

Tourism in Alpine Shire Current State

April 2025

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1. Executive Summary

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The Alpine Shire Council (Council) is embarking on a comprehensive Alpine Tourism and Events Strategy (the Strategy) to shape the future of the shire's tourism industry. The forward-thinking document will ensure the sustainable growth and resilience of local tourism.

As a foundational step, Council has created this document 'Tourism – Current State', which focuses on the status of tourism in Alpine Shire. As the largest employer, tourism is one of the largest industries in the shire, generating over \$519 million per annum. Over the past 10 years, the growth in tourism has been substantial, doubling the number of visitor nights in our region. In 2024, there were 120 permitted events, creating an economic impact of over \$35 million.

Council's tourism and events delivery support the Community Vision and Council Plan (2025-2029). *'For a sustainable and resilient Alpine – To progress towards a more sustainable and resilient Alpine Shire, we will make bold, future focused, and evidence-based decisions that serve the long-term interests of our communities. We will be prepared to capitalise on future opportunities, and to navigate challenges, risks, and uncertainties.'*

This document provides an overview of the stakeholders and agencies involved in tourism and their responsibilities.

Council's tourism brand, Bright and Surrounds, has experienced consistent success since market entry in 2013. The strength of the brand is found in the natural beauty of Alpine Shire and the region's ability to service visitors' needs with a vast array of accommodation, food, and beverage options. The most popular tourism assets are the abundance of walking and cycling tracks and trails, as well as multiple mountain bike parks and access to State Forests and National Parks.

By thoroughly analysing the existing tourism landscape, Council seeks to identify strengths, challenges, and opportunities that will influence long-term planning. With a clear vision and actionable goals, Council aims to position Alpine Shire as a premier destination, enriching the lives of both visitors and residents while preserving the region's character for future generations.

2. Purpose

Alpine Shire Council (Council) is undertaking a Tourism and Events Strategy (the strategy) to guide future investments and management initiatives in the local tourism industry. To shape the future of tourism in Alpine Shire (the shire), it is important to first understand the industry's current status. This document aims to provide a detailed overview of the tourism landscape in the shire.

Alongside releasing this document, Council is conducting a survey to gauge community attitudes towards tourism. Community support is vital for a sustainable tourism industry. This report will be updated after the survey's completion.

The second stage of the strategy will involve developing a community vision for tourism for each of the key areas of the shire. This stage will involve facilitated workshops in each key town, with visions expected to vary across the shire.

The final stage will involve the development of tactics (actions to implement) to take each area from its current state (as described in this report) to the desired future state as defined in the vision.

3. Tourism in Alpine Shire

3.1 ECONOMIC CONTRIBUTION

Tourism generates over \$519 million per annum in the shire (*Alpine Shire Domestic Travel Snapshot YE2024*) and the tourism industry is the largest employer (*Remplan Employment report with Tourism Sector 2023 Release 2*).

In 2024, Alpine Shire hosted 4.1% of all visitor nights in regional Victoria (*Alpine Shire Domestic Travel to Alpine Shire Snapshot YE2024*).

Excluding disruptions during COVID-19, visitor numbers remained consistent in the Shire until 2023, with growth in 2024, when we saw an increase of 1% in the number of visitor nights and 0.6% increased share of regional visitors.

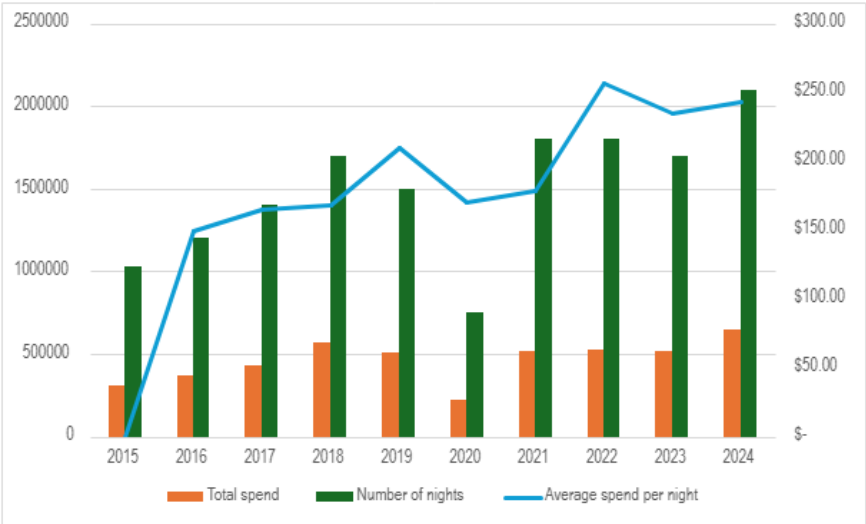
On average, overnight visitors spent \$243 per night in the region, with the average length of stay 3.3 nights. In 2024, the shire received 648,000 overnight visitors, spending nearly 2.1 million nights in total in the region.

