Growing the Visitor Economy

and its value to the Bathurst community

What is the visitor economy worth to Bathurst today?

Destination NSW provides advice that the Bathurst Visitor economy is valued at $159,000,000 a year where the total value of the visitor economy across Central NSW is over $618,000,000.

Retaining and capturing greater spend for Bathurst's visitor economy

Estimations from Bathurst Visitor Information Centre and Destination NSW figures for Bathurst the year ending September 2011 show how the local spend occurs from visitors staying with friends and relatives, day trippers and those staying in paid accommodation.

Staying with family & friends and Day Trippers

Category of spend	Amount spent per day	Amount retained locally
Entertainment	$16	$14
Petrol	$12	$6
Meal Dining out $50 a head every second night/day	$25	$22
Groceries-Other	$15	$10
Take home shopping	$15	$13
	$83	$65

Percentage of spend captured locally 78.3%

Visitors day/nights	785,000
Value of spend locally per day	$83
Total local spend	$65,155,000

Staying in Paid Accommodation

Category of spend	Amount spent per day	Amount retained locally
Entertainment	$15	$13
Petrol	$25	$22
Meals out	$50	$45
Groceries-Other	$15	$8
Take home shopping	$20	$18
Accommodation	$71	$88
	$196	$174

Percentage of spend captured locally 88.77%

Visitors nights staying in Paid Accommodation	488,000
Value of spend locally per day	$196
Total local spend	$ 95,648,000

What if we added a spend of $15 per couple on local products and experiences through a campaign like 100,000 hands where key messages supporting the brand value were promoted both locally and across Central NSW?

Staying with family & friends and Day Trippers

Category of spend	Amount spent per day	Amount retained locally
Entertainment	$16	$14
Petrol	$12	$10
Meal Dining out $40 a head every second night	$20	$17.50
Groceries	$15	$12
Take home shopping	$15	$13
100,000 hands	$15	$13
	$98	$78

Visitors day/nights	785,000
Value of spend per day	$98
Total local spend	$76,930,000
An uplift of	$11,755,000

Staying in Paid Accommodation

Category of spend	Amount spent per day	Amount retained locally
Entertainment	$15	$13
Petrol	$25	$12
Meals out	$50	$45
Groceries-Other	$15	$8
Take home shopping	$20	$18
Accommodation	$71	$68
100,000 hands	$15	$13
	$211	$177

Visitors Nights	488,000
Value of spend per day night	$211
Total local spend	$102,968,000
An uplift of	$7,320,000

Visitors are looking to spend more, and would do so, if the right offer was packaged up. A price point of $15 is an attractive level to pitch experiences and products to meet mass appeal.

Conversations that can create millions of dollars of value to the Bathurst community

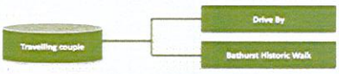
Increase $15 a day spend, by adding a new entertainment, such as a tasting room and promoting the sale of local wine and food can add $19 million to Bathurst's local economy every year.

Creating and monetising the visitor experience

Primary drivers for visiting Bathurst

Secondary - attributes that enhance appeal

Building the visitor economy through experiences The Bathurst Historic Walk

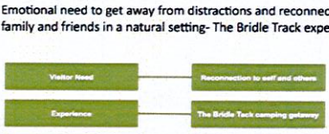


If only 2,000 people, 1,000 couples, 0.25 of the total number of visitors, stayed an extra half day to do this experience it would generate $86,600 more revenue to Bathurst

Activity	Item of expenditure	Items	Amount created $86,600
Sights	History Museum	@ $4 a head	$8
Sights	Fossil Museum	@ $10 a head	$20
Sights	Art Gallery	$20 Gift shop	$20
Lunch	Sandwiches	@$8 a head	$16
Lunch	Punnet of Strawberries	$3.80	$3.80
Lunch	2 x Coffee	@$3.50	$7
Keepsake	Pot of regional jam	$12	$12

Modeling the economic value add from a visitor need

Emotional need to get away from distractions and reconnect to family and friends in a natural setting- The Bridle Track experience



Economic impact of 100 sets of 2 families of an average of 4 individuals camping the Bridle Track: **$42,470**

The spend for a two day camping trip:

1. Meet at Visitor Information Centre	
2 x Families of 4	
Coffee 4 x 4	
Soft Drink 3 x 4	
1. Supplies for 2 day trip	**$28**
Alcohol	
2 x 6 pack of beer	$15
4 bottles of wine	$60
2 x bottles of Bubbly	$28
Total	**$103**
Milk 2 litres x 1	$2.90
Cereal x 1	$5
Loaf of Bread x 1	$3.50
8 x Avocados	$28
2 x tin tuna	$11.80
Apples x 8	$8
Beetroot x 2	$3.60
Corn x 2	$2.10
Lettuce x 2	$4.56
Tomatoes x 6	$4.50
8 x steaks	$28
Cordial	$5.80
1 x Block tasty	$7.09
Corn Chips	$12
Salsa	$10
Chocolate	$10
	$146.85
2 x days	**$293.70**

Thank you to the staff of Bathurst Regional Council and Louise Kelly of Hearts and Minds for their assistance in developing this information.