
the HOTEL investor

HEATHCOTE VINES HOTEL ISSUE



BOUTIQUE
development
opportunity in
Shiraz Central
wine region

PLANT YOUR HOTEL IN THE
500 MILLION YEARS-OLD
CAMBRIAN SOIL

Concept image

Welcome to Heathcote

In this Heathcote issue of The Hotel Investor, we reveal a compelling opportunity in the tourism and hospitality sector. We proudly introduce the vision, concept and business case for the Heathcote Vines Hotel, an outstanding flagship property proposed for Heathcote’s renowned wine country, the heart of Victoria’s prestigious Shiraz Central region.

We invite you to explore the concept, created to deliver boutique hospitality to a discerning market in one of Australia’s most acclaimed wine regions. A robust feasibility study has already revealed the potential of this inspired concept. Its future could be your’s to hold, if you have the foresight and drive to develop the project to its full potential.

Imagine a retreat where the picturesque symmetry of vineyards scattered across the landscape entwine with exquisite culinary experiences and a place to stay brimming with creature comforts. The Heathcote Vines Hotel offers just that – and the opportunity for an individual entrepreneur or joint venture parties to own, develop and manage the property in this quintessential wine tourism destination.

Together with our partners in the Heathcote wine and tourism industry, we’re planning to consolidate our position nationally on the wine tourism map, and globally, attracting wine enthusiasts and consummate travellers from far and wide.

As you scan through this Information Memorandum, put yourself in the picture as an owner, developer, investor or operator of this high-end boutique hotel – and be a champion of Heathcote’s promising tourism future, and a partner in its illustrious wine legacy.

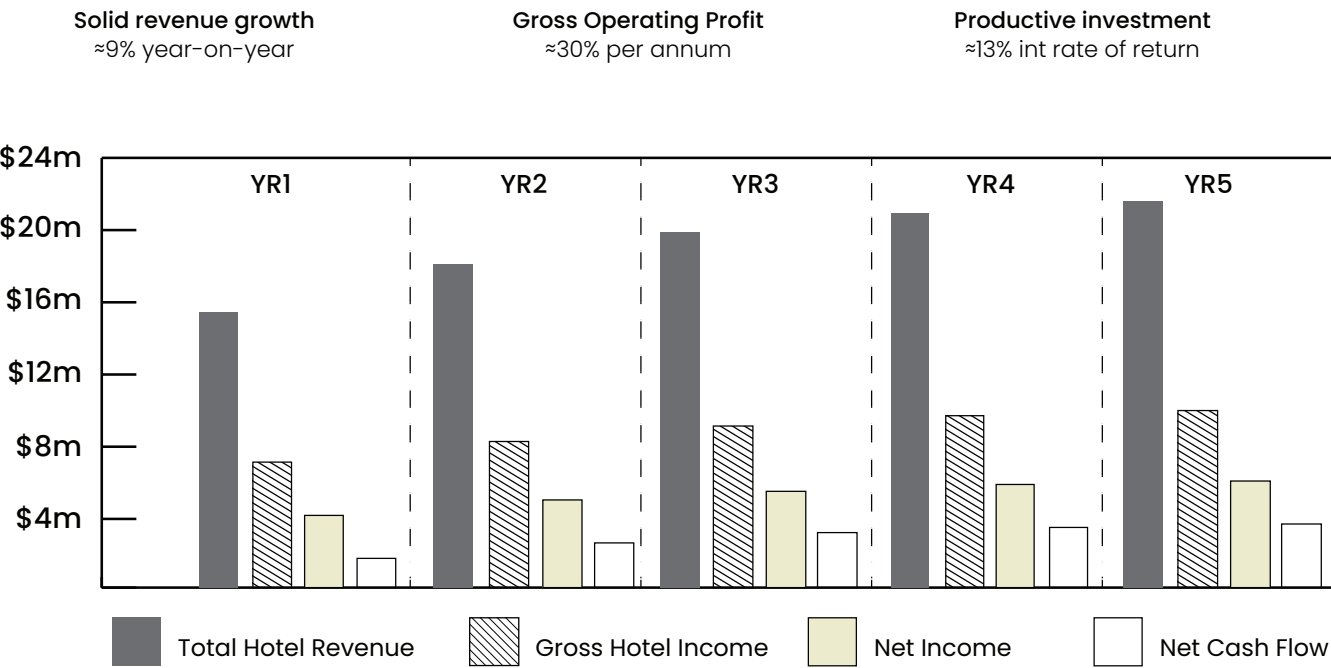


Peter Young
Heathcote Tourism and Development Inc



Ian Hopkins
Heathcote Winegrowers Association Inc

Five-year performance estimates at a glance*



*Refer to Feasibility Report for more details

In this issue

02	WELCOME TO HEATHCOTE	12	THE GUEST EXPERIENCE
04	OPPORTUNITY KNOCKING	13	VICTORIA IS LEADING THE CHARGE IN WINE TOURISM
05	DISCOVERING HEATHCOTE	14	HEATHCOTE CENTRE STAGE
07	HEATHCOTE’S CELEBRATED WINE LEGACY	15	TOURISM IS TAKING-OFF
08	THE HOTEL VISION	16	ROBUST ECONOMIC PERFORMANCE
10	TARGETING THE LIFESTYLE LEADER	17	REGIONAL BOOST FROM NEW HOTEL
11	MAKING HEATHCOTE AN OVERNIGHT SUCCESS	18	THE FINE PRINT



OPPORTUNITY KNOCKING FOR HOTEL INVESTORS

Heathcote has earned outstanding success spanning eight decades as a producer of premium wines, notably reds with shiraz as the standout. The region draws wine enthusiasts to its doorstep from across the nation and around the globe. Notwithstanding this success, a notable gap exists in its tourism infrastructure - the absence of upscale, full-service hotel accommodation within cooee of Heathcote! Visitors to Heathcote can face a drive of 50-60km away from the region to find 4 star+ lodgings of agreeable quality and style.