The shire attracts the largest number of overnight visitors to the High Country region (*Victoria's High Country Destination Management Plan 2023-2033, pg. 22*). The average spend per night is slightly below the regional average; however, the length of stay is longer (*Victoria's High Country Destination Management Plan 2023-2033, pg. 20 and Alpine Shire Domestic Travel Snapshot YE2024*).

According to *Victoria's High Country Destination Management Plan 2023-2033*, the overnight spend, inclusive of dining, activities and retail, was \$766 per overnight visitor.

Regionally, Tourism North East (TNE) estimates the average spend per day trip visitor in 2022 was \$154.

The graph below shows the steady growth of visitor nights, visitor numbers and the fluctuation of the average spend per night over the past 10 years. This graph demonstrates both the impacts of COVID-19 and financial pressures in 2023.



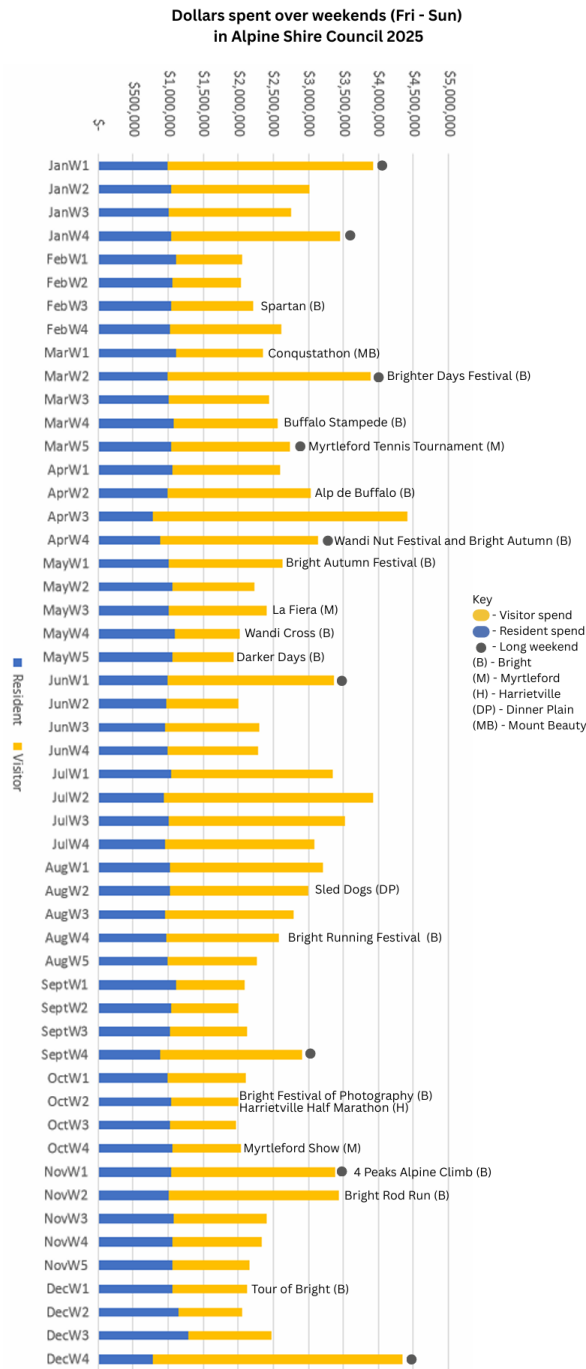
Data from Domestic Travel to Alpine Shire Snapshot 2016 to 2024
Note: We have no data for 2015, average daily spend per night

3.2 EMPLOYMENT

In 2023, 18.1% of jobs in the shire were attributed to the tourism industry, making it the largest employer. Of these, 997 jobs were in sectors including accommodation and food services, administrative and support services, retail trade, manufacturing, arts and recreation, transport, postal, and warehousing (*Remplan Employment report with Tourism Sector 2023 Release 2*).

3.3 VISITOR NUMBER VARIABILITY

Visitor numbers to the shire region vary significantly due to seasonality, public holidays, school holidays and events held in the region. The graph below shows how visitor spend varies over the year (*CommbankIQ December 2026*).



Visitor numbers have fluctuated over the years, with COVID-19 significantly impacting the visitor economy in both positive and negative ways. In 2020, visitation declined due to statewide lockdowns, but it rebounded above average in 2021 and 2022 as people made up for missed holidays. Restrictions on interstate and overseas travel for Victorian residents also boosted regional Victoria's visitation.

In 2023, economic confidence and inflation slowed spending in the region. Visitor nights remained consistent, but spending in the region decreased. The poor snow season also contributed to a decrease in visitor numbers and spending.

As well as poor snow seasons, natural disasters also affect visitation and spending, such as bushfires, floods and heatwaves.

