



Destination
Riverina Murray NSW

The Snowy Valleys

Accommodation
Investment Prospectus

Welcome to Destination Riverina Murray

The Riverina Murray is one of the most diverse regions in NSW, with a variety of visitor experiences including alpine landscapes, arid outback, mountains, rivers and major inland cities.



Encompassing 149,000 square kilometres and 22 local government areas, the region has a great diversity of tourism assets and varying visitor markets, making it necessary to focus development at the subregional level.

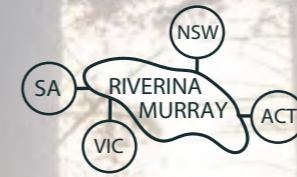
The existing supply of accommodation is inadequate to meet changing consumer desires for quality, contemporary and experiential accommodation. Significant investment is needed to improve and expand the accommodation supply to match the high-quality regional tourism offering.

Destination Riverina Murray is interested in working with both existing accommodation property owners and new investors to develop the accommodation offering in the region so that it meets the future demand and expectations of travellers. This document presents a shortlist of opportunities currently available in the accommodation sector and we encourage you to get in touch if you would like to find out more.

Why invest?



6 million
visitor trips in 2018
3.7% growth p.a. in visitor
trips since 2009



**Proximity to
major markets**
Easily accessible for
NSW, SA, VIC and ACT
visitor markets



Market desire
Increasing desire
for quality,
contemporary and
experiential visitor
accommodation



+ 970,000
visitor nights
Projected additional
visitor nights by 2027

The Snowy Valleys

The Snowy Valleys is a picturesque nature-based destination, with key product strengths in national parks, alpine forests and waterways. Major towns include Tumut, Tumbarumba, Batlow and Adelong.

Emerging food and wine, brewing and distilling experiences are helping to capture greater interest in the Snowy Valleys as an emerging experience-based, high-end traveller destination. This provides significant opportunities for complementary accommodation development to capitalise on the natural assets of the region.

There is urgent need for the Snowy Valleys to attract investment in quality contemporary accommodation to attract new visitor markets. Investment in larger accommodation may drive additional visitors to the sub region as this is currently a key constraint to attracting visitors.



VISITOR NIGHTS IN COMMERCIAL ACCOMMODATION*

70,101
Domestic
Overnight
Visitors Annually

2,403
International
Overnight
Visitors Annually

+16,000
Projected increase
in total visitor
nights in commercial
accommodation
by 2027.