Enter the Heathcote Vines Hotel, a visionary fusion of industry expertise and community-driven ambition conceived to address this gap and unlock the region's full potential as a premier wine tourism destination.

Heathcote Tourism and Development tendered a proposal to Regional Development Victoria, with support from the Heathcote Winegrowers Association and Bendigo Tourism, for financial assistance in preparation of a business case for development of a 4-5 star wine and food focused hotel with conference and events facilities. Consequently, a comprehensive product development and feasibility study was commissioned, engaging independent hotel consultants Minett Prime Square and id Hotels Advisory, supported by Quantum Market Research.

Detailed market analysis, concept development, primary consumer research and financial projections have revealed robust prospects for the proposed Heathcote Vines Hotel development.

The hotel concept has garnered highly encouraging support from its key target market, underscoring the dynamic potential of the proposed boutique property to elevate Heathcote's tourism profile, enticing discriminating travellers to visit, to extend their stay, and immerse themselves in the region's wine and tourism pursuits.

So, we've done the spade-work in establishing a business case and extend this invitation to hotel investors, developers and operators to study the extensive report and recommendations prepared by our consultants, and to consider the prospects of designing and developing, and/or operating this proposed exceptional wine tourism asset.

The ball's now in your court to embrace this greenfields opportunity, to play a foundational role in creating a landmark tourism destination in the heart of Shiraz Central, and harvest the attractive commercial returns.

Contact Request the confidential Product Development and Feasibility Report by clicking the ENQUIRE NOW tab or speaking with Roger Permezel on 0419 007 773.

Discovering Heathcote

Occupying Taungurung Country, Heathcote offers a dynamic intermingling of ancient environmental elements, indigenous narrative and culture, rolling patchworked terrain and a relaxed rural lifestyle. This absorbing region serves as a gateway to the diverse landscapes and rich heritage of regional Victoria.

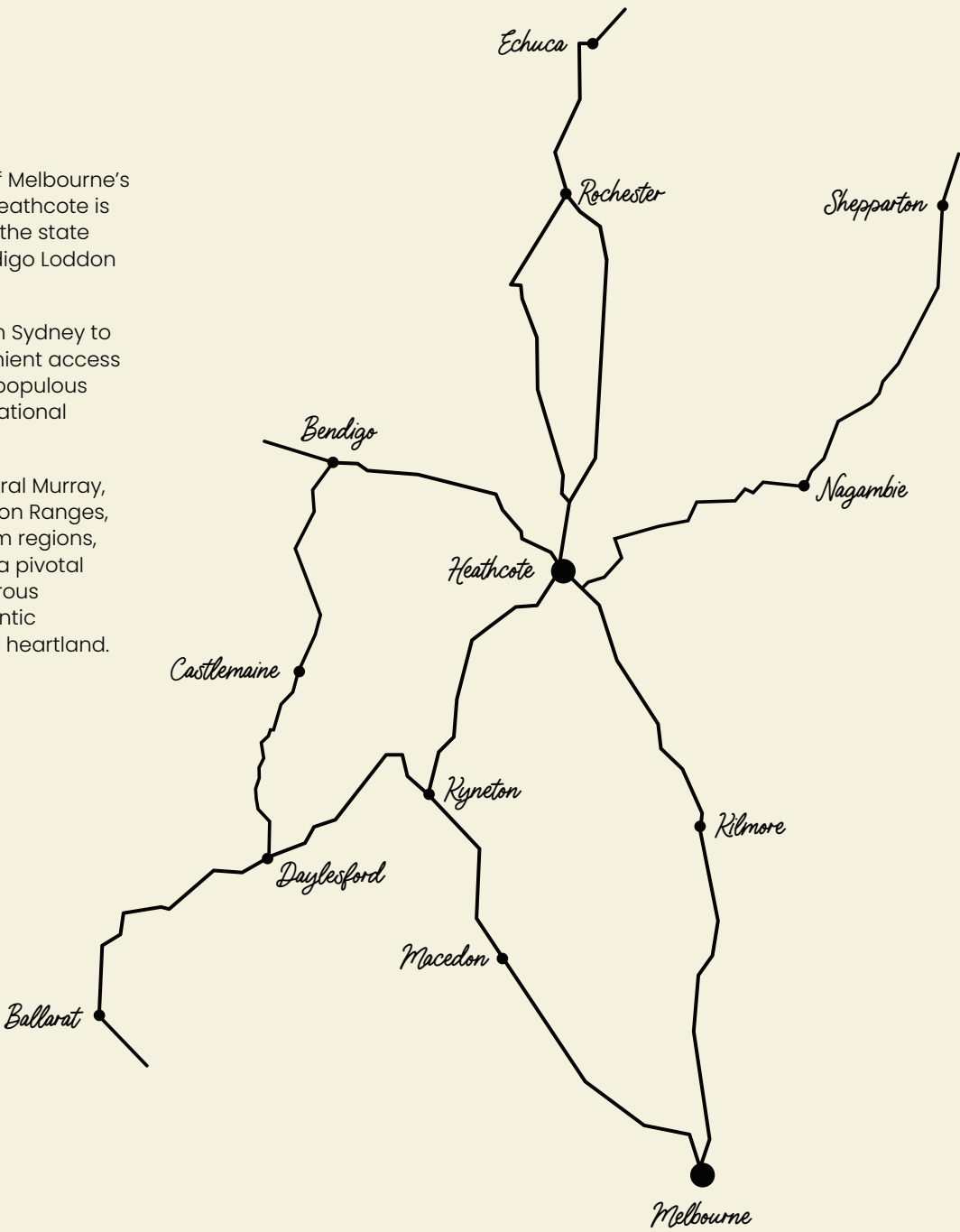
With its sprawling rural panoramas, historic buildings, eclectic retail mix, convivial hospitality scene and celebrated wine legacy, Heathcote complements Victoria's gastronomic jigsaw. Whether strolling around the township, savouring a gold-medal wine at a local cellar door, or roaming through the region's old forests, visitors to Heathcote are enthused by its store of attractions and colourful legends.