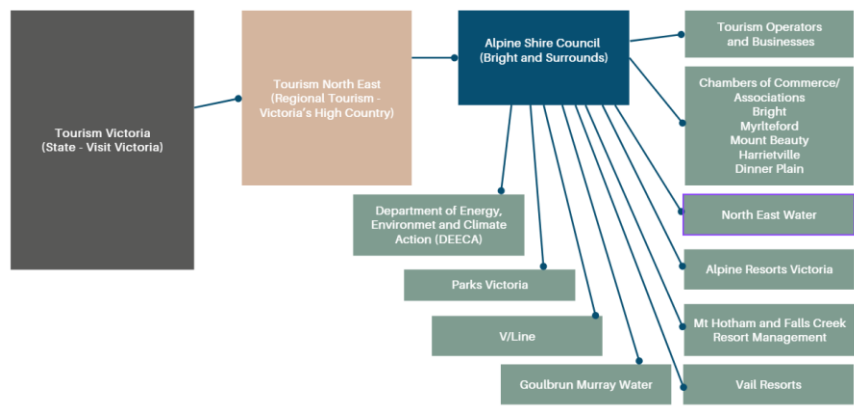
4. Tourism Governance

4.1 TOURISM STAKEHOLDERS AND AGENCIES

Tourism operators drive the industry and include:

- accommodation providers
- tours operators
- food and beverage outlets
- retailers
- transport providers
- wineries, breweries, and distilleries
- activities
- entertainment
- health, beauty and wellness
- producers

The local tourism industry fits within a hierarchy of supporting industry agencies, as detailed below.



4.2 VISIT VICTORIA'S ROLE

Visit Victoria, the State Tourism Organisation, supports local government in Victoria by driving visitation and expenditure through destination marketing, securing events, and providing governance and strategic support for major tourism entities. Visit Victoria supports our regional tourism body, TNE.

4.3 TOURISM NORTH EAST'S ROLE

TNE is one of 12 visitor economy partnerships established at the directive of the Victorian Government. TNE sustain and elevate the High Country as the lead regional tourism destination in Victoria, with a thriving visitor economy based on destinations of choice, and a compelling range of tourism products and experiences.

TNE support Council by:

- delivering major advertising campaigns that promote Victoria's High Country;
- managing digital services (such as the content management systems for websites and regional app);
- delivering industry and product development;
- supporting regional projects, such as visitor servicing asset development and social content development; and,
- public relations with media.

4.4 COUNCIL'S ROLE

The Alpine Shire Community Vision and Council Plan (2025-2029) include the priority *'We support a strong and sustainable economy across Alpine Shire'*.

The Council Plan (2021- 2025) had the following strategic objectives and strategies.

The strategic objectives of the vision were:

- Diverse reasons to visit;
- Innovative and sustainable business development that supports year-round benefits; and
- Access to technology that meets our evolving needs.

Council's strategies to achieve the objectives that relate to tourism were:

- Promote and support events across the Alpine Shire;
- Balance tourism growth with amenity and environmental impacts;
- Increase geographic and seasonal visitor dispersal;
- Effectively manage and maintain tourism infrastructure;
- Support and encourage a diverse, sustainable and resilient business community; and
- Collaborate with industry and partners to support education, skill development and employment opportunities.

Actions used to deliver the priority of a strong and sustainable (tourism) economy are:

- Create and manage five destination websites with over 491,000 visitors in 2025;
- Manage five destination websites;

- Manage social media accounts with 69,000 followers;
- Send electronic newsletters to a database of 4,100 each month;
- Print four different town maps to support the visitor experience;
- Print Walks and Trails guide and Cycle guides for visitor experience;
- Print the Official Visitor guide to attract visitors to the region;
- Gather images and video that support campaigns and visitor needs;
- Advertise the region;
- Create monthly blogs;
- Operate three visitor information centres, that serviced the following number of guests in 2025:
 - Myrtleford 12,802
 - Mount Beauty 16,884
 - Alpine 64,002
- Manage over 500km of tracks and trails, used by walkers, cyclists and runners;
- Manage contracts for Mystic Park;
- Manage the facilitation of events on public land;
- Collaborate with regional bodies (See point 4.1);
- Contribute to monthly Economic Development newsletter for local operators; and
- Annual networking events for businesses.

5. Alpine Shire Visitor Offering

5.1 THE HISTORY

Indigenous peoples have been the Traditional Custodians of our region for thousands of years. Land rich of natural resources and significant geographic features, such as Mount Buffalo, were draw cards for various mobs to meet, trade and host ceremonies (*Historical Archaeology Report, June 2008, pg. 5*). While much of the information of the First Nations People has been lost, their inhabitants and visitation to the region is documented.

European settlement initially started in the mid-1930s, and soon grew with the gold rush, followed by farming. Tourism and recreation began to grow, centred on the outstanding natural assets.

Tourism has always been part of our region.

