotype room, a fossil collection room and a plant room¹⁰. This funding is part of the larger \$25 million Growing Tourism Infrastructure Fund 2020/21 and assists the state's post-COVID economic recovery.

The new galleries are forecast to attract an additional 2,000 visitors per year and generate close to \$1 million in overnight visitor expenditure. Reportedly, the benefits of improving the Eromanga Natural History Museum include creating 26 construction jobs and 12 operational jobs and growing the local economy by \$1.5 million annually.¹¹

Various dinosaur-related activities can be undertaken at this site, including guided museum tours, workshops, laboratories, and multi-day programs for fossil preparation and dig experiences. These range in price from \$35 per day for tours and \$3,200 for multi-day dig experiences¹².

Implications for Bass Coast Dinosaur Trail

This destination appeals to a broad audience, providing various activity types with different durations. This aims to attract people of different age groups to the area and increase participation. The Bass Coast Dinosaurs Trail could benefit from including a variety of activities such as guided institutional tours, hands-on learning and excursions.

The multi-day nature of the experiences also helps inject money into the local economy, as visitors staying overnight need to purchase meals and accommodation locally and also participate in additional sightseeing.

3.3 Dinosaur Valley at Scenic World (New South Wales)

Scenic World is a tourist attraction in Katoomba, in the Blue Mountains, NSW. The attraction was developed in a converted coal mine and includes the world's steepest passenger train and several nature-based experiences. Scenic World boasts of being 'Australia's most visited privately-owned tourism attraction', hosting over a million yearly visitors and employing around 160 local residents¹³. Over the past two decades, the company has invested over \$90 million in major projects.

Dinosaur Valley is a major event hosted by Scenic World over the summer period from November to February. It was established in 2018 and received more than 318,000 visitors in its three months of operation that year. Its popularity has also been growing, with an 11 per cent increase in overall

⁹ Gall (2022), *Dinosaur museum gives Quilpie tourism a giant lift*, <https://www.queenslandcountrylife.com.au/story/7672627/australias-largest-dinosaur-still-doesnt-have-a-home/>

¹⁰ Department of Tourism, Innovation and Sport (2022), *Eromanga Natural History Museum*, <https://www.dtis.qld.gov.au/tourism/funds/growing-infrastructure/eromanga-natural-history-museum>

¹¹ Department of Tourism, Innovation and Sport (2022), *Eromanga Natural History Museum*, <https://www.dtis.qld.gov.au/tourism/funds/growing-infrastructure/eromanga-natural-history-museum>

¹² Eromanga Natural History Museum (2021) *Our Amazing Discoveries*, <https://enhm.com.au/>

¹³ Scenic World (2021) *About*, <https://www.scenicworld.com.au/about>

visitation the following year¹⁴. As well as this, annual pass sales increased by 66 per cent from the previous year. Although specific numbers have not been cited, reports indicate significant international (China, Hong Kong, Germany and the United States) and domestic visitation (Sydney, Newcastle, Wollongong and the Central West)¹⁵. Dinosaur Valley is partnered with a number of accommodation providers who also reported a significant uptake of package deals.

Dinosaur Valley offers a range of paleontology experiences, including animatronic dinosaurs, a dinosaur-themed play zone and a fossil alley, plus talks from dinosaur rangers and a dinosaur puppet performance. Entry and package prices range from \$33 for child entry and \$55 for adults. There is also an 'Ultimate Dinosaur Valley Bundle' for \$65¹⁶.

Implications for Bass Coast Dinosaur Trail

The Dinosaur Valley attraction is not based on museums or local fossil discoveries and is purely recreational rather than educational. Its immense popularity demonstrates the high demand for dinosaur-related and nature-based tourism. Further, it is only open for a limited period of time each year and still generates high visitation numbers. The Bass Coast Dinosaurs Trail could implement similarly seasonal dinosaur experiences or events on the Trail, with the potential to attract a high number of visitors.

3.4 Dinosaur Coast (Western Australia)

Located in the Kimberley region of Western Australia, northwest of Broome, the Dinosaur Coast is 'internationally renowned for its cultural heritage, scientific and tourism values'¹⁷. There have been over 4,000 dinosaur tracks recorded on beaches close to Broome, which can only be seen at low tides when rock platforms are exposed. The discovery of the dinosaur tracks led to the coast receiving significant overseas scientific and media attention and a National Heritage listing¹⁸.

According to qualitative data from the Broome Visitor Centre, most tourism enquiries are dinosaur-related. They have distributed over 15,000 information brochures, and the small dinosaur display in the Broome Historical Museum is popular¹⁹. Further, the Dinosaur Coast Management Group has reported a steady increase in requests for school field excursions and incursions. The Dinosaur Coast excursions cost from \$5 to \$10 per student according to age group and activity²⁰.

