



Destination Southern NSW

Southern New South Wales

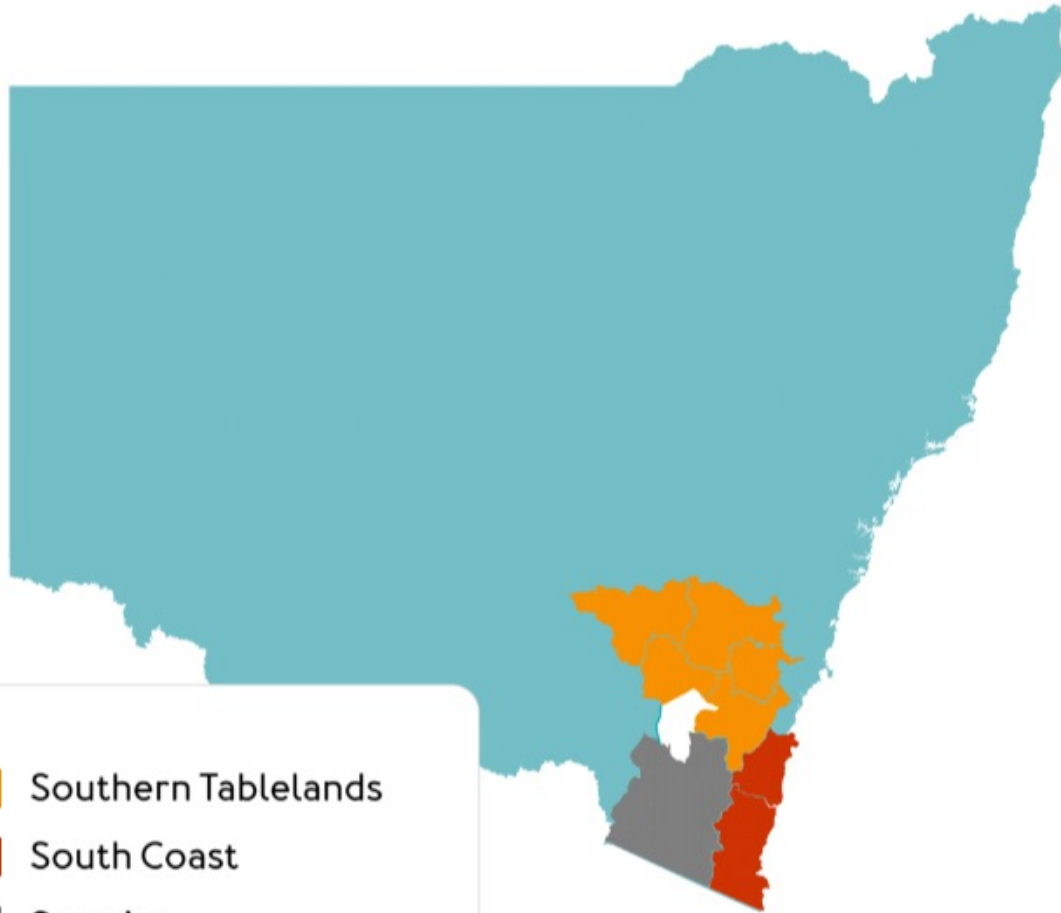
Destination Management Plan (DMP)