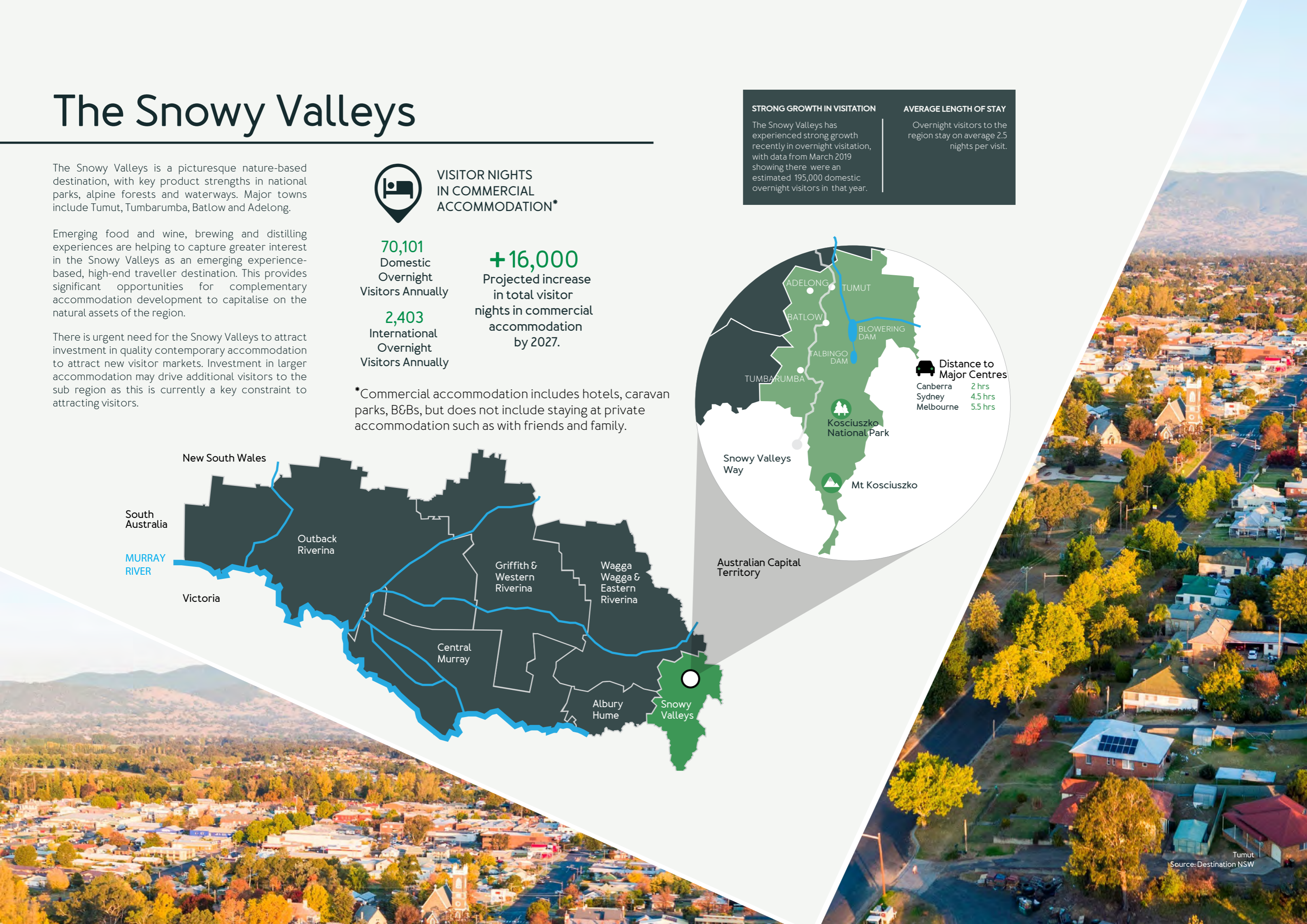
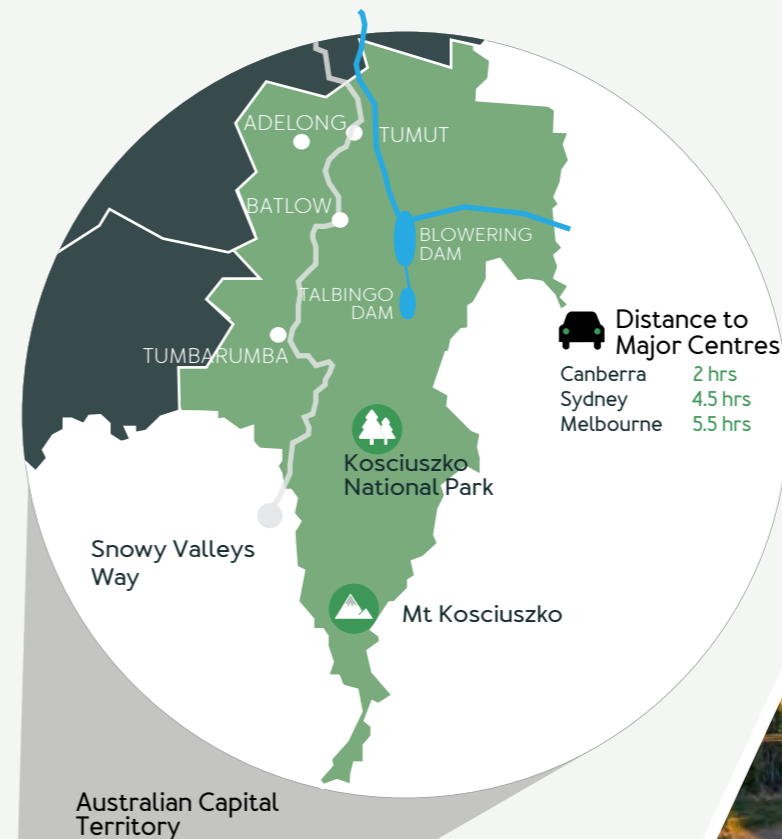
*Commercial accommodation includes hotels, caravan parks, B&Bs, but does not include staying at private accommodation such as with friends and family.