The Dinosaur Coast Management Group's Annual Report also notes that tour operators are increasingly adopting the dinosaur story into their experiences. For example, several tours operated by Broome

¹⁴ Blue Mountains Australia (2019) *Dinosaur Valley Delivers Major Boost to Local Tourism Economy*, <https://www.bluemts.com.au/news/dinosaur-valley-delivers-major-boost-to-local-tourism-economy/>

¹⁵ Blue Mountains Australia (2019) *Dinosaur Valley Delivers Major Boost to Local Tourism Economy*, <https://www.bluemts.com.au/news/dinosaur-valley-delivers-major-boost-to-local-tourism-economy/>

¹⁶ Scenic World (2021) *Scenic World*, <https://www.scenicworld.com.au/>

¹⁷ Dinosaur Coast Management Group (2023) *Dinosaur Coast Track Guide*, <https://www.dinosaurcoast.org.au/>

¹⁸ Collins (2017) *World's biggest dinosaur footprints found in north-western Australia*, <https://www.abc.net.au/news/2017-03-27/world-biggest-dinosaur-footprint-found-north-western-wa/8391098>

¹⁹ Dinosaur Coast Management Group (2021) *Annual Report 2021*, <https://www.dinosaurcoast.org.au/wp-content/uploads/2022/01/Dinosaur-Coast-Management-Group-Annual-Report-2021.pdf>

²⁰ Dinosaur Coast Management Group (2023) *Dinosaur Coast Track Guide*, <https://www.dinosaurcoast.org.au/>

Dinosaur Adventures focus on exploring dinosaur footprints and sighting wildlife. These range from \$136 to \$196 per person depending on duration and type of activity²¹.

Implications for Bass Coast Dinosaur Trail

The Dinosaur Coast is located on a public beach and can therefore be accessed by anyone. Integrating educational services such as excursions and a linked museum display can help local businesses benefit from the palaeontological attraction. This is similar to the Muttaborrasaurus Interpretation Centre, which is open access and socially symbolic. The element of scientific discovery is enough of a drawcard to attract attention (even internationally) which can increase visitation and expenditure on other local businesses. A similarly science-based attraction on the Bass Coast could, directly and indirectly, grow the local economy.

3.5 Case study summary and findings

Table 2 below captures high-level statistics for the case studies outlined above. Table 3 then outlines the individual attractions of the Australian Dinosaur Trail in more detail. The statistics across the two tables will be used to support the economic impact assessment and cost-benefit analysis

TABLE 2: SUMMARY OF CHARACTERISTICS AND DEMAND

	Australian Dinosaur Trail (QLD)	Eromanga Natural History Museum (QLD)	Dinosaur Valley at Scenic World (NSW)	Dinosaur Coast (WA)
Established (year)	2009	2016	2018	2017
Location and distance from major city	Winton, Hughenden, Richmond, Muttaborra. Winton is 1,350km from Brisbane.	Eromanga, approximately 1,066km west of Brisbane	Katoomba, in the Blue Mountains, approximately 104km west of Sydney	The Kimberley, a 15-minute drive from Broome
Funding to develop	\$500,000 of Government funding in 2021 to grow the Trail	\$2 million of Government funding in 2020)	Privately funded	\$400,000 grant from Australian Heritage in 2021 to develop a Management Plan \$265,000 grant from Lotterywest in 2021 for community

²¹ Australia's North West (2021) *Broome Dinosaur Adventures*, <https://www.australiasnorthwest.com/business/tour/broome-dinosaur-adventures#no-back>

				development activities
Annual visitors	122,000	More than 2,000	More than 318,000 from November 1 2018 – January 28 2019	Estimating the exact number of visitors is difficult as no centralised tracking system exists. However, it is known that the Broome Visitor Centre receives tens of thousands of visitors each year interested in the sites.
Fees and charges for the visit	Dinosaur Trail Pass is \$115 per adult. Each place also offers individual experiences which vary in cost	Between \$20-\$85 for a day tour and fossil preparation experience and around \$3,200 for multi-day experiences.	Dinosaur Valley - Adults from \$55 and children from \$33-65 depending on experience type	School excursions range from \$5-\$10 depending on age. External tours range from \$136-\$196pp.
Length of experience (e.g. afternoon, full day, multi-day)	5-day drive (735km)	Multiple experiences, such as day tours and simply viewing the fossils, through to 3-7 day dig experiences.	Full day	Afternoon
How many people are employed at the experience	Over 41	12	Scenic World employs 160 local residents	None directly, but the tourism expenditure creates many flow-on jobs in the local economy.