Strategic location

Just 90 minutes north of Melbourne's 5.3 million population, Heathcote is centrally located within the state and integral to the Bendigo Loddon tourism region.

Qantas flights daily from Sydney to Bendigo provide convenient access from the nation's most populous capital and main international tourist gateway.

Surrounded by the Central Murray, Goulburn Valley, Macedon Ranges, and Spa Country tourism regions, positions Heathcote as a pivotal destination for adventurous travellers seeking authentic experiences in Victoria's heartland.





Chauncy, Best Regional Restaurant in Victoria 2024

Historic township

The township developed from 1851 was sparked by the discovery of gold. Heathcote is a colourful blend of retail diversity and heritage charm, and is honoured with the Silver Award as **Victoria's Small Tourism Town**, pop: 1,500 – 5,000 category. Visitors to Heathcote can explore local history, rummage around quirky shops and savour the hospitality of cosy cafes, breweries, cellar doors and restaurants – including **Victoria's Best Regional Restaurant** as conferred upon Chauncy in The Age Good Food Guide Awards for 2024 – all while observing 19th century architectural gems that portray Heathcote's storied past.

Natural beauty

Heathcote's great outdoors encompass ancient forests, native bushland and vineyard-covered hills. The region is an explorer's Shangri-La, whether hiking uphill and down dale or quietly admiring the panoramic vistas, visitors are serenely immersed in the majesty of the stimulating environment.

Cultural heritage

Heathcote embraces a cultural tradition that reflects its diverse heritage. The region invites visitors to delve into its vibrant past-and-present, recognising indigenous landmarks, local crafts, artisan growers, contemporary culture and community festivals. The annual Heathcote Film Festival showcases Australian and international short films. From exploration of Taungurung traditions to participation in local celebrations, Heathcote offers a stimulating experience for all visitors.

Shiraz Central

Heathcote's illustrious shiraz wines are defined by their inky depth of colour and deep, dark, complex fruit – a product of the unique terroir of the region and skills of the winemaker. The Heathcote wine region – 1,913 sq km in size with 1,836 ha under vines and 50 cellar doors – is the lynchpin of Victoria's prestigious Shiraz Central cluster of winemakers. Occupying the central portion of Victoria, with Heathcote at its heart, Shiraz Central is a key driver of the state's positioning as a must-see Australian wine destination.



Jasper Hill Winery

Heathcote's celebrated wine legacy

Step into Heathcote wine country – where history, innovation and exceptional quality converge to create an unparalleled vinicultural experience. With roots reaching back to the mid-19th century, Heathcote's winemaking heritage is as rich and enduring as the 500 million years-old Cambrian soil from which it springs.

From unpretentious origins, Heathcote's contemporary wine industry has flourished to become a beacon of vinicultural excellence, driven by a visionary community of winemakers who, from the mid-20th century, have exposed and nurtured the region's inherent potential. Today, Heathcote stands tall in the Australian wine landscape, producing a grape crush in 2022 ranking second overall in Victoria and ninth nationally.

Renowned for its distinctive terroir and celebrated shiraz wine production, Heathcote has drawn comparisons to the revered Rhone Valley in France, legendary for its syrah wine.

Exceptionally high regard for Heathcote has attracted investment from industry giants, the likes of Treasury Wine Estates, Brown Brothers, Tyrell's and De Bortoli, and venerable French houses, Maison M. Chapoutier and Domaine Alain Graillot.

The accolades bestowed upon Heathcote's wines by esteemed critics and writers such as Max Allen, Huon Hooke, James Halliday, Ned Goodwin, Jeremy Oliver, Tyson Stelzer, Ralph Kyte-Powell and many others affirm its status as an exemplar of wine making excellence. Their commendations echo through newspapers, journals, and digital media, fortifying Heathcote's reputation as a world-class wine destination.

Heathcote is a leading light in Australia's first **UNESCO City and Region of Gastronomy** designated destination.

At the Heathcote Vines Hotel, wine will not be just the beverage of preference, it will be the essence of the guest experience. From the moment guests arrive, they will be enveloped in a world of wine where each sip tells a story of craftsmanship, passion and the timeless enchantment of Heathcote's winemaking tradition.



Max Allen

Award winning wine writer

"Heathcote is amazing country for wine."

Max Allen is an award-winning journalist, author and lecturer in wine studies at the University of Melbourne. His wine and drinks columns are published in the Australian Financial Review, he is a longtime contributor to Gourmet Traveller Magazine, is the Australian correspondent for the highly respected British website JancisRobinson.com, and a regular presenter at masterclasses and festivals around the world.

He has been writing about drinks for 30 years and states: *"Heathcote is amazing country for wine. Complex geology and ancient soils, rippling up through the landscape from the cool granite hills in the south to the hot red flatlands in the north. And a great history of producing fantastic wines. I've said it before... if I ever yield to the crazy urge to plant a vineyard, Heathcote is where I'd go. All the region really needs now is more great places to stay."*



