



Unlocking Opportunity

Investing in Omeo and Region's Emerging Adventure Tourism Destination

Call to Investors

The Omeo region, nestled within Victoria's alpine heartland, is on the cusp of a significant growth opportunity.

With the impending completion of the nationally significant Omeo Mountain Bike Park – the region is poised to become one of Australia's most compelling nature based outdoor active destinations. This is a unique opportunity to invest early in a place that combines breathtaking alpine landscapes, rich cultural heritage, and a community ready for sustainable growth.

This investor document outlines the most promising opportunities across accommodation, services, and experiences—and makes a strong case for why the time is now to invest in Omeo.

Why Invest in Omeo and the surrounding region?

An Emerging Trail Town with Natural and Strategic Advantages



Hero Asset: Omeo Mountain Bike Park

The mountain bike park is positioned as the flagship attraction that will drive regional tourism, drawing an estimated 17,500 visitors annually by year 10. This growth has been modelled conservatively and aligns with national trends in trail-based tourism.

Unmatched Natural Setting



With direct access to the Alpine National Park and proximity to iconic alpine resorts like Mount Hotham and Dinner Plain, Omeo offers a year-round tourism proposition—from skiing and mountain biking to rafting, hiking, and heritage touring.



Undersupplied Market

Accommodation, food, beverage, and visitor services are not currently scaled to meet the projected visitor uplift. Investors have a rare chance to meet—and shape—emerging demand.

Community and Government Support



The East Gippsland Shire Council and local stakeholders are aligned in their vision to grow the visitor economy and are investing in key enablers, including town planning through structure plans, governance structures, and regional infrastructure.



Limited Off Season

Omeo and region's position on the Great Alpine Road touring route, the proximity to Victoria's premier alpine resort Mount Hotham, and the emerging adventure hub with its summer and autumn appeal provide for a limited off season unlike many other destinations in Australia.



High-Potential Investment Sectors



Accommodation

Demand for visitor beds is forecast to exceed supply significantly. The region will require an estimated 20–30 additional rooms by year 4 of the mountain bike trail operations to keep pace with growth— **more if the destination gains momentum as expected.**



Opportunities

- Trail-connected boutique cabins and mid-range accommodation
- Self-contained, family-friendly stays
- Bike-friendly lodging with wash stations, lockable storage, e-bike charging



Food & Beverage

With up to 14,880 additional overnight visitors and another 1,800+ day trippers projected annually from the mountain bike park investment and more from the general increase in visitor numbers, **the demand for quality meals, cafés, pubs, and après-trail experiences will rise substantially.**



Opportunities

- New cafés, breweries, and casual dining
- Farm-to-plate and local produce experiences



Commercial Services

Current gaps include guiding, retail, rentals, and trip planning— **all critical to a premium trail experience.**



Opportunities

- Transport services
- Bike hire, repair, and retail
- Adventure guiding (MTB, rafting, horse riding)



Events & Experiences

Events build awareness and attract large volumes of first-time and return visitors. **Omeo and region already hosts well-loved events** like the Rodeo, the Cattlemen 100 MTB race and Hinnomunjie Picnic Races.



Opportunities

- Event infrastructure and logistics support
- Boutique event hosting facilities
- New guided experiences and cultural tourism products

Strong and Growing Market Demand



Mountain Biking is Booming

Australian and international riders are travelling further and spending more for high-quality, immersive trail experiences. E-bike uptake has widened market access, and riders increasingly seek destinations offering:

- **Authentic nature settings**
- **Technical and progressive trails**
- **Comfort, convenience, and connection**
- **Trails that showcase local terrain and the setting**

Omeo's trails are designed to IMBA standards and cater to beginners through to advanced riders. The setting—Victoria's high country—offers a unique competitive advantage.



Wider Adventure and Touring Markets

The Great Alpine Road is one of Australia's iconic drives. Omeo sits at the heart of it, offering a service and rest point for drivers, tourers, and 4WD adventurers. Tourism diversification across walking, fishing, 4WDing, horse riding, and cultural heritage products deepens the market and de-risks investment.



Alignment

The opportunities in Omeo and region strongly align with national (Thrive 2030), state (Experience Victoria 2033) and regional (Towards 2030 Gippsland Destination Management Plan) tourism plans providing greater access to grants, support and partnerships across the sectors.



Investment Confidence

Supportive Environment



Leadership and Vision

East Gippsland Shire Council and the Omeo and region community are actively implementing a shared vision for growth. Recent streetscape improvements, regional promotion, and the Omeo Futures report show clear alignment between community aspirations and government direction.

Further opportunities have been highlighted in the Swifts Creek Nature Based Tourism Strategy and the Pre-Feasibility Equine Tourism Plan for Omeo. Structure plans are being considered for Omeo and Swifts Creek. The Omeo Justice Precinct is being reviewed for any commercial opportunities.



Governance and Coordination

A governance group has been recommended to align marketing, infrastructure, and investment. Lessons from trail towns like Blue Derby (TAS) are being applied to ensure strong stewardship, regular maintenance, and smart product development.



Streamlined Investment Environment

Investors benefit from:

- Council engagement in zoning and planning reviews
- Council engagement, support and advice on how best to proceed
- Partnerships with Destination Gippsland and Visit Victoria



Social Impact and Sustainability

The tourism growth plan is grounded in sustainability and community support.

Opportunities exist for social impact businesses including First Nations.



Your investment will:

- Support rural revitalisation and economic diversification
- Help retain youth and families through new jobs
- Celebrate and conserve local heritage and environment
- Encourage inclusive, regenerative tourism practices

The East Gippsland Shire is Eco Destination Certified providing leadership and recognition to the region.

Next Steps

Omeo and region's potential is not yet fully developed. This is not an invitation to compete for attention in a crowded market—but to help define and lead it.

With quality infrastructure, a compelling natural setting, and the right investment, Omeo can become a flagship regional destination.



East Gippsland Shire Council Is Ready to Support You

- Site visits and introductions to local businesses and landowners
- Planning and zoning advice
- Regional data and trend analysis
- Business support and grant navigation

For investment enquiries or to understand further the analysis and reports that have led to this prospectus, please contact:



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