2022- 2030

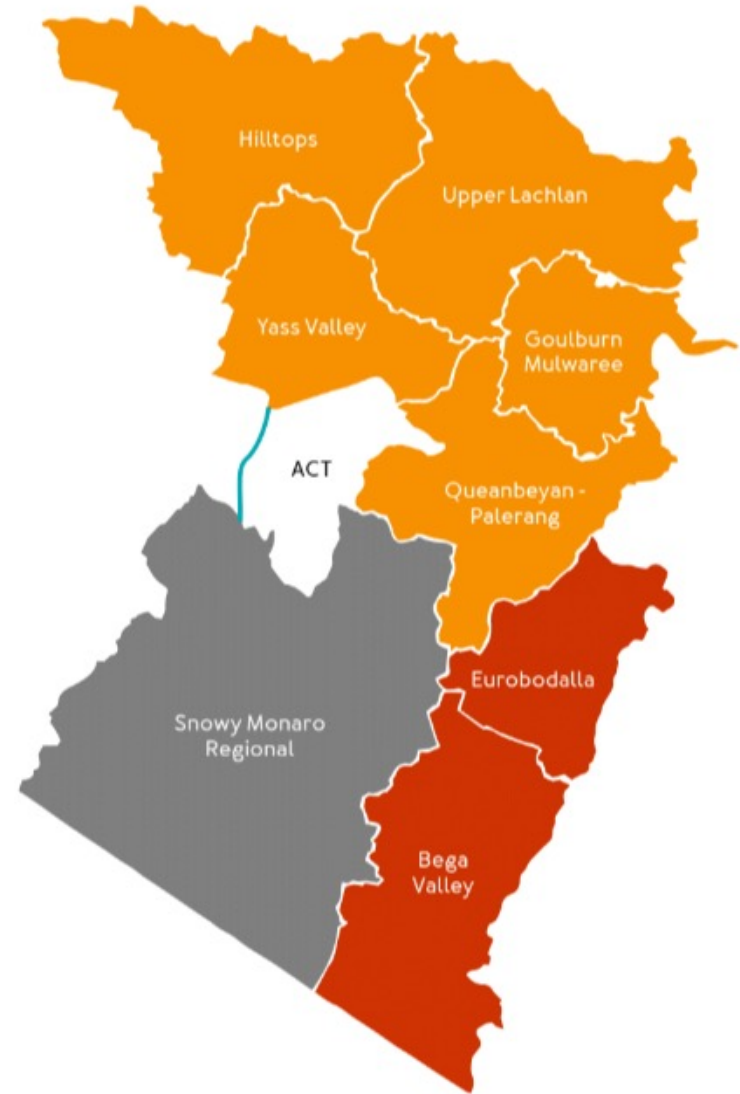
**“A collective road map for the region’s visitor economy growth
and the roles we can all play- individually and together”**

**Canberra Regional Tourism Advisory Forum ,
Canberra, Thursday April 6th, 2023**

Our region



-  Southern Tablelands
-  South Coast
-  Snowies



Our sub-regional councils and industry stakeholders

SOUTHERN TABLELANDS					SNOWY MONARO	SOUTH COAST	
Goulburn-Mulwaree Council	Hilltops Council	Queanbeyan-Palerang Regional Council	Upper Lachlan Council	Yass Valley Council	Snowy Monaro Regional Council	Bega Valley Shire Council	Eurobodalla Shire Council

Stakeholders

Destination Southern NSW	Canberra Region Joint Organisation (CRJO)	Destination NSW and NSW Government	Tourism industry	Visit Canberra	NSW Agencies including National Parks and Wildlife Service	NSW Aboriginal Tour Operators Council (NATOC)
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Our region

Y/END DEC 2019 (pre-Covid)