TABLE 3: SUMMARY OF AUSTRALIAN DINOSAUR TRAIL CHARACTERISTICS AND DEMAND

Australian Age of Dinosaurs	Lark Quarry Dinosaur Stampede	Flinders Discovery Centre	Kronosaurus Korner	Muttaborrasaurus Interpretation Centre
-----------------------------	-------------------------------	---------------------------	--------------------	----------------------------------------

**National
Monument**

Established (year)	2002	2002	2004	1995	2021
Location and distance from major city	Winton, approx. 1,355km northwest of Brisbane	Winton, approx. 1,467km north west of Brisbane	Hughenden, approx. 380km west of Townsville (1,434km north west of Brisbane)	Richmond, approx. 1,587km from Brisbane	Mttaburra, approx. 545km south west of Townsville (1,223km north west of Brisbane)
Funding provided	\$500,000 of Government funding in 2009 for a fossil preparation facility, staff cottages, water and power amenities \$1,000,000 in funding from the Federal Government for the reception shelter.	\$2 million of Government funding	\$4.1 million for recent renovations.	Recent \$200,000 State Government and \$300,000 Local Government funding in museum expansions, including a visitor information desk, gift shop and cafe	More than \$260,000 of Government funding
Annual visitors	59,148 in 2021	21,350 in 2021	Over 30,000 in 2021	11,015 in 2021	Not available
Fees and charges for the visit	Between \$38-\$75 for different tours	Between \$0-\$30 depending on age	Between \$0-\$10 depending on age	Ranges from \$0-\$35 depending on age	Gold coin honesty box
Length of experience (e.g. afternoon, full day, multi-day)	Ranges from afternoon to full day	Ranges from afternoon to full day	Afternoon	Afternoon	Afternoon
Annual economic impact	In 2021 the final net surplus result for the museum was \$1,361,144 (ticket sales, souvenir, café and journal sales, memberships, digs and fossil preparation)		Not available	In 2020/21, total revenue was \$402,081 (admission, digs, souvenir and bus/rail sales)	Not available

3.6 Overall summary

The key findings from the case studies include that:

- Dinosaur tourism and dinosaur sites are popular attractions and drivers of tourism visitation elsewhere in Australia, even in places much more remote than the Bass Coast.
- Visitors are willing to pay for paleontology experiences. However, in cases where the attraction is free, the local economy is still enhanced by visitors paying to access the adjacent dinosaur attractions, tours, local accommodation, and hospitality.
- In regional areas with the trail-based tourism destination, there is an incentive for visitors to spend more money on local businesses through overnight stays in accommodation and dining at local venues. More prominent attractions connected to smaller sites in a road trip style offering can uplift the tourism appeal and visitor spending in lesser-known towns.
- Providing a range of different activities for targeted age groups is a way to increase participation in the attractions, for example, guided tours, fossil digs, overnight stays, playgrounds and rides.

4. Economic Impact Assessment

The Bass Coast LGA needs additional economic opportunities and jobs. As an essential contributor to the local economy, the tourism industry is a priority sector for the region. Tourism contributes to the sustainable development of regional areas. It is often advocated to diversify rural and regional economies by providing alternative employment and income generation sources in transition from traditional industries such as agriculture and forestry.

Economic development has become difficult for many regional towns in Victoria as traditional regionally-based industries such as agriculture and manufacturing have contracted, replaced by more knowledge-intensive professions, typically in larger cities.

Publicly-funded tourism infrastructure like the Trail should improve a destination's appeal by creating or updating unique experiences or improving access to existing tourist attractions. Tourism infrastructure also benefits local communities through improved amenities and economic and employment opportunities.

In addition, providing publicly funded tourism infrastructure can lead to additional investment by the private sector in complementary products and services, including accommodation, attractions, and hospitality venues. This creates further employment opportunities and makes towns and regions better places to live.

Other positive impacts of tourism include:

- Helps preserve rural services like buses, local high street shops and post offices
- Increases demand for local food and crafts
- Tourists mainly come to see the scenery and wildlife, so there is pressure to conserve habitats and wildlife
- Tourist developments can provide new places for recreation
- Can diversify a region's tourist offer and relieve pressure on over-visited sites

4.1 Visitor impact

The Trail development presents an opportunity to expand the Bass Coast visitor economy, marginally improving regional exports' value. Exports refer to any product or service traded to anyone outside of the region, for example, the development of the tourism sector in this case. Tourism exports include new visitors drawn to visit the area due to the Trail, who spend money in the local economy, for example, getting lunch, fuel, or souvenirs. Capturing a larger share of passing traffic would benefit the region economically, even if overall visitation does not increase.

New income injected into the local economy is highly beneficial as the income creates a multiplier effect as businesses draw on local suppliers and workers to meet the increased demand from external customers. This multiplier effect, over time, would allow local businesses to invest in new equipment, hire more people and pay higher wages. Greater economic activity also means higher government revenues and more money to spend on better quality services for the community. Economic development enables a higher standard of living for people.

The proposed Trail and related visitor infrastructure will provide Bass Coast with a new iconic landmark attraction drawing attention. The attraction will make the area a more desirable destination for tourism and aims to assist in reducing visitor congestion. It will offer support in achieving a more environmentally and socially sustainable visitor experience supported by the community.