Paul Osicka Wines

The hotel vision

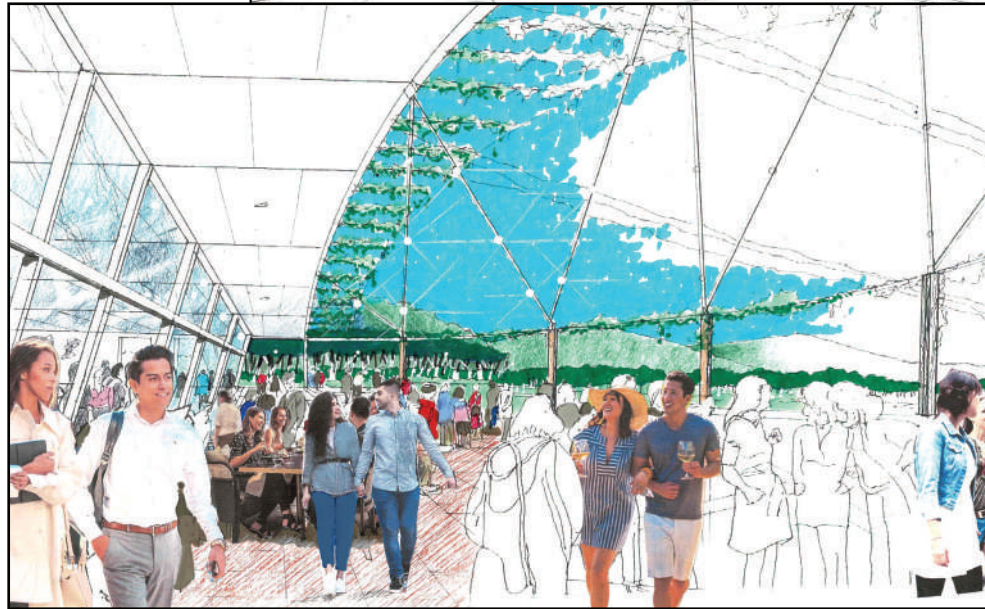
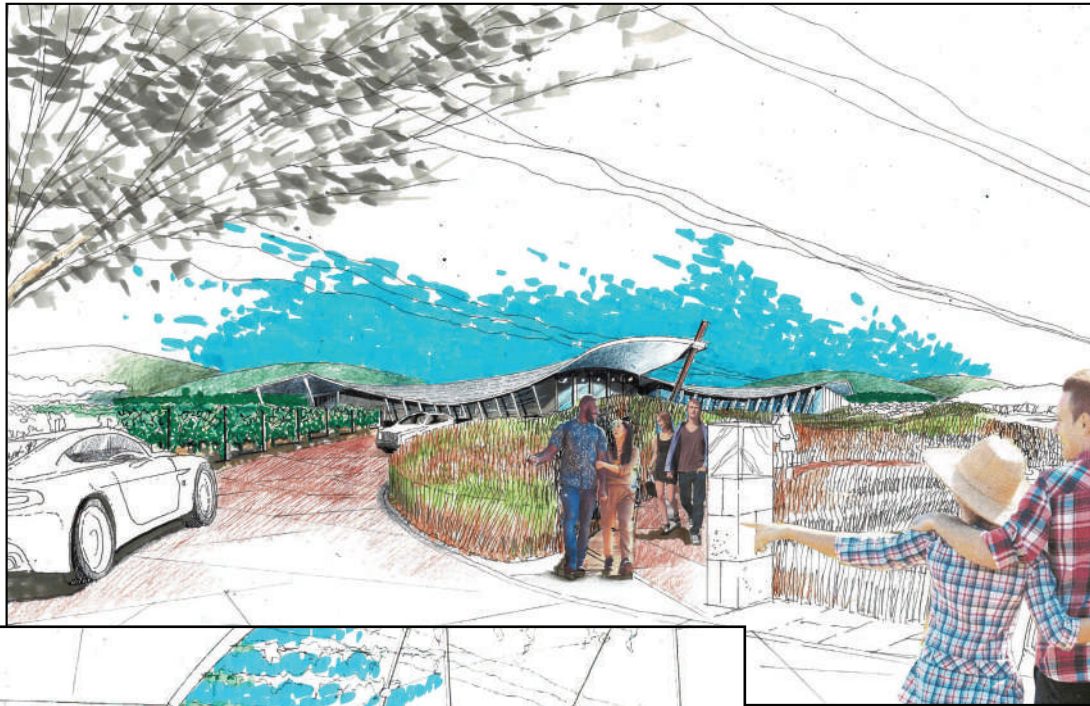
A vision for the Heathcote Vines Hotel concept* has been created by hotel planning consultants, in consideration of:

- Nature and scope of wine tourism
- Industry trends and insights
- Anticipated target market
- Proposed guest experience
- Review of select wine and leisure focused hotels/retreats
- Operational parameters
- Survey of select Victorian regional properties
- Host destination
- Potential design approaches

Positioned in the upmarket leisure sector, the Heathcote Vines Hotel will be designed to offer the best of classic boutique-style accommodation, easily accessible to the vineyards and wineries of the Heathcote wine region. The landmark hotel destination will comprehensively fulfill the guest experience through a host of insightfully planned and expertly presented full-service hospitality facilities and leisure activities.

The Heathcote Vines Hotel is envisaged as a low-profile, single-storey design likely to occupy a gross floor area of approximately 3,750m2 on an expansive site covering up to 15ha. The trend-setting architectural form, in harmony with the undulating landscape, and innovative design set the stage for memorable wine tourism experiences.

Concept Sketch
Approaching the hotel, the property sits low in the landscape responding to the surrounding curvilinear countryside; the curated grounds borrow from the vineyards and agricultural setting



Concept Sketch
The alfresco dining terrace spills out from the restaurant and draws-in the views and environment, to be savoured with a bold Heathcote red.

The hotel vision continued...

Accommodation

Indulge in comfort and class

- 60 spacious ensuite guestrooms provide an indulgent retreat, affording views of the surrounding landscape and groomed gardens.
- Thoughtfully designed public areas offer ample space for circulation, seamlessly connecting all guest areas for convenience of access throughout the property.

Hospitality

Unwind and connect

- Immerse in the convivial atmosphere of the cellar lounge, showcasing a vast selection of wines from Heathcote's renowned wineries.
- Host events with ease in the versatile event facilities catering to business meetings and residential conferences, private functions and weddings.

