



Destination Riverina Murray NSW

Strategic Plan 2018-19

Vision

More people enjoy visiting the Riverina Murray region due to:

- The development of more appealing tourism experiences.
- The effective positioning and promotion of the destination to domestic and international visitor markets.

Mission

To strengthen the region's visitor economy by collaborating effectively with industry, local government and tourism organisations to increase visitation, expenditure and dispersal within the Riverina Murray.

Values

Destination Riverina Murray is:

- Innovative and entrepreneurial with a can-do, outcome-focused approach and will make an impact by doing things differently and collaborating to achieve successful outcomes.
- Ethical, honest, hardworking, fair, collaborative, responsible and transparent.

Objectives

Destination Riverina Murray will increase visitation, length of stay and expenditure in the region through the following strategic initiatives:

1. Support the development of more appealing visitor experiences.
2. Grow the profile of the Riverina Murray region in the capital city markets of Sydney, Canberra, Melbourne and Adelaide.
3. Focus on opportunities in international markets.
4. Raise awareness of the region's offering amongst locals who host the visiting friends and family market.
5. Progress projects and initiatives identified in the Riverina Murray Destination Management Plan.
6. Increase the number of large scale events with a focus on attracting visitors.



Actions

Support the development of more appealing visitor experiences.

- Host tourism industry events across the region to promote funding opportunities, motivate new and emerging operators, facilitate networking, and provide education and training opportunities.
- Undertake an accommodation audit and demand analysis resulting in an investment prospectus for major accommodation projects.
- Engage with private investors interested in developing accommodation projects.
- Work with travel agents and tour operators to develop appealing itineraries in the region for domestic markets.
- Facilitate meetings for emerging operators with local councils and other relevant stakeholders to support product development.
- Facilitate and support submissions to the Regional Tourism Product Development Program.
- Deliver a business accelerator program focused on fast tracking product development initiatives.

Grow the profile of the Riverina Murray region in the capital city markets of Sydney, Canberra, Melbourne and Adelaide.

- Deliver cooperative marketing campaigns in partnership with Destination NSW.
- Leverage the opportunities of the drive market and work with Destination NSW to effectively promote the product offering and experiences featured in the NSW road trips campaign.
- Publish inspirational guides targeted at key visitor segments and featuring hero products, things to do in the region and itineraries.
- Attend leisure/food and wine shows or other out-of-region initiatives in major capital cities.
- Host visiting media to achieve ongoing media coverage promoting the appeal of the region in key target markets.
- Work with third party organisations on initiatives that showcase the region, for example through co-branded catalogues, fashion shoots and other promotions.
- Increase the region's content library with talent representing different international markets and varieties of demographics.
- Support and drive specific initiatives/campaigns to raise awareness of new product to capture domestic visitation from Canberra.
- Ensure businesses register and maintain high quality listings on platforms such as the Australian Tourism Data Warehouse (ATDW).

Focus on opportunities in international markets.

- Develop an export ready action plan to outline the steps required and support available for businesses.
- Engage with the Destination NSW Singapore office and local tour operators to develop test itineraries for promotion through wholesale agents in Singapore.
- Identify operators with export ready potential and support their participation in the Destination NSW export ready program.
- Support operators to attend the Australian Tourism Exchange 2019.

Raise awareness of the region's offering amongst locals who host the visiting friends and family market.

- Run a short film competition across the region encouraging residents to showcase what the region has to offer visitors.
- Publish articles in local media promoting hero tourism products.
- Collaborate with local government tourism teams to contribute content to social media platforms that encourage intra-region visitation.

Progress projects and initiatives identified in the Riverina Murray Destination Management Plan.

- Collaborate with stakeholders from each sub-region and relevant influencers/ investors to progress Tier 1 and Tier 2 projects identified in the Destination Management Plan.
- Lobby for better train access to the region through express trains and more social arrival/ departure times.
- Collaborate with lobby groups and other interested stakeholders to obtain funding and support to upgrade the Brindabella Ranges Road from ACT to Tumut.
- Investigate opportunities with Regional Express and QantasLink to develop appealing packages from the cities for domestic and international visitors.

Increase the number of large scale events with a focus on attracting visitors.

- Support submissions to the Destination NSW Flagship Event Program.
- Partner with the region's Flagship funded events to acquire content for use in future marketing campaigns.
- Work with the Destination NSW regional conferencing team to acquire or develop business events to be hosted in the region.
- Deliver an event development program featuring workshops throughout the region promoting funding opportunities and encouraging new events.