Visitation projections

The Masterplan for the project outlines visitation projections for the Trail, which are used here to estimate economic impact.

Firstly, The COVID recession during 2020/21 resulted in a significant decline in visitor arrivals and expenditure. The Masterplan estimated that the return to pre-COVID visitor expenditure and arrivals would occur in 2023/24. This assumption is still supported by Tourism Research Australia, that which report that the domestic visitor economy in Victoria is forecast to return to its pre-pandemic level by the end of 2023/24.

Then, once the Trail is complete:

- **In the medium term (2025-2030)**, the Trail will grow annual visitation to the region by 10 to 20 per cent. This growth assumption is based on international visitation returning to Phillip Island at pre-COVID levels, completion of the Dinosaurs Trail major infrastructure and that the Trail is entrenched into education/school programs. Further, it assumes that the Dinosaurs Trail has attracted significant national and international media and digital coverage.
- **In the longer term (2030 onwards)**, following the realisation of the package of public and private sector investment in infrastructure, an additional 10 per cent growth in visitation can be realised with a target visitation. The long-term focus should shift from the goal of increased visitation to increased yield. It should be noted that there is a direct correlation between infrastructure, visitor experiences and yield, particularly in a region dominated by natural environments, managed as public land with free access.

4.2 Visitor and construction expenditure impacts

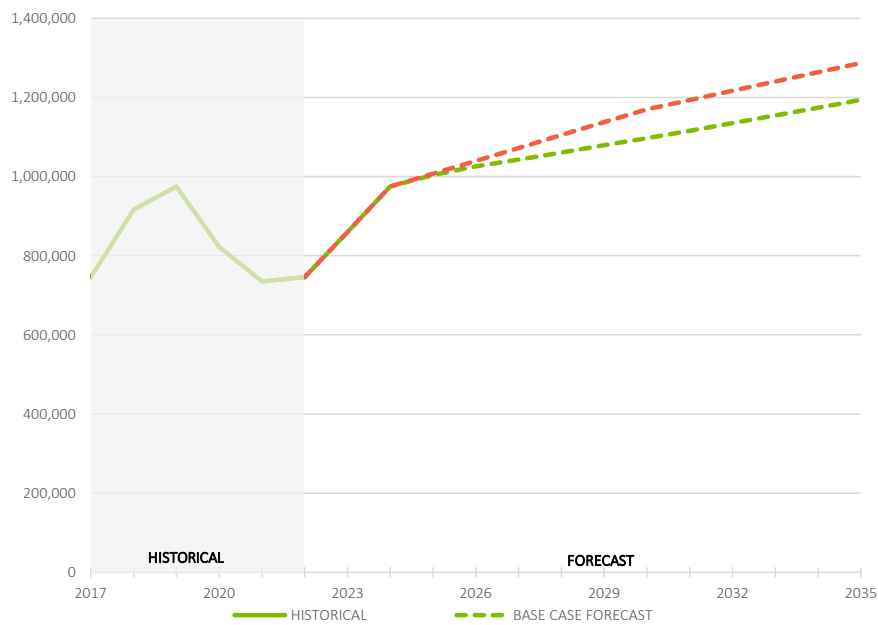
Additional spending from visitation

For the assessment, SGS made a series of assumptions to estimate the increase in new visitors to the region that could feasibly be attributed to the Trail. Existing visitors and business-as-usual growth in the region without the Trail are not considered, as these visitors would have spent money in the region regardless.

In a business-as-usual scenario, it is assumed that visitation to the Shire will grow at 3 per cent in 2025, 2.1 per cent in 2026, and then 1.7 per cent from 2027 onwards, consistent with Tourism Research Australia forecasts for Victoria. Figure 4, developed by SGS, shows historical and forecast visitor numbers in Wonthaggi-Inverloch sub-region of the base case compared to a project case.

The base case forecast (green line) assumes domestic visitation will return to pre-COVID levels by 2023/24²² and then grow at the forecast growth rate for domestic holidays, as provided by Tourism Research Australia for Victoria²³.

FIGURE 4: HISTORICAL AND FORECAST VISITS TO WONTHAGGI- INVERLOCH SUBREGION



Source: SGS Economics and Planning, 2023

With the construction of the Trail, the project case (red line) sees an additional 72,500 visitors to the Bass Coast due to the Dinosaurs Trail by 2030, then 93,000 by 2035. This is a conservative estimation given that the Australian Dinosaur Trail attracts 122,000 visitors and is a much further distance from a major city. In saying that, actual use of the Trail will be higher than that forecast visitation, as it excludes those who would have visited the region anyway and local use.

According to Tourism Research Australia’s Regional Expenditure Model, a visitor to Wonthaggi – Inverloch in 2022 spent \$110 per person. Suppose we assume that future day visitors to the Trail spend similar on their trip. This will inject an additional \$8 million of visitor expenditure into the local economy by 2030 and \$10.2 million by 2035.