5.2 TOWNSHIPS

Each of our townships has a unique tourism offering.

5.2.1 Myrtleford and Surrounds

The population of Myrtleford and Surrounds in 2021 was 3,285 (*Australian Bureau of Statistics*). This region incorporates the township of Myrtleford, as well as villages of Gapsted, Mudgegonga, Ovens, Happy Valley, Eurobin and Lake Buffalo. In 2022, there were 2,208 short-term beds available in Myrtleford and Surrounds - 9% of the total number of short-term beds available in the Shire (*Alpine Shire Council – Occupancy Audit, Fusion Research, February 2022*).

Myrtleford, the nearest township to Melbourne in the Shire, warmly welcomes the majority of our visitors. As a tourism destination, it is known for its Italian and Mediterranean heritage and tobacco kilns dotted throughout the landscape. According to the township personality project conducted in 2020, Myrtleford local believe the township shares many of the traditional Italian values; warm, welcoming, humble, and hard working. They see it as a comfortable and family-friendly place.

The tourism offering and image of Myrtleford is evolving. The township is becoming increasingly multicultural, offering a variety of cafes and restaurants. A town with many mosaics, it has become an arts destination, and what were once tobacco farms have flourished into small producers of wine, hops, pumpkin seeds, nuts and berries.

5.2.2 Mount Beauty and Surrounds

The population of Mount Beauty and Surrounds in 2021 was 1,922 (*Australian Bureau of Statistics*). It incorporates the townships of Mount Beauty, Tawonga South, Tawonga and Dederang, as well as Bogong Village. In 2022, there were 2,913 short term beds available in Mount Beauty and Surrounds - 11% of the total available in the Shire (*Alpine Shire Council – Occupancy Audit, Fusion Research, February 2022*).

Situated in the Kiewa Valley, the furthest point from Melbourne in the Shire, this area offers a blend of tranquillity and adventure. It's best described as peaceful yet adventurous, catering to both thrill-seekers and those seeking serenity. From the personality project conducted in 2020, the locals describe their township as peaceful, relaxing, protected and safe, with breathtaking views. During the winter months, Mount Beauty is a base for many snow enthusiasts who enjoy both the tourism offerings of the mountains and the valley.

Mount Beauty holds immense potential. Known for its breathtaking valleys and rivers, the town is poised for investment and ready to evolve into the next phase of its tourism offerings.

5.2.3 Harrietville and Surrounds

The population of Harrietville and Surrounds in 2021 was 488 (Australian Bureau of Statistics). It incorporates the township of Harrietville and the village of Smoko. In 2022, there were 1,609 short term beds available in Harrietville and Surrounds - 6% of the total available in the Shire (*Alpine Shire Council – Occupancy Audit, Fusion Research, February 2022*).

Harrietville is the final township in the Ovens Valley before ascending into the Alpine National Park and Mount Hotham and is a popular base for snow enthusiasts. During the warmer months, Harrietville becomes a popular destination for hikers who enjoy longer treks (3+ hours), with several of the state's iconic day and multiday hikes nearby.

From the personality project conducted in 2020, locals feel Harrietville is a mountain village with a generous spirit that is a little quirky, but super friendly. They consider themselves a close-knit village of people who feel the magic of their environment invite visitors to slow down and experience it too.

Beyond snow and walking enthusiasts, Harrietville is a fantastic location to enjoy the Great Valley Rail Trail; a sealed cycle trail from Harrietville to Bright, or a destination for touring groups, particularly road and adventure bikers.

5.2.4 Bright and Surrounds

The population of Bright and Surrounds in 2021 was 2,620 (*Australian Bureau of Statistics*). It incorporates the townships of Bright the villages of Bright, Porepunkah and Wandiligong, and the villages of Freeburgh and Buckland Valley. In 2022, there were 16,176 short-term beds available in Bright and Surrounds - 60% of the total available in the Shire (*Alpine Shire Council – Occupancy Audit, Fusion Research, February 2022*).

Bright is synonymous with tourism. It continues to be a popular holiday destination thanks to its blend of natural assets and excellent tourism facilities. Investing in business and tourism helps support the local economy and ensures that the needs and expectations of visitors are met.

From the personality project conducted in 2020, locals describe Bright as a cosmopolitan town that is ever-evolving, dynamic, and adventurous. In Bright, "*every day feels like the weekend*."

Bright ticks all the boxes as a nature base tourism destination. The region attracts visitors with its distinct four seasons, each offering unique experiences. It boasts two National Parks (Mount Buffalo and the Alpine National Park), freshwater rivers perfect for swimming, and infrastructure like walking and cycling trails, mountain bike parks, and nearby snow play areas. Additionally, there has been significant private investment in accommodation, food and beverage, and retail businesses.

Bright's dynamic growth has been part of its appeal; however, there are concerns that the town's current trajectory may not align with the core reasons people love to visit, and what has made Bright the beloved destination it is today.