Gastronomy

Bountiful culinary delights

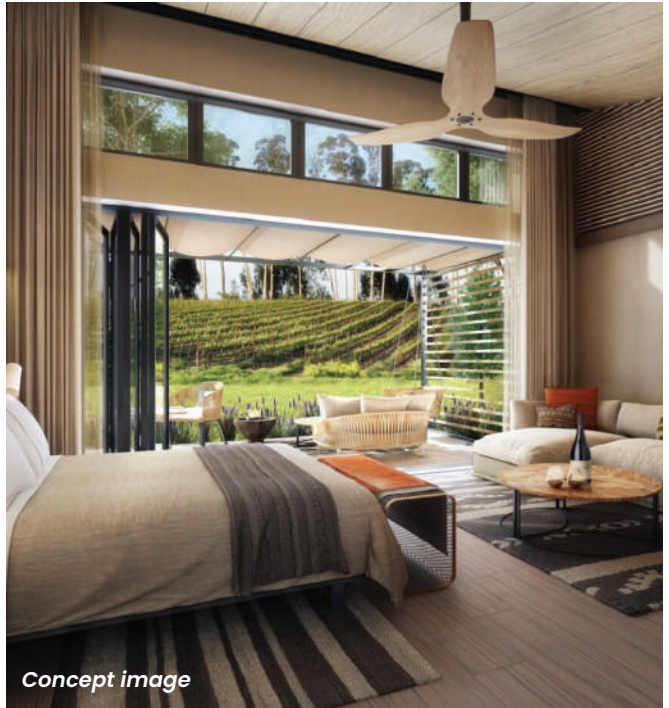
- Treat the palate with all-day dining, featuring a fusion of modern and traditional Australian cuisine, imbued with regional influences.
- Complement the dining with a selection of the finest local wines, expertly curated to showcase the best of Heathcote's shirazes and premium reds, whites and varietals.

Leisure

Relax and recharge

- Retreat to the pool and leisure hub for moments of relaxation and rejuvenation.
- Explore the spacious gardens and outdoor recreational pursuits.

**The vision and concept described here is notional and will be subject to the discretion of an owner/developer including site selection.*



The hotel concept was presented to some 500 respondents aligned with the Lifestyle Leaders target market for their feedback as to its appeal and their probability of staying overnight.

Almost all respondents reflected positively on the concept they viewed. Among the comments, the trend was to rate the hotel as "a place of calm, indulgence and self-caring in natural surrounds", which distinctly resonated among Lifestyle Leaders.

More than two thirds indicated they would be somewhat or very likely to stay if they visited the Heathcote region. The hotel concept was universally well received by all age groups of Lifestyle Leaders.

It is particularly likely to resonate with women, and those who travel with groups of family and friends, and, most significant, those who are predominantly interested in wine, food, arts and culture.

Targeting the Lifestyle Leader



Meet the typical Heathcote Vines Hotel guest, the Lifestyle Leader.

Quantum Market Research conducted a wide-ranging survey of Lifestyle Leaders who comprise the key behavioural cluster destined to drive demand for the proposed wine-focused hotel.

Making up 30% of the Australian population, and 1.7 million Victorians, the Lifestyle Leader is a discerning traveller with a boundless quest for discovery and a penchant for life's finer pleasures. They are socially aware and enthusiastic, chasing authenticity, seeking enriching experiences and embracing the spirit of adventure.

This cohort has developed a refined palate and a fondness for sophisticated pursuits, particularly in gastronomy and cultural interests. They relish indulging in fine dining and premium wines, while actively seeking out local heritage, stories, arts, crafts, and artisan producers to add to their repertoire of experiences.

Their quest for tranquility and renewal leads them to seek rejuvenating escapes amidst stimulating surroundings, often found in forested or rural environments and the rolling landscapes of vineyards.

Authenticity is paramount to Lifestyle Leaders, as they prioritise genuine connections and uncovering hidden gems.

Their curiosity drives them to relish exploration and unique experiences, fostering an intimate immersion in local communities, traditions, and personal connections.

The Quantum research findings with Lifestyle Leaders were conclusive: "The appeal of the Heathcote Vines Hotel concept is highly favourable," whilst declaring strong interest for staying both weekdays and weekends.

Additionally, the Quantum surveys revealed that the hotel will significantly enhance the Heathcote region's overall attraction.

Making Heathcote an overnight success

Heathcote's burgeoning reputation as a wine and tourism hub bodes favourable prospects for overnight visitation. Despite its high profile, the region currently confronts a significant gap in accommodation options, leaving visitors with scant choices for extending their stay beyond a day trip. As a result, there is an outstanding opportunity to capitalise on latent demand for overnight accommodation, transforming day-trippers into both midweek and weekend explorers, and stemming the flow of overnight visitors to surrounding regions.

Today's travellers seek experiences that go beyond a mere break from the home routine, craving immersive stays that allow them to fully dig-in to the destination. By providing unique amenities, personalised service, and a genuine sense of place, a well-conceived hotel in Heathcote has the potential to capture the attention of the discerning market segment. The Quantum market survey reported that consumers would stay at Heathcote Vines Hotel for two nights to be able to more fully appreciate the region.



Concept image

Insights from industry observation and the product development and feasibility study for the Heathcote Vines Hotel clearly expose the urgent imperative for a high-quality lodging option in Heathcote. With the region's established popularity among wine enthusiasts, the potential for attracting overnight visitors is considerable. Factors such as Heathcote's proximity to Melbourne's burgeoning population, estimated to be 6.5 million by 2034, the region's established visitor infrastructure and surrounding tourist destinations contribute to the potential for visitors to dwell longer and stay overnight.

By investing in the development of a high-end hotel in Heathcote, stakeholders will play a pivotal role in catalysing the region's tourism potential. This strategic play not only addresses the immediate need for accommodation but also lays the foundation for transforming Heathcote long-term into a premier destination for overnight getaways, driving economic growth and fostering sustainable tourism development in the region.

Through strategic investment and creative collaboration with local tourism operators, the Heathcote Vines Hotel will create a hospitality experience that comprehensively meets the keenly discerned expectations of modern travellers and wine aficionados. The hotel will realise the untapped potential of the overnight tourism market in the Heathcote wine region.