In addition, there will be an increase in visitor nights to Bass Coast as a share of the visitors will choose to stay in the region overnight, particularly given the road trip nature of the Trail. Assuming that 1 in 4

²² 975,000 for Wonthaggi- Inverloch subregion

²³ This is a conservative assumption – there is every chance that the Wonthaggi- market doesn’t grow as fast as Victoria more broadly

new visitors also stays the night in the region due to the Trail, expenditure increases further. These additional visitor nights generate an additional daily spend of \$54, equating to an additional \$1 million in annual visitor expenditure in 2030 and \$1.3 million by 2035.

In total, by 2035, it is estimated that the Dinosaur Trail will inject an additional \$11.5 million into the local economy annually. The additional spending will have economic benefits for the Bass Coast in terms of the size of local economy, local business creation and strength, and local employment.

Construction and management impact

In addition to the tourism expenditure, money will be injected into the economy via construction and maintenance. Nominal figures from Council indicate that construction will cost \$33 million, including:

- \$15 million for the construction of the Inverloch Cultural Discovery Centre
- \$5 million for the Inverloch Playground
- \$1 million for the Caves and Eagles Nest
- \$9 million for the Wonthaggi Gondwana Garden
- \$750,000 for the Kilcunda site, and
- \$2 million for the site at San Remo

If it is assumed that the maintenance cost is equivalent to 5% of the initial capital cost per annum²⁴, the maintenance effort will inject a further \$1.6 million annually.

4.3 Economic Impact Assessment

This section presents the findings of an economic impact assessment of the proposal on the Bass Coast economy in terms of contribution to gross regional product and local employment.

An economic impact assessment (EIA) differs from the CBA in that it provides no judgement on the overall benefit of the project compared to the costs. EIA does not assess the merits of a project but traces how project implementation influences overall economic activity levels over time, e.g., jobs creation and income generation.

The assessment model

An economic impact assessment (EIA) is utilised to estimate the economic impact of the stimulus generated by the Trail, which results in changes to total economic activity levels after measuring the cumulative effects of all the buyer/ supplier transactions.

The steps in undertaking an EIA include:

1. Isolating how the offer will stimulate the Bass Coast economy. These are direct impacts and include the money spent by new visitors and the capital costs of construction and maintenance.
2. Tracing how visitors spend money in different industries during their trip to Bass Coast.

²⁴ *Evaluation of Regional Development Victoria's Regional and Rural Trails Program and Development of an Investment Framework (2015)*, Marsden Jacob Associates.

3. Generating region-specific econometric models and subsequently deriving economic multipliers for major industry groups, i.e. construction, food and beverage services, arts and recreation services and so on.
4. Applying these multipliers (by relevant industry group) to the direct impacts to estimate total regional impacts in terms of value-added and employment. The modelling represents how money 'flows' through the economy. For example, a visitor to the region to visit the Trail may not have to pay an entry fee but will purchase meals and beverages, equipment, petrol, and perhaps even stay the night, visit other attractions or do a tour. This money accrues to the business but also their suppliers. This chain of transactions generates further economic activity in the Bass Coast economy.
5. Consideration of the economic impacts is in terms of value-added to gross regional product (GRP) and employment (full-time equivalent jobs). Value-added is a broad measure of the income effect. This measure essentially reflects the sum of wage income and business profit generated. Employment is measured as annual full-time equivalent jobs (FTE).

The impacts are considered from a Bass Coast local government area perspective.

Economic impact results – construction

The construction of the Trail (costing \$33 million) can be expected to generate \$12.6 million in direct value-added and support 74 FTE new and existing jobs (one job is one FTE job for 12 months).

In addition, supplier and contractor linkages lead to flow-on (or indirect) effects as the stimulus circulates through the local economy. This flow-on impact, which are shown in the table below, sum to give a total impact. When the flow-on effects are incorporated, this stimulus translates to a combined (direct and indirect) economic impact of:

- Value-added to GRP \$23.3 million
- Employment 134 FTE annual jobs supported

TABLE 4: TOTAL CONSTRUCTION IMPACTS – BASS COAST LGA

Source of Stimulus	Value-added to GRP	Employment (FTE)
Direct	\$12.6 million	74
Indirect flow on impacts	\$10.6 million	60
Total	\$23.3 million	134

Source: SGS Economics and Planning, 2023

Economic impact results – track maintenance

The maintenance of Trail (costing \$1.65 million per annum) can be expected to generate \$0.6 million in direct value-added and support 3.7 FTE new and existing jobs (one job is one FTE job for 12 months).

