

Expression of Interest High Country Trail Running Product

EOI Issue Date	1 May 2017
Product Name	High Country Trail Running
Introduction	<p>Tourism North East (TNE) is seeking submissions from suitably qualified individuals, companies, or organisations within the private sector who wish to be considered to run a commercial trail running business/event series in the Victorian High Country.</p> <p>Anyone interested in putting forward a submission should review this Expression of Interest (EOI) and contact TNE before 16 July 2017.</p>
Background	<p>The High Country's unique alpine environments and rich fertile valleys make it a popular nature based tourism destination. Visitors can participate in fishing, boating and watersport activities on rivers and inland waterways, enjoy hiking, biking and trail running across the peaks and throughout the valleys, and also take advantage of other adrenalin focused experiences such as, abseiling, caving and gliding.</p> <p>TNE aims to develop a range of leading nature-based tourism hubs across the High Country that act as regional visitation and yield drawcards. To this end we are looking to build on the strength of trail running and develop it across the alpine resorts. Currently there is a range of 21 colour-coded runs covering more than 200km through the 7 Peaks of Victoria (Mt Baw Baw, Mt Buffalo, Mt Buller, Dinner Plain, Falls Creek, Hotham and Lake Mountain).</p> <p>TNE has launched a digital campaign designed to raise the profile of the offering and drive interest in visiting the alpine resorts for this purpose. Research has shown that travel amongst the trail running market is motivated by the presence of a facilitated trail running product – something that is limited in the resorts. The successful applicant will work closely with the individual alpine resorts to deliver the product and harness the unique character of each resort.</p>
Key Messages	<p>The Key Messages of the High Country Trail Running product are to be considered as part of your proposal.</p> <ol style="list-style-type: none"> Iconic Peaks - Mt Hotham, Dinner Plain, Mt Buller, Mt Buffalo and Falls Creek. Something for everyone - The High Country offers an excellent range of trail running choices, with runs appropriate for those just starting and those needed to push themselves to the next level. Feel closer to nature - Running in the alpine areas of Victoria is truly invigorating, providing access to truly unique natural alpine environments – you are literally running on top of Australia breathing

	<p>crisp clean mountain air;</p> <p>4. Conquer the mountains- Build your sense of achievement through running on some of Victoria's highest peaks.</p> <p>5. A Weekend Away -There are great accommodation options on and off mountain throughout the Alps so it is worth making a weekend trip around your runs, why not reward yourself with a visit to one of the North East's six wine regions the day after your running efforts are complete – the food, wine and beer is exceptional. There is no white noise, no interruption, just nature, fresh air and your running shoes.</p>
Key Objectives	<p>TNE is requesting operators capable of delivering product that is of interest to the trail running market. TNE envisages that this work could include current outdoor activity providers looking to diversify their offering to include trail running, or potentially new operators to the region. Events are also seen as a key driver for this market, providing runners with a safe and supported way to explore new environments.</p> <p>TNE will need to be comfortable with the proposal, including that the operator has demonstrated capabilities and experience in the business proposed, and a proven track record in similar facilities is essential.</p> <p>TNE's primary objectives for the project are to:</p> <ul style="list-style-type: none"> ● Create a leading trail running series across Victoria's High Country. ● Drive visitation through trail running, with industry and stakeholders observing marked increases in trail runner attendance. ● Identify relevant partnerships to leverage maximum return on investment for the program with efficient investment levels. <p>In order to achieve these objectives, the EOI process has been designed to:</p> <ul style="list-style-type: none"> ● Identify suitable parties with appropriate: <ul style="list-style-type: none"> - financial resources; - management and development expertise in the appropriate business operation; and - technical capacity to develop the required business ● Select the appropriate candidate that best meets the abovementioned objectives.
About Us	<p>TNE is one of eleven regional tourism boards established at the directive of Tourism Victoria (now Visit Victoria), the State tourism body. The regional tourism boards were created to act as the peak tourism organisations for their areas, working in partnership with Visit Victoria, industry and a range of government partners to support and develop regional tourism.</p> <p>TNE is the tourism board that represents the north-east of Victoria, which is the region known as the 'High Country'. This region includes six shires – Alpine, Benalla, Indigo, Mansfield, Towong and Wangaratta – and the three major alpine resorts of Falls Creek, Mt Buller and Mt Hotham.</p> <p>Over 3 million people visited Victoria's High Country in 2015, spending \$692 million when in-region. Tourism accounted for 20.3% of gross regional product and employed 7,900 people (20.2% of regional employment). As such, Victoria's High Country is ranked second in the comparative importance of Victoria's tourism across regions (behind Phillip Island).</p>

	<p>The High Country's visitors are primarily from the domestic market, including 1.4 million overnight visitors and 1.6 million day visitors. This market is currently also the most lucrative, with overnight visitors contributing \$548 million to the local economy and day visitors generating \$131 million. In 2015, domestic day visitors to the region were up 5.2% from the previous year, accounting for 5.4% of all domestic daytrips to regional Victoria. The High Country's domestic overnight visitors were up 9.5% from 2014, accounting for 10.2% of all domestic overnight visitors to regional Victoria and 9.7% of domestic visitor nights.</p> <p>The region also attracted over 24,000 international overnight visitors in 2015, who generated a further \$13 million in local spend. International overnight visitation to the High Country was up 17.6% compared to the previous year, and accounted for 5.3% of all international overnight visitors to regional Victoria.</p>
Enquiries	<p>All enquiries regarding this Expression of Interest should be directed to: Eddie Wilson Industry and Product Development Manager Tourism North East L1, 19 - 23 Camp St, Beechworth, 3747 P: (03) 57282773 eddie.wilson@tourismnortheast.com.au</p>