5.3 TOURISM ASSETS

Our strength in drawing visitors is our natural beauty, and our ability to service visitors' needs with a vast array of accommodation, and food and beverage options. In 2022, there was approximately 25,300 short term beds available (*Alpine Shire Council – Occupancy Audit, Fusion Research, February 2022*), with 55% of these offered in caravan and tourist parks, 17% in holiday units, 14% in holiday houses and cottages, and 7% in motels.

The following table lists activities found in the Shire grouped into TNE's Regional Product Pillars.

ALPINE SHIRE COUNCIL

Cycling	The Victoria Alps	Nature	Food, Drink and Produce	Arts, Culture, Heritage and Events
Mountain Biking (3 MTB Parks)	Skiing/Snowboarding	Walking <1 hour	Coffee Roasters (3)	Gallery (4)
Road Cycling	Cross Country Skiing	Walking 1-3 hours	Breweries (3)	Museum (4)
Gravel Riding	Snow play	Walking >3	Distilleries (2)	140 Events per annum
Recreational Cycling (6 premiere trails)	Snowshoeing	Trail Running	Wineries (9)	Mosaic Trail and street art
		Nature bathing	Monthly Markets (3)	High Country Huts
		Water Skiing	Pumpkin and sunflower seeds	Gold mining Historical sites
		Fishing	Olive products	Local artists and cottage industry
		'Floating' or paddleboarding	Apples	
		Swimming	Berries	
		Rafting/Kayaking	Fish Farm	
		Gliding	Cheese producers	
		Helicopter Tours	Nuts (walnut, chestnut, hazelnut)	
		Paragliding	Truffles	
		Touring	Artisan Bread	
		Horse Riding	Sauces	
		Rock climbing		
		Caving		
		Wellness		

6. Marketing

6.1 PAST TOURISM STRATEGIES

Just over a decade ago, the Economic Development team set two ambitious, albeit unofficial, goals: to establish the region as Australia's premier cycling destination and to attract high-profile events.

The events were designed to boost visitor numbers during quiet weekends, balancing the peaks and troughs of regional tourism. These goals have largely been achieved and remain relevant, but they now need to be refined to align with the current visitor economy.

6.2 THE CURRENT TOURISM BRAND

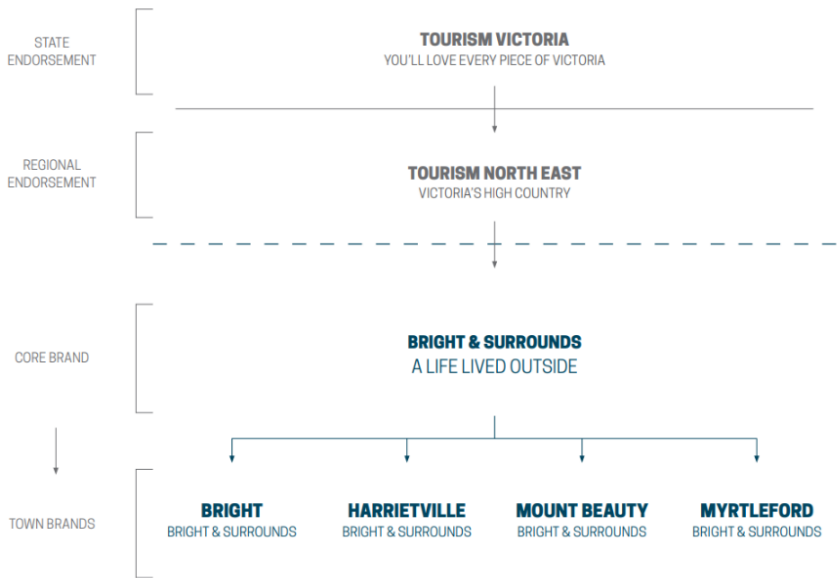
The tourism brand for Alpine Shire is *Bright and Surrounds*, with the sub-brands *Myrtleford and Surrounds*, *Mount Beauty and Surrounds* and *Harrietville and Surrounds*. Dinner Plain has its own branding, style and guidelines.

Established in 2013, *Bright and Surrounds* was among the first regions to adopt destination branding that highlighted a well-known township followed by 'and surrounds.' This strategy has been highly successful, leveraging the strong recognition of 'Bright' in target markets. Over the years, this branding formula has gained popularity across Australia.

The brand underwent a review in 2020, confirming that the branding and tagline were strong and relevant to target markets. A brand personality was developed, and the colours were refreshed.

Following this update, individual township brand personalities were developed for each sub-brand (excluding Dinner Plain). These personalities were shaped through interviews with community members, including both new and long-term residents of various ages, backgrounds, and genders.

The brand architecture model:



Bright and Surrounds Brand Guidelines 2020

6.3 TARGET MARKETS

Currently, we are a region for everyone.