When the flow-on effects are incorporated, this stimulus translates to a combined (direct and indirect) economic impact of:

- Value-added to GRP \$1.2 million per annum
- Employment 6.7 FTE annual jobs supported

TABLE 5: TOTAL MAINTENANCE IMPACTS – BASS COAST LGA

Source of Stimulus	Value-added to GRP	Employment (FTE)
Direct	\$0.63 million	3.7
Indirect flow on impacts	\$0.53 million	3
Total	\$1.16 million	6.7

Source: SGS Economics and Planning, 2023

Economic impact results – tourism expenditure

By 2035, the increase in tourist expenditure (\$11.5 million) can be expected to generate \$6.6 million per annum in direct value-added and support 418 FTE new and existing jobs (one job is one FTE job for 12 months). These jobs would be supported in the Bass Coast’s hotels, restaurants, cafes, stores, visitor attractions and other places tourists visit.

In addition, supplier and contractor linkages lead to flow-on (or indirect) effects as the stimulus circulates through the local economy (for example, food producers supplying restaurants). This flow-on impact, shown in the table below, sums to give a total impact. When the flow-on effects are incorporated, this stimulus translates to a combined (direct and indirect) economic impact of:

- Value-added to GRP \$9.5 million annually
- Employment 94 FTE annual jobs supported

TABLE 6: TOTAL TOURISM IMPACTS – BASS COAST LGA

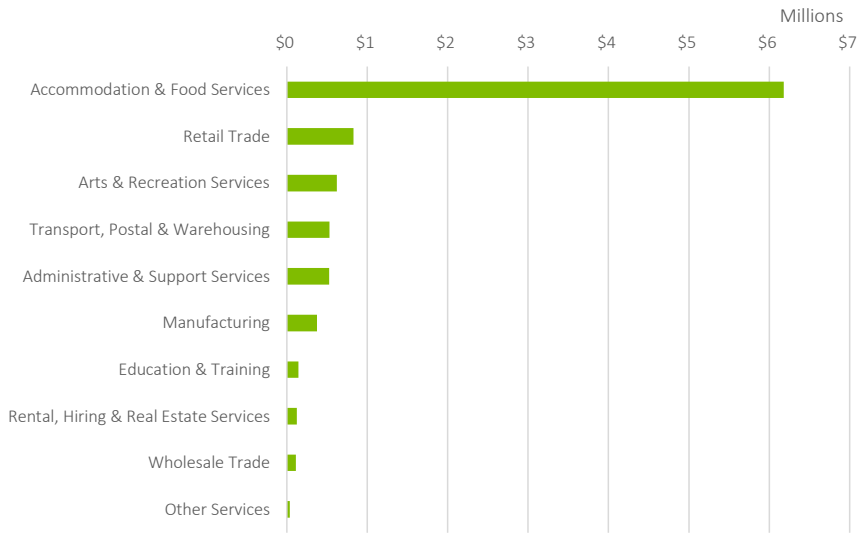
Source of Stimulus	Value-added to GRP	Employment (FTE)
Direct	\$6.6 million	78
Indirect flow on impacts	\$2.9 million	16
Total	\$9.5 million	94

Source: SGS Economics and Planning, 2023

This impact scales up over time, with benefits beginning to flow as soon as construction is complete. For example, in 2027, the Trail adds \$3 million total to the economy supporting 30 jobs. This will rise to \$5.2 million and 74 jobs by 2030.

Most GRP and employment is captured in the accommodation and food services industry (Figure 5). Still, the local arts and recreation services, manufacturing, transport, and retail sectors (amongst others) also benefit. Manufacturing benefits from tourism through food and drink product manufacturing, for example, wineries, breweries or bakeries.

FIGURE 5: VALUE-ADDED FROM TOURISM EXPENDITURE BY INDUSTRY IN 2035



Source: SGS Economics and Planning, 2023

4.4 Economic impact by site

It is envisioned that the Dinosaurs Trail experience will be at its best when all the sites present a connected journey of dinosaur discovery, exploration and learning. But the experience of each site has been designed to enable each location to have its own unique experience.

This section provides an estimate of the economic impact for the four major sites individually:

- Wonthaggi Gondwana Garden
- Inverloch Dinosaur Playground
- Caves and Eagles Nest
- San Remo

From a visitor perspective, the collective experience of the Trail has the highest likelihood of driving interregional and interstate visitation. Visitation for each individual site is assumed to be lower than if the whole Trail was developed.

Using the Australian Dinosaurs Trail as a guide, it has been assumed that the major attraction (in this case the Wonthaggi Gondwana Garden) attracts around 50 per cent of visitors, then the other sites capture around 20 - 25 per cent of total visitation in their respective locations in the Bass Coast²⁵.

²⁵ The total visitation of the sites separately is higher than the total amount for the Trail. That is due to an assumption that people will visit more than one site.

Wonthaggi Gondwana Garden

The Gondwana Garden will exhibit the landscape and environment that Polar dinosaurs inhabited 125 million years ago. It is a major site that will attract visitors irrespective of the entire Trail being developed.

The estimated capital costs for the site are \$9 million, and 5 per cent of capital costs for annual maintenance (\$450,000). It is assumed that 50 per cent of unique ²⁶visitors that would be attracted to the whole Trail would visit the Gondwana Garden.