Concept image

The guest experience

Welcome to a harbour of sensory delight nestled amid the rambling vineyards and rustic charm of the Heathcote wine region. From the moment you arrive, you're enveloped in the calming embrace of the countryside, and greeted by the polished hospitality of the Heathcote Vines Hotel.

Upon entering the property, guests are impressed by the picturesque gardens, skilfully designed to complement the natural beauty of the rural surroundings. Grape vines fringe the pathways, inviting guests to meander and explore at their leisure, and tranquil seating nooks beckon for moments of precious conversation or quiet reflection.

Stepping into the reception lounge, guests are greeted with a heartfelt welcome, with genuine interest and connection; these are the hallmarks of every interaction with the hotel hosts. A skilled team of passionate locals, some hailing from local winemaking families and others who have brought hospitality expertise to Heathcote, are dedicated to ensuring that guests' stays are nothing short of extraordinary.

First impressions

As guests wander through the hotel, they observe and feel how its planning and design speak to Heathcote's rural and vinicultural character. The architecture and interiors are an harmonious blend of contemporary Australian style and timeless elegance, with locally sourced materials infusing a sense of authenticity into every element.

Light-filled spaces invite you to linger and soak in the ambience, while thoughtfully curated artworks and furnishings add a touch of sophistication to the surroundings. Each corridor reveals a story, adorned with pieces crafted by local artisans, showcasing the rich well of talent that calls Heathcote home.

Accommodation

Retreat to the elegant accommodation – sanctuaries of comfort and style. The 60 guest rooms are thoughtfully designed to provide a peaceful pause away from the hustle and bustle of everyday life. Sink into plush bedding, stretch-out and unwind on the sumptuous lounge, and take-in sweeping views of the hotel gardens and beyond.

Modern amenities ensure guests' every need is catered-to, with thoughtful touches to enrich the treasured time-out. High-speed WiFi keeps you in touch with the outside world, if you must, or be lost in the moment with in-room entertainment, and virtual concierge to discover the top spots and hidden gems to visit. Indulge in moments of pampering and rejuvenation in the sleek ensuite with refreshing bespoke amenities.



Lake Eppalock

Wining and dining

Savour the flavours of the region at the signature restaurant, where every dish tells a story of Heathcote's culinary heritage. From farm-fresh produce to indigenous ingredients, the menu celebrates the diversity of Australian cuisine with a nod to traditional techniques and contemporary flair.

Adjacent to the restaurant, the Lounge offers a unique experience for wine enthusiasts. Its extensive cellar showcases the finest local wines. Relax amidst sumptuous decor, sip on handcrafted cocktails, and indulge in light bites as you soak in the genial atmosphere.

The to-do list

Guests will embrace the spirit of exploration as they discover all that Heathcote has to offer. Whether they're unwinding by the pool, indulging in a spa treatment, or venturing out to explore the local attractions, there's something for everyone to enjoy.

Join expert presenters for master classes and creative activities where guests can hone their culinary skills, expand their wine knowledge, or simply immerse themselves in the arts and culture. With endless opportunities for relaxation and adventure, every moment at the Heathcote Vines Hotel is an invitation to create cherished memories and unforgettable experiences.

Victoria leading the way in wine tourism



Silver Spoon Estate

Victoria has long been ahead of the market for gastronomy and wine tourism in Australia, capturing 30% of all 5.7 million visits to gastronomy-focused venues immediately pre-pandemic, compared to NSW (25%) and WA (17%). Total expenditure by gastronomy tourists in Australia was \$5.9 billion of which 61.4% (\$3.7 billion) was spent on accommodation, food & beverage.

Heathcote's share of wine tourists is heavily skewed towards day-trippers (70%) compared to the state's leaders in wine tourism whose markets are propelled by high-yielding overnight visitors, viz. Mornington Peninsula with 64% overnight visitors and Yarra Valley with 66% overnight visitors.

Post-pandemic, the Bendigo-Loddon hotel market has demonstrated remarkable resilience, outperforming both Melbourne and regional Victoria in its rate of recovery for both occupancy and revenue. Lack of a high-end hotel of scale and distinction demonstrably deprives the Heathcote wine region of adequately addressing the needs of its key wine tourism market and of accruing dividends enjoyed through the momentum of the Bendigo-Loddon visitor economy.

Global and domestic research commissioned by Tourism Australia in 2022 has highlighted the immense appeal of wine tourism experiences. Heathcote, with its rich winemaking heritage, is positioned to capitalise on this demand, but the absence of a full-service hotel limits its ability to cater to discerning visitors seeking immersive wine experiences.

Victoria's prominence in gastronomy and wine tourism presents a compelling opportunity for investors. With Heathcote well-placed to forge ahead as a leading wine tourism destination, development of the Heathcote Vines Hotel holds the key to capturing a lucrative market segment and unlocking the region's full tourism potential.



Ned Goodwin

Master of Wine

"Heathcote is dynamic, creative and resolute."

On matters of wine, in Australia and globally, Ned Goodwin is a commentator, presenter, writer and educator... with an opinion! He has worked as a sommelier and wine show judge, and became the first Master of Wine in Japan while living in that country. Back in Australia, Ned earned more stripes as Dux of the prestigious Len Evans Tutorial.

Ned's appraisal of the Heathcote wine region: ***"Some regions sit on their laurels and wait for the parting of the seas; Heathcote is dynamic, creative and resolute. Great things are happening, and even better things lie on the horizon."***

Ned covers Australia for jamesuckling.com, the prestigious USA-based online wine site with 600,000 followers globally, and also writes on Italy, France and other parts of the world he visits with the James Suckling tasting team.

Heathcote centre stage

Heathcote's tourism scene comes alive throughout the year with captivating events celebrating the region's rich wine and food culture, artisan producers and diverse attractions. Curated by Heathcote Tourism & Development and the Heathcote Winegrowers Association, these events draw visitors from near and far, providing immersive wine and food experiences in convivial settings.

