RETAIL & HOSPITALITY

SECTOR SNAPSHOT

SWAN HILL
Rural City Council



The municipality recorded

$552 million in total local spend during FY2025-26, representing annual growth of 3.7%,

highlighting the strength and resilience of the local economy.

The region also benefits from a significant visitor economy,

with $190 million in annual visitor spending supporting retail, hospitality and service businesses

Serving a Growing Regional Economy

Swan Hill is the principal retail and commercial centre for a broad regional catchment spanning north-west Victoria and southern New South Wales, providing a strong foundation for retail investment and business growth.

Swan Hill is recognised not only for its national retail brands, including Cotton On, KHub and Specsavers, but also for its vibrant collection of locally owned boutique businesses that contribute to the region's unique identity and shopping experience. The combination of established national retailers and independent specialty stores creates a diverse retail offering that attracts residents, visitors and shoppers from across the broader regional catchment.

If local expenditure continues to grow at a similar rate over the long term, total local spending could exceed $1 billion annually by 2050.

ECONOMIC PROFILE

LOCAL JOBS
1,067+

VALUE AD
$135M

OUTPUT
$242M

OPPORTUNITY HIGHLIGHTS

A PLACE OF PLENTY. A PLACE OF OPPORTUNITY. A PLACE OF POSSIBILITY.

Investment Swan Hill & Robinvale CB

Council is committed to facilitating over $20 million in public and private investment to transform the CBD over the next 5 to 10 years.



Major Events

Swan Hill's established events calenda and regional venues provide a strong platform to grow the visitor economy. Key advantages include:
Food, wine, cultural and community events
Riverside, Town Hall and Showgrounds event facilities



Riverfront Development

Council-owned 8,000m²+ commercial riverfront land provides a unique opportunity for tourism, hospitality and mixed-use development, including potential serviced apartments, accommodation and visitor experience facilities.



Tourism Experiences

Region offers diverse tourism experiences built around the Murray River, heritage, culture, nature and leisure including:
Swan Hill Pioneer Settlement Art Gallery of Swan Hill Murray Downs Golf & Country Club



CBD inner-city living

CBD living and mixed-use development opportunities. Town centre housing to support growth and vibrancy. Infill residential development within CBD precincts.More residents living, working and investing in town centres.



Contact: Economic Development Unit
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Scan to visit swanhill.vic.gov.au

SWAN HILL
Rural City Council