The total economic impacts in terms of value-add from construction, maintenance and visitation are shown in TABLE 7. They are:

- During construction the project add \$6.4 million to the Bass Coast economy and support 36 total FTE jobs on the project and related industries.
- Annual maintenance adds \$300,000 to the local economy and supports 2 FTE jobs.
- Visitor spending (assumed to scale up to 2035) adds \$4.8 million per year to the Bass Coast economy and supports 47 FTE jobs in tourism related industries.

TABLE 7: WONTHAGGI GONDWANA GARDEN PER ANNUM IMPACTS – BASS COAST LGA

Source of Stimulus: Construction	Value-added to GRP	Employment (FTE)
Direct	\$3,449,000	20.2
Indirect flow on impacts	\$2,889,000	16.3
Total	\$6,337,000	36.4

Source of Stimulus: Maintenance	Value-added to GRP	Employment (FTE)
Direct	\$172,000	1.0
Indirect flow on impacts	\$144,000	0.8
Total	\$317,000	1.8

Source of Stimulus: Visitor spending	Value-added to GRP	Employment (FTE)
Direct	\$3,324,000	39
Indirect flow on impacts	\$1,444,000	8
Total	\$4,768,000	47

Source: SGS Economics and Planning, 2023

²⁶ Visitors who otherwise would not have visited, stayed overnight or stopped in while passing through Bass Coast without the development.

Dinosaur Playground (Inverloch)

Wyeth-McNamara Park playground will be remodelled for Dinosaur discovery. Using scientific enquiry as a launching pad for play, children are invited to ponder, experiment and make their own discoveries. Sculptural elements and hidden fossils await discovery as families explore and investigate their way through this adventure-fuelled play space.

The estimated capital costs for the site are \$1 million, and 5 per cent of capital costs for annual maintenance (\$50,000). It is assumed that 25 per cent of unique visitors that would be attracted to the whole Trail would visit the Caves and Eagles Nest sites.

The total economic impacts in terms of value-add from construction, maintenance and visitation are shown in TABLE 8. They are:

- During construction the project add \$3.5 million to the Bass Coast economy and support 20 total FTE jobs on the project and related industries.
- Annual maintenance adds \$176,000 to the local economy and supports 1 FTE jobs.
- Visitor spending (assumed to scale up to 2035) adds \$2.4 million per year to the Bass Coast economy and supports 24 FTE jobs in tourism related industries.

TABLE 8: DINOSAUR PLAYGROUND PER ANNUM IMPACTS – BASS COAST LGA

Source of Stimulus: Construction	Value-added to GRP	Employment (FTE)
Direct	\$1,916,000	11.2
Indirect flow on impacts	\$1,605,000	9.0
Total	\$3,521,000	20.2

Source of Stimulus: Maintenance	Value-added to GRP	Employment (FTE)
Direct	\$96,000	0.6
Indirect flow on impacts	\$80,000	0.5
Total	\$176,000	1.0

Source of Stimulus: Visitor spending	Value-added to GRP	Employment (FTE)
Direct	\$1,662,000	20
Indirect flow on impacts	\$722,000	4
Total	\$2,384,000	24

Source: SGS Economics and Planning, 2023

The Caves and Eagles Nest

The Caves site will celebrate the work of the volunteers and community involved with dinosaur discoveries along the Bass Coast, providing stories and insights into their passion, perseverance and experiences. Eagles Nest showcase a range of polar dinosaur fossils and remains from 125 million years ago, buried in layers of rock as fossils.

The estimated capital costs for the sites are \$1 million, and 5 per cent of capital costs for annual maintenance (\$50,000). It is assumed that 20 per cent of unique visitors that would be attracted to the whole Trail would visit the Caves and Eagles Nest.

The total economic impacts in terms of value-add from construction, maintenance and visitation are shown in TABLE 9. They are:

- During construction the project add \$700,000 to the Bass Coast economy and support 4 total FTE jobs on the project and related industries.
- Annual maintenance adds \$35,000 to the local economy and supports 0.2 FTE jobs.
- Visitor spending (assumed to scale up to 2035) adds \$1.9 million per year to the Bass Coast economy and supports 19 FTE jobs in tourism related industries.

TABLE 9: THE CAVES AND EAGLES NEST PER ANNUM IMPACTS – BASS COAST LGA

Source of Stimulus: Construction	Value-added to GRP	Employment (FTE)
Direct	\$383,000	2.2
Indirect flow on impacts	\$321,000	1.8
Total	\$704,000	4.0

Source of Stimulus: Maintenance	Value-added to GRP	Employment (FTE)
Direct	\$19,000	0.1
Indirect flow on impacts	\$16,000	0.1
Total	\$35,000	0.2

Source of Stimulus: Visitor spending	Value-added to GRP	Employment (FTE)
Direct	\$1,330,000	16
Indirect flow on impacts	\$578,000	3
Total	\$1,907,000	19

Source: SGS Economics and Planning, 2023

San Remo

A series of sites in San Remo will celebrate the variety of polar dinosaurs discovered along the bass coast, and the global significance of this stretch of coastline and its links to Antarctica. There will also be opportunities to connect with other tourism assets, including the trailhead for the Yallock-Bullock National Park.