In October, the annual Heathcote Wine and Food Festival takes centre stage, showcasing the region's vinicultural excellence. This festival has been a highlight for over two decades, attracting over 4,000 visitors and featuring offerings from 40-50 local wineries.

June sees Heathcote come alive with the Heathcote on Show event, where winemakers, brewers, and distillers open their doors to the public. Experienced by some 7,000 visitors, this weekend-long celebration offers wine tastings, new beverage releases, and a plethora of entertainment, providing a glimpse into the region's vibrant beverage scene.

The mid-year Heathcote Wine Show demonstrates the region's winemaking prowess, with over 300 entries competing for top honours. This prestigious event recognises the finest wines produced in Heathcote, garnering accolades and acclaim both locally and internationally.



Heathcote Harvest Festival

Spring brings Vibes and Vino, a weekend ramble through Heathcote's celebrated wineries and breweries. This immersive experience offers a tantalising array of wines, cold brews, and gourmet delights, accompanied by live music and entertainment, creating an unforgettable atmosphere of connection and hospitality.

Each May, Heathcote ventures into Melbourne with Heathcote in the City, showcasing the region's finest wines at the Abbotsford Convent. This bustling event brings together over 90 Heathcote wines, offering city dwellers a taste of the region's vibrant wine culture.

The most recent addition to Heathcote's event calendar is the Heathcote Harvest Festival, a twilight celebration of the region's produce held during the March long weekend. With live music, market stalls, and artisan foods, this family-friendly event highlights the abundance and diversity of Heathcote's harvest.



Tellurian Wines

Tourism is taking-off

Heathcote is located within the large Bendigo Loddon tourism region and is surrounded by four other tourism regions with bustling visitor economies; together, all five comprise the Central Victoria tourism region. Central Victoria supports a robust visitor economy with a record of hosting 23% of regional Victoria's visitors and capturing 20% of its total tourism expenditure. Immediately pre-pandemic, the Central Victoria region contributed a substantial \$752 million in gross value added (GVA) to the state's tourism economy. Bendigo Loddon was the predominant contributor, reflecting its economic significance within the region.

Heathcote's tourism industry is an eclectic treasure trove of experiences, bringing together the region's heritage, culture, hospitality, world-class wine offerings and picturesque landscapes. As travellers increasingly seek authentic and immersive experiences, Heathcote is well-positioned to capitalise on emerging trends and elevate its position as a preferred destination.

Market trends reveal a growing demand for experiential travel, where visitors seek to connect with the essence of a destination. Tourism Australia has identified great potential for diversification in sensory tourism. By expanding beyond traditional offerings and embracing emerging trends such as wellness travel, agritourism, tasting trails and culinary arts, Heathcote can attract a broader audience and consolidate its position in the competitive landscape. In responding to these market dynamics, stakeholders in the Heathcote Vines Hotel can position the business as a catalyst for innovation and tourism growth in the region.

After four years of severely curtailed international arrivals, Tourism Research Australia's (TRA) forecasts for the period 2023-2028 depict a positive outlook for growth in international arrivals which are expected to surpass their record pre-pandemic level by 2025.

Domestic tourism demand continues a resolute recovery to pre-pandemic levels and beyond, following a strong pick-up in 2022 as Australians clamoured for a break from their quarantine conditions and repressive restrictions on travel. Domestic tourism expenditure, which is already above its pre-pandemic level, is forecast by TRA to continue to grow over the forecast period, as are domestic trip numbers.

Total visitor expenditure in Australia is forecast by TRA to increase beyond its record 2023 high of \$170.3 billion which was 23% (\$31.9 billion) above the pre-pandemic level. Growth in total visitor spend is forecast to average 6% per year over the next five years, and total visitor spend in Australia is forecast to reach \$223.3 billion in 2028 which will be 61% (\$84.6 billion) above the pre-pandemic level.



O'Keefe Rail Trail



Heathcote Mechanics Institute

Robust economic performance

The Loddon Campaspe Regional Partnership (LCRP) comprising six LGAs including Greater Bendigo – which incorporates Heathcote – generated a gross regional product of \$11.6 billion in 2021-22. The agriculture, forestry, fishing, mining, manufacturing and tourism sectors are all important drivers of economic growth and employment in the LCRP. Wine and agriculture provide the greatest impetus to Heathcote’s economy.

The LCRP visitor economy generated \$755.4 million gross revenue in 2021-2022 which included a 46.7% contribution (\$352.9 million) from Greater Bendigo’s highly performing tourism industry which showcases gastronomy, heritage and cultural attractions.



Central Victoria represents a prime opportunity for investors and operators seeking productive ventures. With a creditable economic track record, promising growth prospects and strategic advantages, Central Victoria has the impetus to deliver significant returns and long-term success for key tourism infrastructure investment.

Heathcote’s place within the Loddon Campaspe Regional Partnership further enhances its investment appeal; its reputation and prominence in the wine industry complements Bendigo’s economic momentum and the LCRP communities’ diverse industries. The proposed Heathcote Vines Hotel will contribute substantially to the regional economy generating an estimated \$95 million in revenue over its first five years of operation.



Richard Cornish

Award winning food writer

“There is a beauty and honesty about the Heathcote wine region.”

Richard Cornish is an award-winning food writer, journalist, author and photographer. He penned the much loved and irreverent Fairfax Media column Brain Food for over a decade and Six Reasons To Visit, a guide to regional Victoria.

He has co-authored the bestselling MoVida cookbooks with Frank Camorra, Phillippa’s Home Baking with Phillippa Grogan, and authored My Year Without Meat a surprising and bittersweet journey as told by a self-confessed meat lover.

