Discussion

- Introduction – what is a DMP and what does it include
- Presentations:
  - Coffs Harbour DMP – the main pillars and the challenges
  - Bathurst DMP – the critical success factors
  - Ku – ring-gai DMP – the importance of bringing the community along
- Destination Southern and Snowy Monaro DMPs – the importance of alignment
- Destination Action Plans
- Forum discussion and questions
Destination Management

- An ongoing process in which tourism, industry government and community leaders plan for the future and manage a destination.

- The destination management platform enables those in tourism to consider destination management holistically rather than just in tourism terms.

- Process:
  - Research & Analysis
  - Consultative Planning
  - Experience & Product Development
  - Marketing & Promotions

Components of a Destination Management Plan

- Define the destination
- Define the vision
- Data, research and analysis
- Strategic fit
- Brand positioning
- Target markets
- Experience and product development (Attractions)
- Access
- Attitudes
- Marketing and promotion (Awareness)
- Amenities, services and infrastructure
- Environmental stewardship
- Capability and development
- Leadership and structures
- Risk and crisis management
- Measuring success
DMP Pillars

**PEOPLE**
How are visitors and operators looked after

**PRODUCT**
- Maintenance
- Development
- Research
- Investment

**PLACE**
What stands the destination apart – what important features make up the destination
CHALLENGE

How do you bring everyone along for the ride – locals, industry and visitors

AGILITY & FLEXIBILITY

When is it time to make changes to the plan and how do we implement

EXPECTATION & RESULT MANAGEMENT

Understanding what can be expected and driven
Critical Success factors in a DMP

CLARITY OF PURPOSE

- Why are we preparing a plan?
- What should it address?
- Who is this for?
- How will it be used?
- How can it be evaluated?
Critical Success factors in a DMP

SITUATION ANALYSIS

- A ‘State of the Union’
- Gaps in knowledge
- Other relevant plans
- SWOT Analysis

2.2 The Visitor Economy

The concept of the visitor economy is increasingly being adopted by the global tourism industry. The visitor economy is broader than the traditional view of the “tourism sector,” which focuses on the leisure market of citizens that travel for a variety of reasons. The visitor economy includes all visitors that travel outside their usual home to take part in activities including leisure, business, events, employment, education or to visit friends and relatives.

Tourism, which includes international, interstate, intrastate and day-trip visitors, provide benefits to the economy through the direct contributions of their tourism activities, as well as the indirect contributions via the value chain, such as the impacts of capital investment and Government expenditure. The visitor economy encompasses the contribution tourism makes to employment, investment, infrastructure development, exports, provision of temporary labour and new livelihoods.

The visitor economy recognizes that visitor activity does not occur in isolation but rather contributes to investment in jobs across a broad range of industry sectors. This includes all industries that directly or indirectly serve visitors, from accommodations, tourism operators and attractions to broader goods and service such as retail, food and beverage industries, etc.
Critical Success factors in a DMP

**ENGAGEMENT & CONSULTATION**

- Stakeholder identification
- Consultation process
- Incorporation of learnings
- Fostering ownership of Plan
Critical Success factors in a DMP

PRACTICALITY

- Ownership of the Plan
- Affordability
- Measurability
- Define: ‘What does success look like?’
A new urban journey in Destination Planning

Melanie Morson
1. Structure Tourism and Events Management resources within Council to strategically lead and implement the actions of the Ku-ring-gai Destination Management Plan.

2. Continue to develop and reposition the Ku-ring-gai Wildflower Garden and St Ives Showground as a contemporary and distinctive tourism destination in Sydney.

3. Establish Ku-ring-gai as a key destination for year-round festivals and events in Sydney.

4. Further develop Ku-ring-gai’s architectural heritage, cultural and creational experiences and attract quality hospitality and retail operators to the area.

5. Support the sustainable development of new accommodation infrastructure to stimulate overnight visitor stays in Ku-ring-gai.

6. Promote Ku-ring-gai and it’s experiences as an appealing tourism destination in Sydney.
The Role of Council

**LEADER AND PROVIDER**
Ku-ring-gai Council will provide vibrant and diverse tourism opportunities for its community and visitors.

**SPONSOR**
Ku-ring-gai Council will sponsor events organised by others with destination outcomes through structured sponsorship programs.

**FACILITATOR**
Ku-ring-gai Council will assist tourism providers through skills development, information and advice relating to destination management.

**PARTNERSHIP OPPORTUNITIES**
Ku-ring-gai Council will work with tourism providers, groups and individuals to support and create new opportunities.

**PROMOTER AND ADVOCATE**
Ku-ring-gai Council will promote tourism initiatives within the community and regionally through Council's Marketing and Communications Team and DNSW.
Strategic Directions

• A cohesive approach to Ku-ring-gai Destination Management through Government, Industry, Community and Commercial partnerships.

• Destination infrastructure development.

• Product and experience development.

• Develop destination awareness and improve perception.

• Secure and grow major events.

• Develop and implement a coordinated approach to maximise the opportunity presented by the business events sector.

• Develop an educational tour sector.

• Industry skills development
The importance of alignment

- Role of the plans varies with organisation functions
- DSNSW and Snowy Monaro /Tourism Snowy Mountains
- Need to reflect differences and leverage complementary functions
- Collaborative approach between LGAs, LTOs and Canberra
- Strength of product - Itineraries and product clusters — appeal to touring by car market
- Experience themes across the region
- Pillars need to be broad across the region but enable sub regions to find alignment
Themes

Theme 1. Challenge Yourself in Nature
Theme 2. Remarkable Journeys
Theme 3. Our Heritage
Theme 4. Savour the Snowies
The importance of alignment

- Not just about tourism - planning, industry development, labour market
- Tourism enabling environment
- Alignment – with regional and state strategies
- Support for implementation/funding
- Regional approach – consumer focus
- Strength of product in region
Destination Action Plans

- Provide local focus and actions to implement DMP
- Ensure community buy in to destination management
- Local funding
- Ensure alignment with positioning
- Strengthen products and experience offering