



# Destination Riverina Murray NSW

## Strategic Plan 2019-20

### Vision

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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

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

### Values

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Destination Riverina Murray is:

- Innovative and entrepreneurial with a can-do, outcome-focused approach.
- Ethical, honest, hardworking, fair, collaborative, responsible and transparent.

### Objectives

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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 Sydney, Canberra and Melbourne.
3. Develop and prepare the region's tourism industry to capitalise 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 events hosted in the region that attract overnight visitors.



North's Lockout, Woomargama National Park.

## Actions

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### Support the development of more appealing visitor experiences.

- Establish an industry development program that sets a series of benchmarks designed to lift the standard of tourism businesses across the region.
- Host a series of presentations designed to inspire new and existing operators.
- Develop itineraries designed for the domestic drive market and targeted at travel from Canberra, Sydney and Melbourne.
- Facilitate and support submissions to the Regional Tourism Product Development Program.
- Progress the development of the Hume and Hovell Walking Track with a vision to achieve status as a Great Walk of Australia.
- Develop a preliminary business case and prospectus for a central food and wine hub in Griffith.
- Advocate for the development and funding required for the Murray River Adventure Trail.

### Grow the profile of the Riverina Murray region in Sydney, Canberra and Melbourne.

- Deliver phase 2 of the Riverina cooperative marketing campaign in partnership with Destination NSW.
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- Take the region to the people and attend consumer shows that align to the region's strengths in food, drink and drive tourism.
- Work with Destination NSW to deliver a media and PR program that highlights the key themes of food and drink; nature-based activities; Aboriginal experiences; and road trips.

- Establish partnerships with high profile brands and organisations to promote the region, for example through co-branded catalogues, fashion shoots and PR activity.
- Ensure businesses register and maintain high quality listings on platforms such as the Australian Tourism Data Warehouse (ATDW).

### Develop and prepare the region's tourism industry to capitalise on opportunities in international markets.

- Support businesses through the Destination NSW Export Ready Program.
- Focus on opportunities to leverage international flights to the Canberra Airport and partner with Destination NSW to host visiting media and trade from Singapore.
- Develop partnerships with universities to more effectively promote the region to international students encouraging them to visit with friends and family.

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

- Deliver a campaign in spring 2019 targeted at locals to promote the region's hero products and experiences and encourage intra-region travel.
- Partner with Destination NSW and the region's Flagship funded events to supply quality photo and video content for inclusion in the NSW It's On campaign.

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

- Support and advocate for the development and completion of tier 1 and tier 2 projects identified in the Destination Management Plan.
- Undertake a product audit and develop a region wide investment prospectus that highlights gaps in tourism experiences and inspires product development.
- Advocate for improved access to the region by road, rail and air.
- Develop a series of investment prospectuses designed to attract investment in accommodation projects.
- Encourage tourism operators and event owners to use and promote local produce and suppliers.

### Increase the number of events hosted in the region that attract overnight visitors.

- Support event owners to secure funding through the Destination NSW Flagship Event Program.
- Support the attraction of new or existing business events and conferencing to the region's venues.
- Host information sessions targeted at professional conference organisers to pitch the Riverina Murray as a host destination for future business events and conferences.
- Coordinate and host famils for professional event organisers to visit destinations and venues.