7.03 million
visitors



11.35 million
visitor nights



\$2.14 billion
visitor expenditure



3.2 million
domestic overnight visitors



3.8 million
domestic daytrip visitors



104,000
international visitors



9,143 people directly employed in tourism



3,385 people indirectly employed in tourism



Y/END DEC 2021

4.8 million
visitors

8.1 million
visitor nights

\$1.56 billion
visitor expenditure

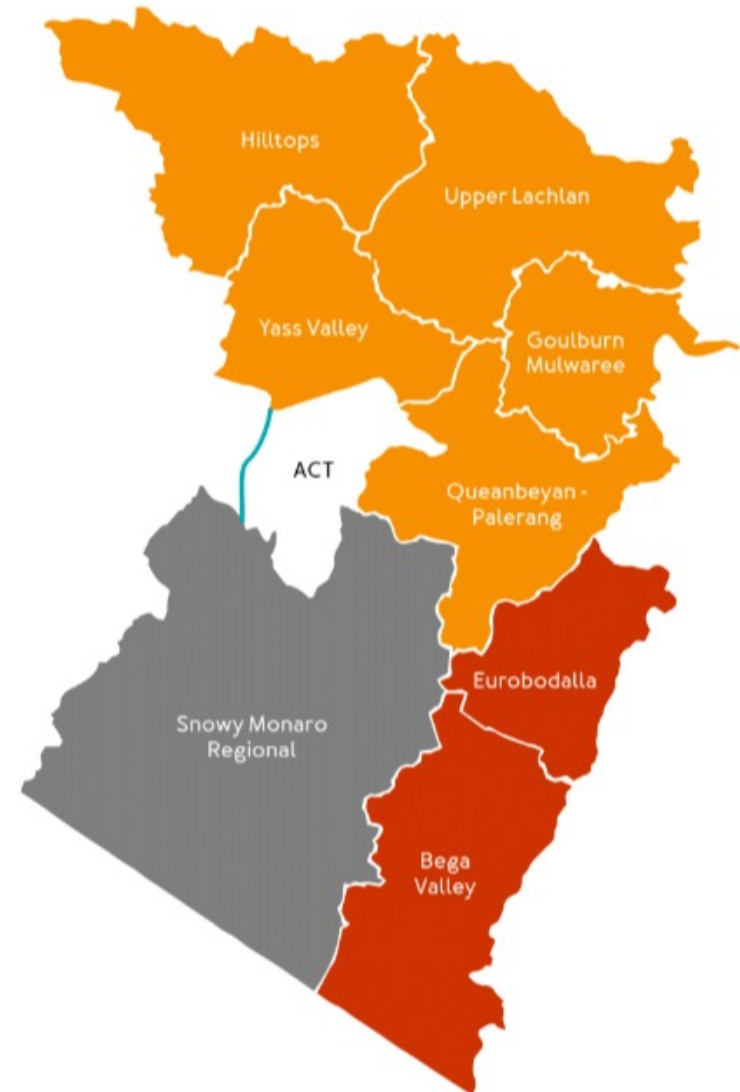
2.4 million
domestic overnight visitors

2.4 million
domestic daytrip visitors

n/a
international visitors

8,522 people directly employed in tourism

2,693 people indirectly employed in tourism



Visitation across the region

Subregion	2019			2021		
	Visitors (000)	Nights (000)	Expenditure (\$M)	Visitors (000)	Nights (000)	Expenditure (\$M)
Southern Tablelands	3,309	2,690	544	2,073	1,989	363
South Coast	2,533	5,780	885	1,898	4,326	782
Snowy Mountains	1,219	2,815	699	882	1,797	421
Total	7,061	11,285	2,128	4,853	8,112	1,566

Our role



Destination Southern NSW

“An active advocator and facilitator for the growth and development of the regional visitor economy”

Coordination

Leading and coordinating agreed strategic priorities identified with key stakeholders of the region

Influence

Secure support for strategies that will lead to growth of the visitor economy

Advocacy

Support the progress of whole of Government opportunities

Action

Assist business to achieve the priorities e.g. toolkit, identify and access industry support and funding opportunities



Vision

Southern New South Wales stakeholders working collaboratively to showcase and develop their sub-regions as compelling destinations and contribute to the regional NSW \$25 billion visitor expenditure target by 2030.

A couple is sitting on a rocky outcrop, looking out over a vast landscape. The man is wearing a cap and sunglasses, and the woman is wearing a white t-shirt and dark shorts. The background shows rolling hills and mountains under a sky with scattered clouds, illuminated by the warm light of a setting or rising sun. The overall scene is serene and scenic.

Values

- Ensuring a welcoming, safe, and inclusive region
- Considering responsible tourism- environmental ,social , cultural, economic, and ethical
- Retaining our lifestyle , our character , and our sense of place
- Fostering a spirit of collaboration within and beyond our regional boundary
- Offering high quality , seamless experiences , and consistent customer services
- Providing opportunities for our industry to broaden and deepen their skill sets.

Southern New South Wales
Destination Management Plan

2022-2030



Strategic pillars

Whole-of-region and
sub-region positioning

Trends influencing visitor
demand post-COVID

Opportunities
and challenges

Regional developments

Action Plan to 2030

Strategic pillars and DSNSW Key Objectives

Road to Recovery

- Support the Southern NSW visitor economy to recover and be sustainable, capable, and resilient.

Build the Brand

- Position and promote Southern NSW's three subregions and their destinations to align with the Feel NSW brand.

Showcase our Strengths

- Develop authentic visitor products and experiences to drive visitation to Southern NSW.

Focus on World Class Events

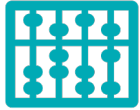
- Grow current events and attract new events that grow the Southern NSW visitor economy and are aligned to our community values.

Facilitate Growth

- Provide an enabling environment to attract investment in the Southern NSW visitor economy.

The focus of the Recovery Phase to 2024 is to assist businesses and the industry to recover and rebuild from the impacts of bushfires and COVID-19 followed by growth strategies to stimulate the visitor economy to 2030.

Trends influencing visitor demand



Edventures and mixing work and play - Combining education/work and holidays



New faces and places - Meeting new people and making new connections



Transformative travel experiences - Engaging and connecting visitors in a meaningful way



Travel as self-care - Boosting mental and emotional well-being through travel



Conscious travel - Travelling further for a more prolonged duration



Community first - Authentic connection with the local community



Green travel - Environmentally responsible tourism



Just say 'yes' - Seizing travel opportunities to make up for lost vacation time



Rural experiences – City escape tourism to rural and regional destinations



Embracing the unpredictable - Using technology to embrace continued unpredictability

Our Positioning. Our Advantages.



Nature and adventure trails



A bountiful harvest of the land and sea



Ancient to modern culture and heritage



Natural landscapes and waterways



Regional cruise

The strength of our region lies in the diverse nature of our three sub-regions, each offering different but complementary experiences.

