

Tourism

The Swan Hill region is situated in North West Victoria and nestled on one of our country's most beautiful natural assets, the Murray River. Bathed in sunshine, the region enjoys a Mediterranean climate with low humidity and high sunlight hours. It's a region rich in arts and cultural heritage, blessed with a bounty of delicious local produce and home to great dining, local produce and shopping.

The Swan Hill region has matured over recent years into a modern city, with surrounding townships providing diversity with their own unique character and identity.

Fast facts of the tourism sector in the Swan Hill region

Number of jobs	467
Percentage of total regional employment	5.9%
Total output	\$80m
Percentage of total regional output	3.9%

(Source: remplan 2011)

Current Key Indicators

The Swan Hill region is also well serviced by trains and coaches from Melbourne and is at the intersection of a major network of highways – the Murray Valley Highway and Calder Highway from Melbourne, and the Sunraysia Highway from Ballarat. Being only three and a half hours drive from Melbourne, this vibrant city is far enough from the hustle and bustle of suburban life, but close enough for a weekend getaway.

Swan Hill region map



Visitor Information

Domestic Overnight: The Swan Hill Region received 356,000 domestic overnight visitors during the 2012 season, which converts to \$1.1 million worth of night stays in the region, up 25 per cent from 2011.

Visitors in this category spent an estimated \$137 million in the region – an average of \$129 per night. The types of groups visiting the region include 'older couples' (Empty Nesters) at 40%, followed by 'parents with youngest child aged 14 or less' (Young Family) at 34%.

"Visitors stayed on average three nights in the region with 'holiday or leisure' the largest purpose for visitors to the region at 50%, followed by 'visiting friends and relatives' at 27%."

Domestic Day: The region also experienced over 388,000 domestic day visitors during the 2012 calendar year. Domestic day visitors spend an estimate \$55 million in the Swan Hill region – an average of \$141 per visitor. The types of groups visiting the region include 'parents with youngest child aged 14 or less' (Young Family) at 37%, followed by 'older couples' (Empty Nesters) at 27% and 'young/midlife singles' at 15%¹.

"The largest age group in Swan Hill Rural City tourism occupations are workers 15 to 24 years, making up 23.1% of the total tourism workforce."²

Target Markets

Swan Hill region's target markets include:

- Free Independent Travellers - travelling in a private vehicle
- Empty Nesters – singles or couples over 50 years of age who are retired or semi-retired
- Young Families – middle class families with two or more children and are currently in the workforce
- Day Visitors – travelling independently

The region also accommodates a number of world class tourism establishments including:

- Pioneer Settlement
- Lake Boga Flying Boat Museum
- Swan Hill Regional Art Gallery
- Nyah Vinifera Park
- Murray Downs Golf and Country Club

1. National Visitor Survey, YE Dec 12, Tourism Research Australia
2. economy.id



Major Events

Major events held within the region on an annual basis attracting a large number of visitors to the region:

- Country Week Tennis (second week of February) bi-annual
- Robinvale 80 Ski Classic (March long weekend)
- Swan Hill Region Food and Wine Festival (March long weekend)
- Lake Boga Yacht Club Easter Regatta
- Swan Hill June Racing Carnival (June long weekend)
- Go North Arts Festival (October)
- Swan Hill Show (first weekend in October)
- Murray River Marathon
- New Years Eve Celebrations at Riverside Park Swan Hill

Future

Significant future earmarked projects such as the Swan Hill Riverfront Masterplan, Heartbeat of the Murray Laser Light show at the Pioneer Settlement and the establishment of Chisholm Reverse Motorsport Complex will all strengthen and drive sustainable development and growth in the regions tourism industry.

The region's competitive advantages

The region's competitive advantages include:

- Extensive range of accommodation choices including motels, caravan parks, resorts, bed and breakfasts, and lodge style accommodation venues.
- Abundance of natural assets including the Murray River, lakes, bushland reserves and parks.
- Favourable Mediterranean climate with low humidity and high sunlight hours.
- Well serviced by trains and coaches from Melbourne and linked by major highways to Melbourne, Adelaide and Sydney.
- A relaxed, friendly environment with all of the lifestyle benefits of a large, modern city.
- Highly successful co-ordinated marketing, tourism and hospitality development business program.
- Modern and well patronised regional visitor information centre.



More information

Swan Hill Rural City Council
Economic Development Unit
Phone: (03) 5032 3033
E-mail: ecodev@swanhill.vic.gov.au
www.swanhillonline.com



Swan Hill region economic profile (Source: economy.id)

Population SHRCC (2012)	20,972	Local jobs	10,173	Unemployment rate (15+)	4.6%
Gross regional product	\$0.89b	Local business	2,516	Median price home	\$213,183