STRONG GROWTH IN VISITATION

The Snowy Valleys has experienced strong growth recently in overnight visitation, with data from March 2019 showing there were an estimated 195,000 domestic overnight visitors in that year.

AVERAGE LENGTH OF STAY

Overnight visitors to the region stay on average 2.5 nights per visit.



Primary visitor markets



Nature-based visitors

Snowy Valleys is primarily a nature-based destination, boasting Kosciuszko National Park and providing entry to Mount Kosciuszko, as well as a vast number of mountain ranges, valleys and waterways of the Snowy Mountains Scheme.



Business visitors

The Snowy Valleys region has a growing business market, driven by the Snowy Hydro Scheme and Snowy 2.0, and Visy Pulp and Paper Mill. There is need to provide up-scale accommodation for this market.



Adult Couples

Aged 30-40 years old, this group is a key target market for the Snowy Valleys, who are looking to relax and enjoy the serenity.



High end travellers

An emerging visitor group for the Snowy Valleys, this market is attracted by natural beauty and tranquility, as well as the developing food and wine scene.

Secondary visitor markets



Family Groups



Transient labour market

Accommodation Supply

The Snowy Valleys region has 76 accommodation establishments and 672 guest rooms identified through an audit of accommodation.

The Snowy Valleys accommodation room supply was predominantly comprised of small to medium sized Motel/Motor Inns (39%). These accommodation types are losing their appeal, as contemporary visitors are increasingly demanding higher quality accommodation and moving away from the motor-inn style of accommodation that traditionally attracted overnight stopovers.

| | Establishments | | Rooms | |
|--|----------------|-------------|------------|-------------|
| | Count | % | Count | % |
| Self contained house/apartment/unit | 38 | 50% | 102 | 19% |
| Motel/Motor Inn | 12 | 16% | 259 | 39% |
| Hotel/Resort | 11 | 14% | 113 | 17% |
| Caravan/Camping (Cabins only) | 7 | 9% | 130 | 15% |
| Group Accommodation/Backpackers/Farmstay | 5 | 7% | 45 | 7% |
| B&B/Guesthouse | 3 | 4% | 23 | 3% |
| Total | 76 | 100% | 672 | 100% |

Accommodation Needs

The table below provides a forecast for additional accommodation rooms required in the Snowy Valleys by 2027.

The forecast is based on a conservative occupancy rate of 65% and has been calculated using data from existing accommodation supply and demand along with estimates of future activity such as population growth.

Accommodation demand in the Snowy Valleys has historically been supply led, however major projects such as Snowy 2.0 and growing tourism visitation to the Snowy Valleys indicates there will be higher demand for accommodation into the future than historic trends suggest. Therefore it is recommended that the high demand scenario is considered as the most likely, indicating there will be an additional 180 rooms required to meet projected demand in the accommodation sector.

| | Forecast Room Needs 2027 | | |
|---------------|--------------------------|--------------|--------------|
| | High Scenario | Mid Scenario | Low Scenario |
| 65% Occupancy | 180 | 29 | 21 |

Invest in Resort Accommodation

The development of resort-style accommodation in the Snowy Valleys will capture latent desire for an up-market family resort experience.

The success of resort development in the Snowy Valleys will lie in architectural design that is well-integrated with the natural landscape (similar to the One & Only Resort in Wolgan Valley), development of a range of high-quality facilities for both adults and children, and on-site dining experiences.

A resort would be particularly well-suited to development in picturesque locations near Adelong, Batlow and Tumut.

Target Markets High-end travellers (including family groups)
Adult couples

Success Factors Destination dining on-site
Mountain views and rural setting
Facilities for adults and children
Selling a complete experience

Potential Investment Locations Picturesque locations, ideally near water
Close to townships

Invest in Self-contained Apartments

There is a gap in 4 star self-contained apartment accommodation in the Snowy Valleys to service the needs of growing business and transient labour markets, visiting for business or staying in the region for short-term work contracts. This type of accommodation would be well suited to Tumut.