Image credits: Queanbeyan–Palerang
Regional Council, Snowy Monaro
Regional Council, Bega Valley Shire
Council



SOUTHERN TABLELANDS
This is country living



SNOWY MONARO
Be invigorated



SOUTH COAST
Celebrate your love of nature

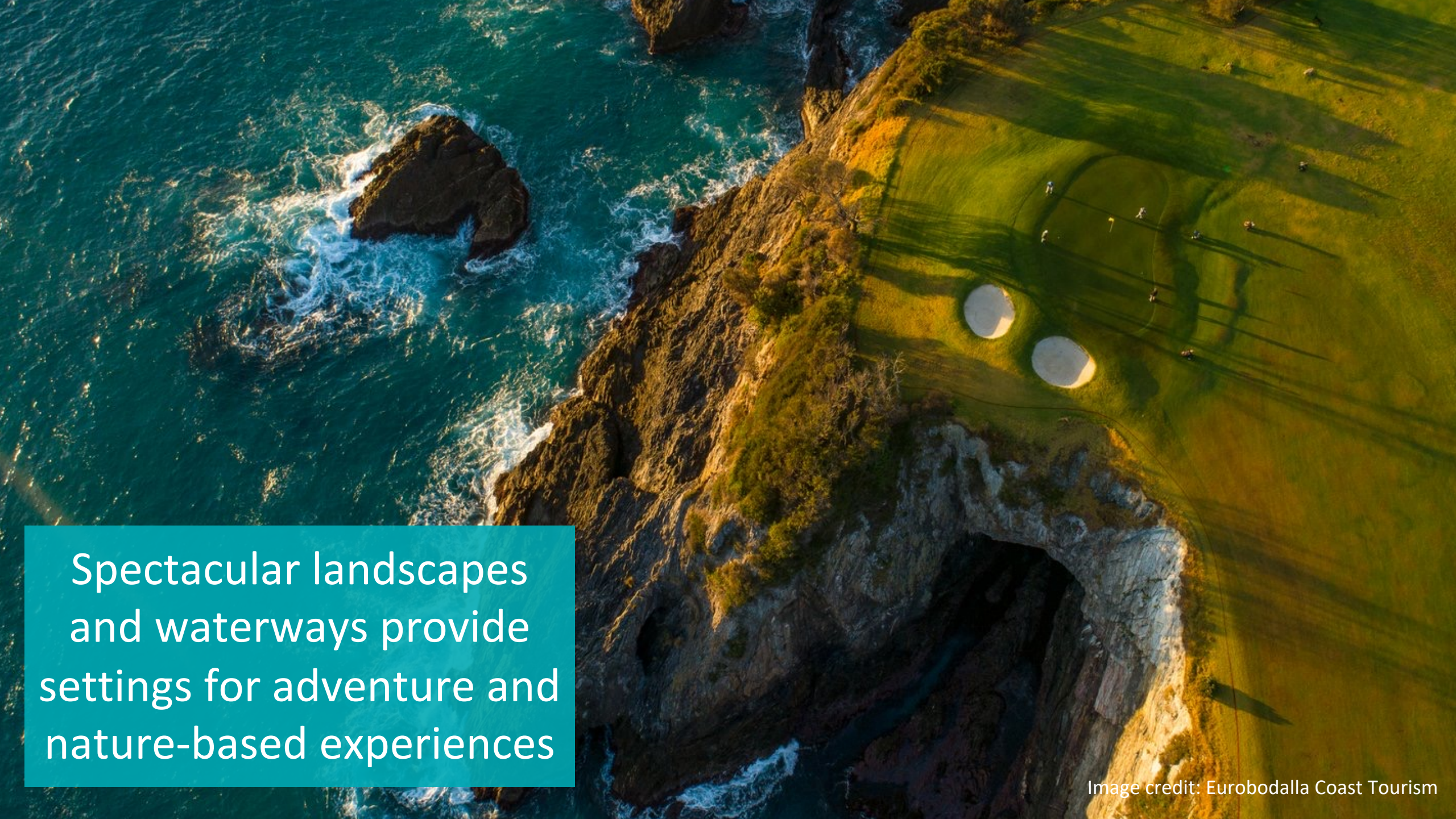
Proximity to key markets of
Canberra, Sydney,
Melbourne and major
highway routes between





The self-drive touring market continues to be a significant influence and opportunity

Image credit: Matt DeWaard

An aerial photograph capturing a dramatic coastal scene. On the right, a lush green golf course is built on a steep, rocky cliffside. Two prominent sand traps are visible on the course. Several small figures of people can be seen on the green, suggesting an active game. The cliff edge is rugged and dark, with waves crashing against its base. To the left, the deep blue ocean extends to the horizon, with a large, dark rock formation jutting out into the water. The lighting is warm, indicating late afternoon or early morning, casting long shadows across the landscape.

