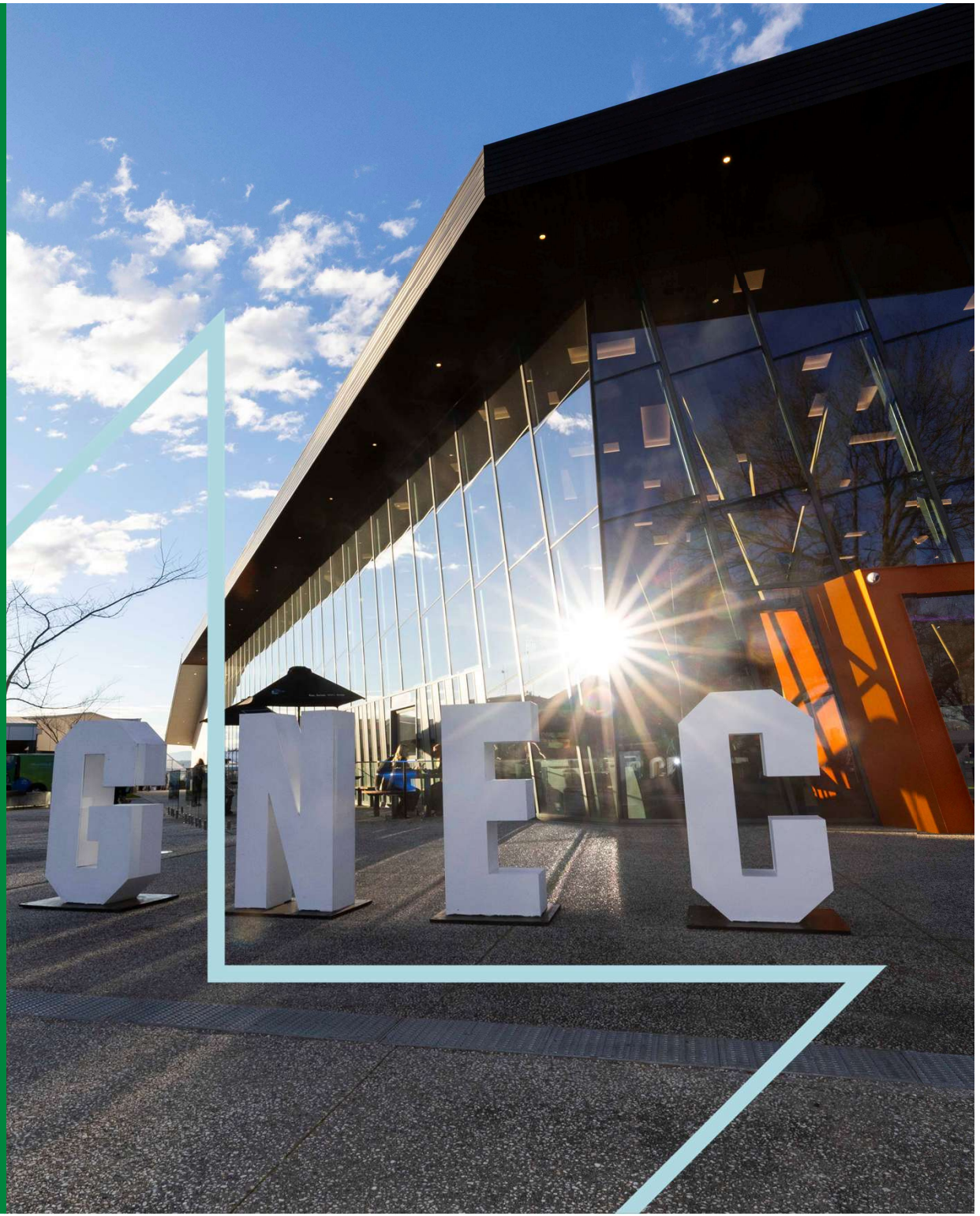
VISIT LATROBE CITY

Economic Impact Data Report

2026 Gippsland New Energy Conference

18 – 19 August 2026



EVENT SNAPSHOT

850

Attendees

646

Visitor bed nights

$488,855.92

Economic impact

$24

Economic return for every $1 invested

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EVENT OUTCOMES

- Total attendance of 850 recorded across the event period.
- 76% of attendees travelled from outside the local area.
- 618 visitor nights generated within the region.
- 530 overnight visitors supported local accommodation providers.
- 192 speakers and 91 sessions delivered across the conference program.
- 35 young people engaged through the GNEC Academy workforce development program.

ECONOMIC IMPACT DATA

DESCRIPTION	NO. PPL	NO. NIGHTS	NO. DAYS	TRIP TYPE
Intrastate	94	0	1	Day Stay
Local	189	0	2	Day Stay
Local	17	0	3	Day Stay
Intrastate	459	1	1	Overnight
Interstate	8	2	1	Overnight
Interstate	64	2	1	Overnight
International	14	2	1	Overnight
Intrastate	5	3	1	Overnight
TOTAL ATTENDEES	**850**			

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ECONOMIC IMPACT SUMMARY

SUMMARY	O/N	DAY TRIP	RATE	OVERNIGHT INTERNATIONAL	OVERNIGHT DOMESTIC	DAY TRIP
Local – Day Trip	0	429	$129.00			$55,341.00
Intrastate – Day Trip	0	566	$137.00			$77,542,00
Additional Day Trip	0	156	$137.00			$21,372.00
Intrastate – Overnight	490	0	$252.08		$123,519.20	
Interstate – Overnight	128	0	$308.52		$39,491.07	
International – Overnight	28	0	$308.52	$8,638.76		
TOTAL BED NIGHTS	**646**					

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ECONOMIC IMPACT OUTCOME

ECONOMIC IMPACT OUTCOME	
Direct Economic Impact	$325,903.94
Indirect Economic Impact	$162,951.97
TOTAL ECONOMIC IMPACT	**$488,855.92**

Definitions

- *Direct impact: initial non-local visitor spending associated with the event, such as accommodation, hospitality, fuel, groceries and retail.*
- *Indirect impact: business-to-business activity created as local operators purchase goods and services to meet demand.*

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