

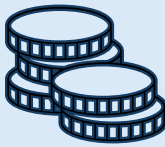



TOURISM



Tourism is a cornerstone of the MidCoast economy, playing a vital role in regional growth and community engagement. The region’s award-winning tourism brand, ‘*Barrington Coast – where the leaves touch the waters from the mountains to the sea*’, has cultivated a strong digital presence, boasting over 150,000 social media followers. International interest is growing, with website traffic coming predominantly from the United States, Poland, the United Kingdom, and Canada—second only to Australia.

In 2025, the MidCoast achieved Eco Destination Certification, affirming its commitment to sustainable tourism. This certification assures visitors that the region offers high-quality, nature-based experiences supported by responsible environmental management and long-term sustainability practices.

 <p>EMPLOYMENT 3,337 (2024)</p>	 <p>NO. OF VISITORS 2.22M (2024)</p>	 <p>VISITOR SPEND \$849M (2024)</p>	 <p>VALUE ADD \$360.02M (2024)</p>
9.1% OF TOTAL EMPLOYMENT	3 NIGHTS AVERAGE STAY DOMESTIC OVERNIGHT VISITORS	\$606 AVERAGE SPEND DOMESTIC OVERNIGHT VISITORS	9.4% OF TOTAL VALUE ADD

Opportunities

- Development of **paid visitor experiences and events** including investment in sustainable, nature and cultural tourism experiences.
- Increasing the **supply and diversity of accommodation** including eco-accredited accommodation and the development of high-end accommodation.
- Initiatives that increase **low and shoulder season**, and midweek visitation and encourage **greater regional dispersal**.