Richard has visited the Heathcote region on many occasions, working with local producers and winemakers, further commenting *“The hospitality is genuine and heartfelt. The offer ranges from bakery teas worth driving-for to some of the best fine dining in regional Australia. Surrounded by a community of artisanal food producers, who I rank in the nation’s highest echelons, and perched in country bequeathed with natural beauty and deep in history, Heathcote is in a position offering an experience that is as desirable as it is unique”*

Regional boost from new hotel

The Heathcote Vines Hotel project represents more than just a hospitality venture; it is a catalyst for commercial growth and development in the region. In recognising its potential to create jobs, stimulate local businesses and contribute to the overall prosperity of the community, its momentum translates into a valuable economic windfall.

The hotel project will generate employment opportunities across various sectors, from planning and development to construction and ongoing operations. Skilled designers, tradespeople, hospitality professionals and support staff will all play a role in bringing the vision of the hotel to life, providing a significant boost to the employment market.

The presence of a successful high-end hotel in Heathcote will act as a magnet for tourism, supporting a vibrant visitor ecosystem and economy. The hotel project lays the groundwork for continued growth and prosperity in the region by positioning Heathcote as a premier destination for year-round getaways and wine tourism.

Adding to its direct economic impacts, the Heathcote Vines Hotel project holds the prospect of underpinning long-term regional viability and positive community impact. As the local economy prospers, residents will enjoy a more stable and sustainable quality of life, gain access to new opportunities and enjoy a strengthened sense of community pride for generations to come.



Jan Boynton

Chair of the Bendigo Art Gallery

“There has never been a better time to invest in regional Victoria’s eminent cultural destination.”

Jan Boynton is Chair of the Bendigo Art Gallery and an experienced senior executive with specialist understanding of rural and regional areas, local government and regional development. She is a passionate advocate for Bendigo, its region and what it offers: *“Heathcote is a destination for food and wine lovers from around the country, and plays a crucial role in the broader Greater Bendigo cultural tourism market.*

The region is complemented by the success of the Bendigo Art Gallery – Australia’s most visited regional Gallery that is known to attract over 200,000 visitors to the region per year generating an economic impact of more than \$35M per year. With major cultural investment committed in the region from Government and the private sector – opportunities in accommodation, hospitality, and retail are increasing year by year. There has never been a better time to invest in regional Victoria’s eminent cultural destination.”

Terms and conditions

Reference to the "Heathcote Vines Hotel" in this Information Memorandum entitled "The Hotel Investor" does not infer the existence of any actual property by that name or any other name. It is a working title formed to describe a notional hotel project for the purpose of preparing a product development and feasibility study as referred hereto.

The concept images in this Information Memorandum are illustrative only and not specific to the notional hotel. They represent a style that approximates the proposed design approach.

Readers of this Information Memorandum acknowledge that ownership of its contents is vested wholly with its issuer, Heathcote Tourism and Development Inc.

Interested third parties are invited to consider the business opportunity described in this Information Memorandum and to conduct related discussion with the issuer.

The contents of this Information Memorandum are provided for the purpose of informing discussion between Heathcote Tourism and Development Inc and Heathcote Winegrowers Association Inc or their representatives and interested third parties.

Heathcote Tourism and Development Inc and Heathcote Winegrowers Association Inc will provide copies of the confidential report to interested third parties upon prior consultation and commitment to non-disclosure requirements.

Any subsequent commercial activity with respect to the business opportunity described in this Information Memorandum will be the sole responsibility of its instigator.

Heathcote Tourism and Development Inc and Heathcote Winegrowers Association Inc will cooperate to the best of their ability and capacity to assist interested parties in their endeavours to develop and construct an upscale hotel of the nature described in this Information Memorandum.

Engagement with Heathcote Tourism and Development Inc, Heathcote Winegrowers Association Inc and their representatives with regard to this Information Memorandum in no way infers or offers any agency relationship between the parties.

Disclaimer

The following Disclaimer is intended to inform interested parties about the limitations and risks associated with this Information Memorandum.

The Issuer: The issuer of this Information Memorandum is Heathcote Tourism and Development Inc.

Not Investment Advice: This Information Memorandum is provided for informational purposes only and does not constitute investment advice, financial advice, or any form of recommendation regarding the suitability of any property development or investment.

Risk Factors: Prospective investors should carefully consider all the risk factors associated with investing in real estate development. These risks may include but are not limited to market fluctuations, economic downturns, changes in local regulations, and unforeseen events.

Accuracy of Information: While every effort has been made to ensure the accuracy of the information contained in this Information Memorandum, no guarantee is made as to its completeness or reliability. Interested parties should conduct their own due diligence and seek independent advice before making any property development or investment decisions.

Forward-Looking Statements: Any statements contained in this Information Memorandum regarding future performance, projections, or expectations are forward-looking statements. Actual results may differ materially from those expressed or implied due to various factors.

Legal and Taxation Considerations: Interested parties are advised to consult with their legal, financial, taxation and other relevant business advisors to understand the legal and tax implications of investing in property development.

No Offer or Solicitation: This information Memorandum does not constitute an offer to sell or seek investment for any property development.

Past Performance: Past performance is not indicative of future results. Historical financial data provided in this Information Memorandum should not be relied upon as a guarantee of future performance.

No Warranty: No warranty, whether express or implied, is made regarding the suitability, reliability, or accuracy of the information contained in this Information Memorandum.

Confidentiality: This Information Memorandum and its contents are confidential and may not be reproduced, redistributed, or disclosed without the prior written consent of the issuer.

Changes and Updates: The issuer reserves the right to amend or update the information contained in this Information Memorandum at any time without prior notice.

Interested? Enquire Now.



Peter Young
President, Heathcote Tourism & Development Inc.
E president@heathcotetourism.org.au
M 0412 868 236





Unearth culinary treasures in Australia's first **UNESCO City and region of Gastronomy**

www.bendigogastronomy.com.au

 @bendigocityofgastronomy



**BENDIGO
GASTRONOMY**
UNESCO CREATIVE CITY & REGION SINCE 2019