The Snowy Valleys is a popular family holiday destination, with a range of nature-based and outdoor adventure attractions. Self-contained apartments are attractive to family groups with younger children, as they are able to access the full suite of amenities that would normally be available at home. An important consideration for this market is value for money, convenience, and accessibility.

Self-contained apartments are also well suited to visiting friends and relatives and event visitor markets, who are another key market for the Snowy Valleys.

Target Markets Business travellers
Transient labour force
Family groups

Success Factors Fully self-contained rooms
Location - access to town centre
Privacy

Potential Investment Locations Tumut town centre



Best Practice
One & Only Resorts,
Wolgan Valley



Best Practice
Vue Apartments
& Day Spa,
Geelong

Invest in Eco-lodges

Providing seclusion and architecture that is well-integrated into the surrounding environment, eco-lodges are sought out by nature-enthusiasts and adult couples seeking experiential accommodation to escape to in the countryside.

Eco-lodges also provide a suitable accommodation option for family groups wanting to get away from the city, without compromising on the comforts of self-contained accommodation.

There is potential to establish eco-lodges alongside natural assets in the region such as the Tumut River and in locations near the Blowering and Talbingo Dams.

- Target Markets**
 - Adult couples
 - Nature-based tourists
 - Family groups
- Success Factors**
 - Secluded setting
 - Architecturally designed
 - Picturesque views
- Potential Investment Locations**
 - Picturesque rural locations

Invest in Boutique Hotels

The Snowy Valleys has a large short-stay business market, which includes high-level executives from Snowy Hydro and Visy. This provides an opportunity for boutique hotel development to service this market located in Tumut, with the town home to the Visy paper mill and also operations associated with Snowy Hydro.

An increase in the food and drink tourism scene in the Snowy Valleys has influenced a recent growth in adult couple and high-end travellers visiting the region. These visitors are attracted to the serenity and natural beauty of the region, however remain interested in a luxurious holiday escape.

- Target Markets**
 - Business travellers
 - High-end travellers
 - Adult couples
- Success Factors**
 - On-site destination dining
 - Views and semi-rural setting
 - Fresh farm-gate produce
 - Selling a complete experience
- Potential Investment Locations**
 - Tumut



Source: Freycinet Lodge

Best Practice
Coastal Pavillions,
Freycinet Lodge,
Tasmania



Best Practice
Royal Mail Hotel,
Dunkeld

Source: Royal Mail Hotel, Dunkeld

Invest in Glamping

Contemporary tourists are increasingly seeking experience-based travel and accommodation options. Glamping allows guests to get outside and enjoy the picturesque waterways, valleys and mountains of the Snowy Valleys, without sacrificing the comforts of a commercial guestroom.

Glamping tents are generally small spaces well-suited to adult couples, particularly higher-end travellers and nature-based tourists with strong desire for a unique, once-in-a-lifetime type experience.

Developments like PaperBark Camp in Jervis Bay create a secluded glamping experience that attracts these visitors, whilst including a communal village type experience nearby, with dining, entertainment and relaxation facilities. This essentially creates an upmarket version of the traditional caravan park.

Target Markets

High-end travellers
Nature-based tourists
Adult couples

Success Factors

Luxury in natural setting
Serenity and seclusion
Group experiences/facilities

Potential Investment Locations

Rural locations

Best Practice

Paperbark Camp,
Jervis Bay

Source: Paperbark Camp, Jervis Bay



Destination Riverina Murray NSW

Fishing on the Tumut River, Nimbo Fork Lodge
Credit: Destination NSW



Destination Riverina Murray acknowledges the many Aboriginal Nations and Aboriginal People of the Riverina Murray region as the traditional carers and custodians of the land that we all now live and work on. We pay our respect to Elders past, present and emerging.

Destination Riverina Murray values the diversity of this region and works in partnership with local Aboriginal communities to respectfully celebrate and share Aboriginal culture with visitors to the region and also with locals who live here.

To view the full Riverina Murray Accommodation Market Assessment Report report, [click here](#).

For further information please get in touch with Destination Riverina Murray:

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