Spectacular landscapes
and waterways provide
settings for adventure and
nature-based experiences

Image credit: Eurobodalla Coast Tourism

Agritourism operators
with a diverse and rich
harvest of world-class
offerings



Opportunities and challenges

Opportunities



- Foster collaboration between LGAs and LTOs to package and promote visitor products and experiences and ensure a consistent approach to marketing
- Engage with industry to champion the enhancement and development of new products, experiences and events
- Champion the NSW visitor economy by working collaboratively with other regional NSW Destination Networks
- Leverage Government investment and grant funding opportunities, including working with industry to advocate for new infrastructure projects
- Improve marketing outcomes by supporting Southern NSW destinations and sub-regions to define and articulate their brand positioning

Challenges



- Limited trading hours hamper overnight visitor growth
- Limited linking/packaging of destinations, products and experiences
- Infrastructure constraints, including lack of quality accommodation and limited venues with appropriate event infrastructure
- Shortages of staff and staff accommodation
- Siloed approach undermines brand identity

Key Regional Developments



Image credit: Eurobodalla Coast Tourism

STAGE	SOUTHERN TABLELANDS	SNOWIES	SOUTH COAST
Completed	<ul style="list-style-type: none"> • Goulburn Performing Arts Centre • Murrumbateman Winery Trail • The Chinese Tribute Garden upgrade 	<ul style="list-style-type: none"> • Snowies Alpine Walk <ul style="list-style-type: none"> » Guthega to Charlotte Pass • Thredbo Valley Track • Cooma Performing Arts Centre • Bundian Way Gallery, Delgate 	<ul style="list-style-type: none"> • Wharf to Wharf Walk • Eden Wharf and Welcome Centre • The Twyford, Merimbula • Bay Pavilions • Merimbula Airport • Basil Sellers Exhibition Centre
In Progress Funded or partially funded (P)	<ul style="list-style-type: none"> • Braidwood Museum • Wombeyan Caves Tourism Project • Nick O'Leary Wines, Cellar Door and Restaurant • Goulburn Sporting facilities upgrades (P) • St Clair Museum and Archives (P) • Rocky Hill War Memorial Tower conservation (P) • Goulburn Catholic Cathedral restoration project and minor Basilica application (P) • Harden Golf Club upgrade 	<ul style="list-style-type: none"> • Snowies Alpine Walk <ul style="list-style-type: none"> » Charlotte Pass to Perisher via Porcupine Rocks » Perisher to Bullocks Flat • Lake Jindabyne Shared Trail • Cooma Sports Hub 	<ul style="list-style-type: none"> • Bundian Way Walking Track (Node 1) • Murramarang South Coast Walk • Light to Light Walk • Batemans Bay Coastal Headland Walk • Narooma Arts and Community Centre • Mogo MTB Trails • Eden Mountain Bike Hub • Narooma Mountain Bike Hub • Muliyaan Cultural and Wildlife Centre • South East Centre for Contemporary Art Bega (SECCA) • Old Bega Hospital Community Cultural Centre • Jigamy Campgrounds
Proposed	<ul style="list-style-type: none"> • Rail Trails <ul style="list-style-type: none"> » Goulburn to Crookwell » Galong to Boorowa » Molonglo • Australian Agricultural Centre, Crookwell • Murrumbateman Winery Trail Extension 	<ul style="list-style-type: none"> • Rail Trails <ul style="list-style-type: none"> » Monaro • Snowy Alpine Heritage Centre • Jindabyne MTB Adventure Park 	<ul style="list-style-type: none"> • Eden Wharf Extension • Murramarang to Batemans Bay Coastal Walk • Batemans Bay Foreshore and Marina • National Circularity Centre, Bega • Merimbula and Eden lakeside boardwalk upgrades

DSNSW Recovery Phase actions (2022-24)

1. Work with DNSW to deliver DNSW First initiatives to strengthen industry sustainability, capability, and resilience
2. Create an 'Understanding the Regional Visitor Economy Program' to improve understanding of the Southern NSW visitor economy
3. Create a Southern NSW Marketing Toolkit that maps the three sub-regions and related destination brands
4. Work with LGAs and LTOs to create coordinated experience trails and itineraries
5. Maintain a strong partnership with Visit Canberra to identify cross-regional marketing opportunities for Southern NSW stakeholders



Destination Southern NSW

Thank you