The estimated capital costs for the sites are \$2 million, and 5 per cent of capital costs for annual maintenance (\$100,000). It is assumed that 20 per cent of unique visitors that would be attracted to the whole Trail would visit San Remo due to the dinosaur related installations.

The total economic impacts in terms of value-add from construction, maintenance and visitation are shown in TABLE 10. They are:

- During construction the project add \$700,000 to the Bass Coast economy and support 4 total FTE jobs on the project and related industries.
- Annual maintenance adds \$35,000 to the local economy and supports 0.2 FTE jobs.
- Visitor spending (assumed to scale up to 2035) adds \$1.9 million per year to the Bass Coast economy and supports 19 FTE jobs in tourism related industries.

TABLE 10: SAN REMO PER ANNUM IMPACTS – BASS COAST LGA

Source of Stimulus: Construction	Value-added to GRP	Employment (FTE)
Direct	\$766,000	4.5
Indirect flow on impacts	\$642,000	3.6
Total	\$1,408,000	8.1

Source of Stimulus: Maintenance	Value-added to GRP	Employment (FTE)
Direct	\$38,000	0.2
Indirect flow on impacts	\$32,000	0.2
Total	\$70,000	0.4

Source of Stimulus: Visitor spending	Value-added to GRP	Employment (FTE)
Direct	\$1,662,000	20
Indirect flow on impacts	\$722,000	4
Total	\$2,384,000	24

Source: SGS Economics and Planning, 2023

4.5 Contributing factors to expenditure

The Trail will contribute significantly to the existing tourism offer, visitor demand and expenditure. These changes are expected to increase the number of visitors.

The above economic estimates are based on current average expenditure levels per person, but if higher spending visitors can be attracted, the expenditure per visitor, or yield, will increase. The key drivers impacting the increase in spending will be the following:

Accommodation as an experience

Many of the region's existing accommodation options are dated and need a refresh and an upgrade or new offers added. Higher quality accommodation with greater comfort and modernity can attract a higher price and visitors who will spend more money elsewhere.

Accommodation can represent more than a practical solution to house visitors. A unique experience for guests can be a demand attractor in their own right. A range of additional services and events offered to guests that are inaccessible to other visitors provides a premium experience, generating a revenue premium. The provision of accommodation onsite increases the self-containment of a tourism destination, capturing additional expenditure. Creating a unique accommodation experience building on the natural and cultural assets of the precincts provides a significant opportunity to build a unique experience. In addition, the provision of different experiences should be considered to capture tourists with different budgets and interests.

Improve food and drink offering

At present, the food and drink offering is limited. Any potential visitors who do not wish to self-cater have a limited range of high-quality options. Many travellers take into consideration high-quality restaurants and bars when choosing a destination.

Improved activities

Adding new attractions has the potential to encourage more visitor numbers and encourage visitors to stay longer, e.g. three nights instead of two. Potential visitors who can be assured that there are several activities besides the Trail will feel confident booking longer stays.

Repackage the tourist offer

There is an opportunity to develop visitor itineraries and packages, including accommodation, transport, allowing guests to experience a broad range of experiences easily. Visitors are willing to pay more money for convenience and well-organised trips.

Partnerships with other operators and businesses can drive success for all

Partnering with nearby tourism operators and local businesses can also increase visitation across the region's attractions and develop an identity for the broader area.

Partnerships could focus on creating a tourism trail, linking key attractors and marketing the unique experiences of the region. Partnerships with organisations should be pursued to drive overnight and multi-night stays in the region and generate additional visitor expenditure.

The financial viability of tours, café, shops etc., depends on a critical mass of visitors coming to the area to stay and whether they spend money. Increasing the number of people who visit connected towns will be necessary to ensure sufficient visitors in the area to make these businesses viable, which will attract additional visitors if offered at a high quality.

**CANBERRA / NGAMBRI /
NGUNNAWAL**

Level 2, 28-36 Ainslie Avenue
Canberra ACT 2601
+61 2 6257 4525
sgsact@sgsep.com.au

HOBART/ NIPALUNA

PO Box 123
Franklin TAS 7113
+61 421 372 940
sgstas@sgsep.com.au

MELBOURNE / NAARM

Level 14, 222 Exhibition Street
Melbourne VIC 3000
+61 3 8616 0331
sgsvic@sgsep.com.au

SYDNEY / WARRANG

Suite 2.01/50 Holt Street
Surry Hills NSW 2010
+61 2 8307 0121
sgsnsw@sgsep.com.au

