



DESTINATION GIPPSLAND
STRATEGIC PLAN 2015-2017

OUR VISION

Gippsland's natural beauty and authentic experiences inspire the world to visit

OUR ROLE

Destination Gippsland's role is to inspire, influence and lead positive tourism outcomes through partnerships across Gippsland

OUR DESIRED OUTCOMES

- increase overnight visitation
- increase visitor expenditure
- increase length of stay
- increase dispersal (throughout Gippsland & across all months)
- increase visitor satisfaction

PRIORITY AREAS FOR DESTINATION GIPPSLAND 2015-2017

1. MARKETING

What we will do to create consumer awareness and demand

Aim: Potential visitors will be inspired to book, stay and explore our unique landscapes and vibrant communities.

- **Goal 1:** Maximise the reach and impact of the 'Inspired by Gippsland' brand by making it central to all marketing activity and co-operative partnerships.
- **Goal 2:** Achieve greater digital marketing capability and effectiveness for Destination Gippsland and our industry.
- **Goal 3:** Inform and support the Gippsland tourism industry by providing media, research, imagery and marketing services to help partners achieve their marketing goals.

2. INDUSTRY DEVELOPMENT

What we will do to improve how our industry delivers visitor experiences

Aim: Gippsland will have an effective, engaged and dynamic tourism sector that encourages repeat visits and generates enthusiastic referrals that lead to profitable business outcomes.

- **Goal 1:** Provide opportunities for all tourism businesses and partners to engage with us and each other to contribute to a united tourism industry.
- **Goal 2:** Deliver and support professional development programs to improve the skills and profitability of tourism businesses.
- **Goal 3:** Facilitate continuous improvement in the delivery of tourism services in Gippsland.

3. INVESTMENT

What we will do to encourage public and private sector funding for new visitor experiences

Aim: Gippsland will be a region that attracts tourism investment and innovative businesses that exceeds the expectations of future visitors.

- **Goal 1:** Advocate and encourage political support for major projects.
- **Goal 2:** Provide tourism information, research and services relevant for potential investors.
- **Goal 3:** Lead a strategic planning framework to develop longer term aspirational projects that could transform Gippsland tourism.

SUPPORTING FUNCTIONS

Finance and governance

Ensure we maintain high standards of accountability, governance and responsiveness to the Board, our financial members and the broader industry.

Advocacy

Be the primary point of contact for government, media and industry.
Provide an evidence based collective voice to influence positive tourism outcomes.

Destination Planning

Develop Local Destination Action Plans to improve visitor experiences and strengthen the connection between strategy and local actions.

Team development

Facilitate the professional development of our staff, Board and committees to deliver effective services and tourism management.

KEY PERFORMANCE DRIVERS

2015	2016	2017
1.1 million unique page views of inspiredbygippsland.com.au	1.25 million	1.4 million
3,350 Destination Gippsland engaged facebook fans	3,850 engaged fans	4,350 engaged fans
350 individual businesses participating in DG activities	400 businesses	450 businesses
\$8.5 million of media value obtained for Gippsland destinations (advertising equivalency)	\$9 million	9.5 million
Establish Destination Gippsland Stakeholder Satisfaction rating (based on services and leadership)	5% improvement	10% improvement from 2015 result

DESIRED OUTCOMES TARGETS

2015	2016	2017
1.9 million domestic overnight visitors	2.0 million	2.1 million
\$117 yield per overnight visitor	\$123 yield	\$130 yield
3.1 nights per domestic overnight visitor	3.25 nights	3.4 nights
Dispersal baseline to be established (including seasonal variations)	2.5% increase in non-summer visitation from 2015 baseline	5% in non-summer visitation from 2015 baseline
Visitor Satisfaction baseline to be established (including TripAdvisor ratings)	2.5% increase in visitor satisfaction from 2015 baseline	5% increase

KEY STAKEHOLDERS

All visitors to Gippsland, Gippsland's tourism businesses, Bass Coast, Baw Baw, Latrobe, South Gippsland, Wellington and East Gippsland Councils, Tourism Victoria, Parks Victoria, State and Federal Government, Local and Regional Tourism Associations.

Destination Gippsland

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