Many of our visitors first came to the region as children for annual holidays. Now, they return with their own friends and families. These loyal, habitual travellers often revisit the area. While there is no official data, feedback from our operators indicates that once people visit our region, they tend to come back.

Council’s tourism marketing plan focuses on habitual travellers maintaining their connection with the region, keeping them coming back on a regular basis. We also aim to connect with first-time visitors building new relationships with our region, with the aim of converting them into habitual travellers.

TNE focuses on Lifestyle Leaders; progressive, educated and professional individuals who actively seek out new experiences. They enjoy an active social life and have extensive social networks in which they are viewed as trusted advisors and influences. They are higher in affluence and discretionary expenditure than the average Australian, so travel

frequently and spend more when travelling. They are a highly sought after section of the market, making them expensive to attract. TNE has the budget and reach to attract this market.

6.3.1 Activity target markets

TNE has conducted extensive research into specific activities available in Victoria's High Country. This information allows us to further segment the market and understand our visitors and who best to target in specific categories.

Here are our target markets for various activities:

Cycle Tourism

Recreational Cyclist – 'Holiday Explorer': Enjoys light exercise in natural surroundings, dining out, and sightseeing. Our recreational cycle trails, extensive dining options, and sightseeing opportunities are perfect for this target market.

Road Cyclist – 'Big Kids Playtime': Seeks thrilling experiences and high-energy pursuits. Bright and Surrounds is known for challenging road rides and mountain climbs that meet this market's needs and aspirations.

Mountain Bikers – 'Big Kids Playtime': they seek thrills and high-energy activities. Our region offers three mountain bike parks with various trail styles, suitable accommodation for groups, and a vibrant cycling culture.

Gravel Cyclist – 'Lifelong Adventurer': Committed to the sport in all forms, enjoying high-energy pursuits and outdoor time. Our stunning trails provide adequate challenges, and our townships offer suitable food and accommodation.

Walk and Hike Tourism

We cater to all segments of walk tourism:

Keeping Active: Primarily individuals aged 50+, walking to stay active. Our shared trails and short walks in nearby National Parks, like the Mosaic Trail, are ideal for this group.

Tranquil Roamers: All ages, often female, seeking to de-stress and escape city life. We offer many easy and slightly challenging walks in our townships and National Parks to meet their needs.

Destination Explorers: Typically, under 40, looking for standout walks with points of interest, social and adventurous. Suitable walks include Ladies Bath Falls, Canyon Walk, and The Gorge Walk in Mount Beauty.

Committed Hikers: From mid-20s to middle age, engaging in a range of walking activities, including day and overnight hikes. Our longer walks in National Parks, such as the Razorback, Falls Creek to Hotham, or Big Walk up Mount Buffalo, meet their expectations.

Wine Tourism

Region Tourers: Middle-aged and older, experienced and confident in their tastes, engaging with local attractions and wineries. Our region meets their expectations with seasonal attractions, National Parks, and accommodation choices.

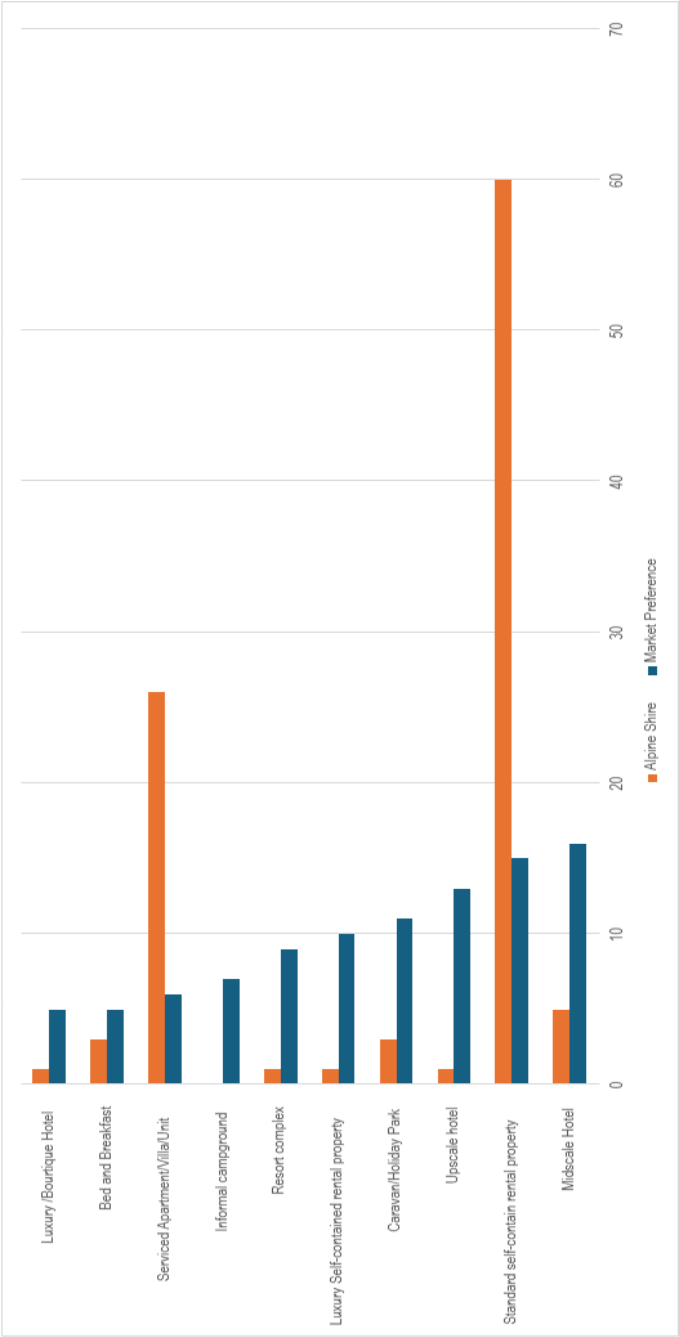
Variety Seekers: Mostly younger but can be middle-aged, seeking unique experiences, fun, and more than just wine, often traveling in groups. We offer a selection of wineries with new varieties, fun outdoor experiences, restaurants, farm gates, and group accommodation options.

Brewery Tourism

Holiday Visitor: Middle-aged men and women with dependents of all ages, mid-income, visiting for longer periods (higher overall spend). They choose craft breweries for beer, food, and atmosphere, recognizing and valuing quality beer.

Accommodation Tourism

Alpine Shire townships are prominent in preferred High Country locations for accommodation. Data from TNE and Council in 2021/22 indicates that the current mix of accommodation options does not match market preferences. The graph below shows the number of operators in each of the categories, not the number of beds.



Food Tourism

Ultimate Foodie: Plans their days around food experiences and will not stay in a destination if the dining options are not up to par.

Flexible Foodie: Highly values food experiences and incorporates them into their trips, but food is not the main motivator.

Snow Tourism

Outdoor Lifestylers: Recent and regular snow visitors, often slightly older families with young children. They have a strong affinity for winter but not necessarily for snow sports. They enjoy trying new things and experiencing different holidays.

6.3.2 Key markets spending in our region 2025

CommbankIQ, provides data of the actual sources of visitor spending in our region. The most lucrative market by location for our region is Wangaratta, followed by Indigo. We see consistently high spending throughout the year from Greater Geelong, Mornington Peninsula and Boroondara. We also receive significant visitor spending from Wodonga and Bayside (Victoria). There are two dominant markets spending in our region according to CommbankIQ.

Countryside Elite – Regional families of high affluence, typically couples aged between 45 and 54. They are parents and homeowners who ensure their house, children, and pets have everything needed for a comfortable, active life.

Prosperous Families – Highly affluent metro families, aged between 25 and 54. They are more likely to own their homes and invest in maintaining their appearance. They prefer premium options when traveling and prioritise self-care, such as massages and health spas. Health-conscious, the parents are often golfers or cyclists, while their children are more than four times as likely to have sporting commitments.

7. Events

7.1 CURRENT STATUS

Events have always been integral to the Shire's tourism offering, ranging from small community gatherings to large events that engage entire townships. Annually, the Shire hosts 120 permitted events, along with 14 community events and 11 civic events (2024). These events generate an estimated economic benefit of \$35 million.

The original vision for hosting events in the Shire was to boost visitation and enhance the region's economic benefits. Additional visitation through events helps stabilise seasonal tourism variations.

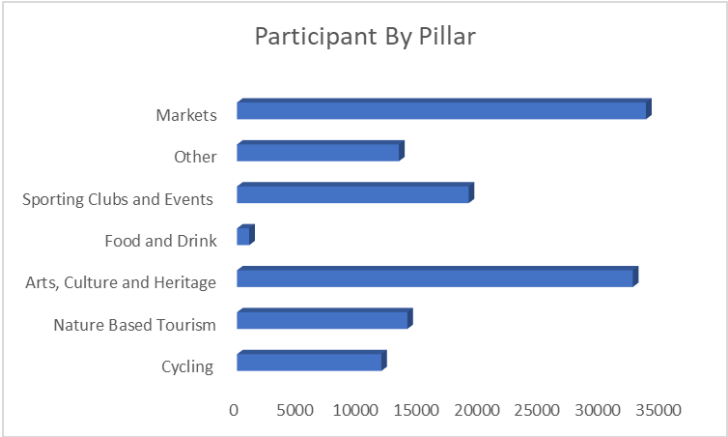
Attracting events during the colder months, however, has been challenging due to a lack of suitable indoor venues and wet weather options. Consequently, the event season in the Shire runs from November to mid-May.

Spring	Sept-Nov	22	
Summer	Dec-Feb	23	
Winter	June-August	8	
Autumn	Mar-May	21	

Our region's natural surroundings make it a prime location for events, giving us a competitive edge over other areas. Bright, in particular, is highly attractive to event organisers due to its extensive accommodation and dining options, which cater well to visitors.

The Events Strategy developed in 2021 highlights cycling and nature-based tourism as key drivers of events within Alpine Shire. Bright is promoted as a mountain biking hub, with Mystic Bike Park, originally developed by Alpine Community Plantation, now operating commercially and attracting hundreds of mountain bike enthusiasts. The roads to Mount Hotham and Mount Buffalo draw road cyclists to the region, leading to numerous events.

The stunning mountain backdrop and vibrant township of Bright have also brought trail running and ultra-marathon activities into prominence, collectively generating \$10.5 million for the region through events. Bright's Iconic Rod Run is one of the Shire's largest events, categorised under 'sporting clubs and events.' In the Arts, Culture, and Heritage category, we host the Bright Autumn Festival, La Fiera, and Brighter Days.



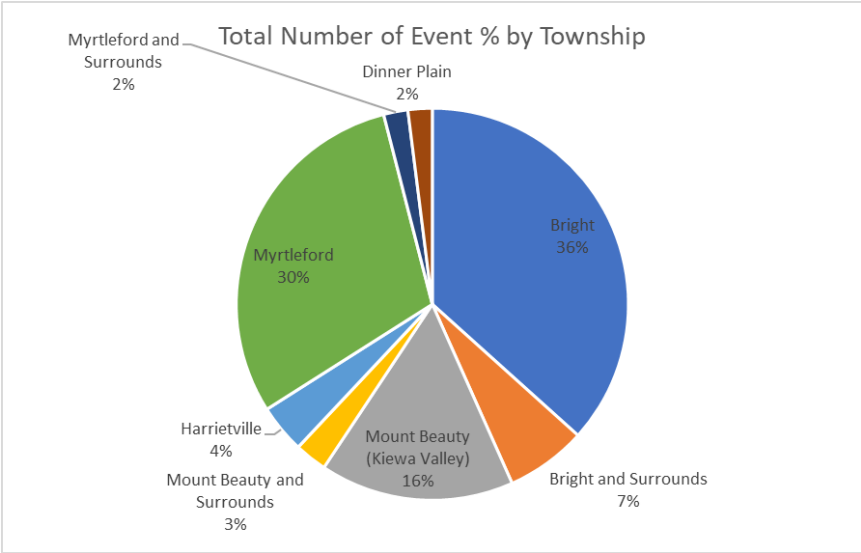
The number of individual events peaked in 2019, with 198 events generating an estimated \$42 million for the region. However, following the 2019-20 bushfires and COVID-19, the total number of events declined to 107, with economic expenditure dropping to \$22 million. Many events did not return post-COVID-19. Event attendance numbers have decreased from 1,972,992 in 2019 to 1,251,139 in 2024, despite increased attendance at the remaining events.

Top 10 Events in the Alpine Shire

Number	Event Name	Location	Total Eco Value
1	Bright Rod Run	Bright	\$4,926,600
2	Buffalo Stampede	Bright	\$3,192,273
3	La Fiera	Myrtleford	\$2,460,260
4	Brighter Days Festival	Bright	\$2,367,144
5	Spartan	Bright	\$1,903,936
6	Bright Autumn Festival	Bright	\$1,232,000
7	Myrtleford Show	Myrtleford	\$1,086,000
8	Myrtleford Lawn Tennis Club Easter Tournament	Myrtleford	\$1,013,000
9	Tour Of Bright	Bright and Surrounds	\$962,250
10	Darker Days Festival	Bright	\$894,454
Total			\$20,037,918

(Alpine Shire Event modelling from Alpine Shire Domestic Travel Snapshot YE2024)

Anecdotal evidence indicates that residents are growing weary of the numerous events held most weekends for six months of the year, particularly in Bright, which hosts 38% of these events. Bright also accommodates major events.



Myrtleford and Surrounds hosts 32% of events, with many of these community events.

The revenue generated in Bright is significantly higher due to the number of commercially operated events.

Bright's Revenue: \$22,567,751

Myrtleford's Revenue: \$9,035,875

(Alpine Shire Event modelling from Alpine Shire Domestic Travel Snapshot YE2024)

7.2 EVENTS STRATEGY

Council's current Events Strategy aims to reduce the impact of events, particularly on Bright residents and businesses. This is done through event permitting and funding requirements. The strategy limits major events from being scheduled during peak visitation periods, restrict the use of certain open spaces for events (e.g., parks) and the closure of main roads for events during long weekends and school holidays.

The current events strategy can be found at:

www.alpineshire.vic.gov.au/sites/default/files/Alpine-Shire-Events-Strategy.pdf

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