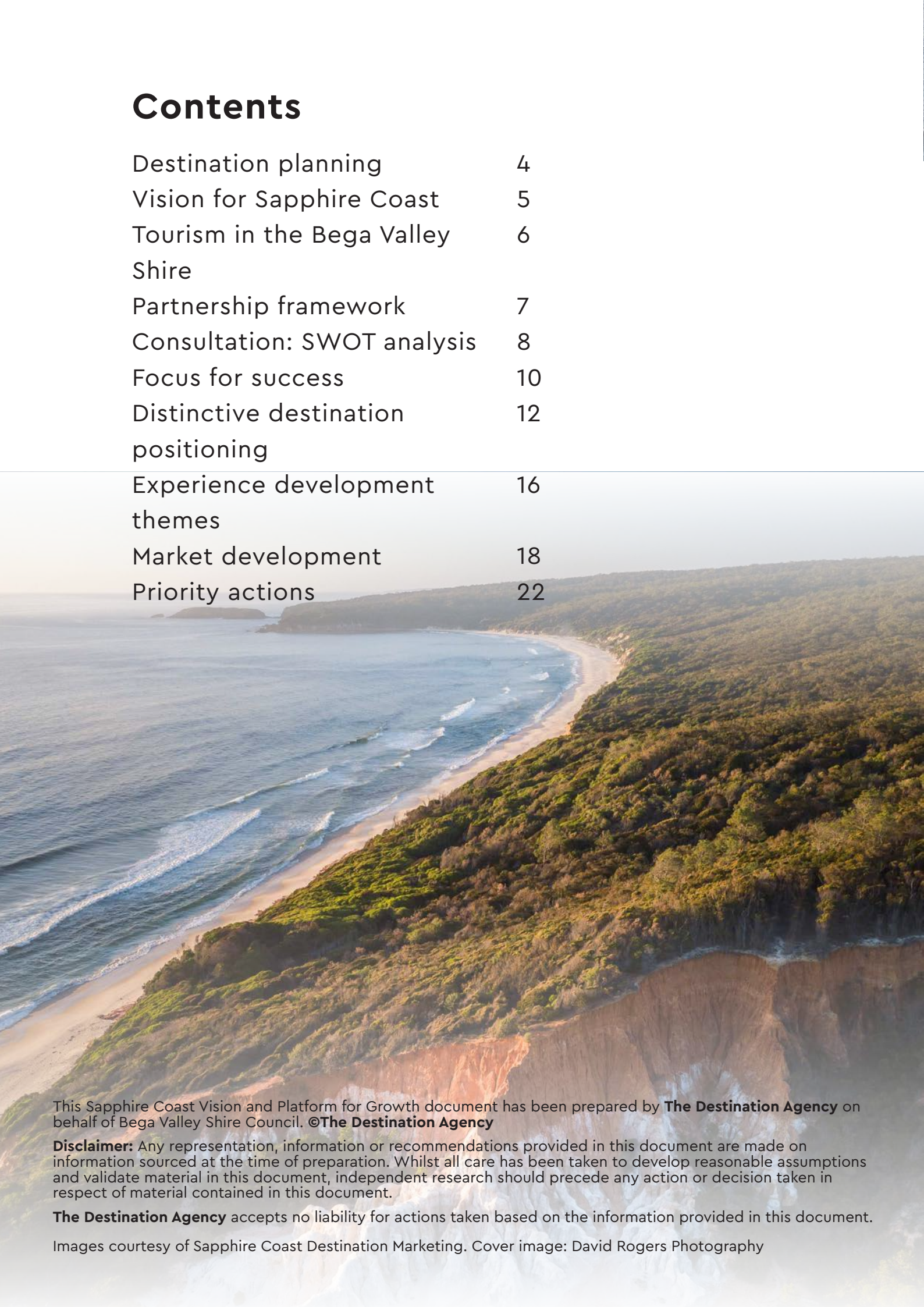


SAPPHIRE COAST

Vision and Platform for *Growth*





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This Sapphire Coast Vision and Platform for Growth document has been prepared by **The Destination Agency** on behalf of Bega Valley Shire Council. ©**The Destination Agency**

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The Destination Agency accepts no liability for actions taken based on the information provided in this document.

Images courtesy of Sapphire Coast Destination Marketing. Cover image: David Rogers Photography



Welcome

Mayor – Bega Valley Shire

The Bega Valley Shire, located on the stunning Sapphire Coast, is the largest coastal local government area in NSW, boasting the longest coastline at 225 kilometres. Positioned in the southeastern corner of the state, it is conveniently situated halfway between Sydney and Melbourne, and just a three-hour drive from Canberra.

Bega Valley Shire Council supports tourism and destination marketing by funding and working in partnership with Sapphire Coast Destination Marketing and the shire's Visitor Information Centres to help promote the Sapphire Coast and its visitor economy.

Tourism plays a crucial role in our local economy. The impact of the Black Summer bushfires and COVID-19 was significant, especially for tourism and hospitality businesses. Fortunately, we have seen a strong recovery, with visitor numbers returning to 2019 levels of over 1.2 million and half a billion dollars in expenditure, as the tourism industry continues to demonstrate resilience and growth. Through major investments, we now boast world-class mountain bike trails, a booming regional cruise terminal, and a well-developed industry.

Bega Valley Shire Council remains committed to supporting the growth and sustainability of the tourism sector. With the support of state and federal grant funding, we deliver projects aimed at enhancing tourism experiences and attracting more visitors to the region to experience our pristine nature, vibrant communities, award-winning produce and dining, and picturesque coastline. Our efforts help create jobs not only in tourism and hospitality but also in retail, services, and other industries, benefitting the entire community.

The Sapphire Coast Vision and Platform for Growth outlines a clear and inclusive plan for the future. It emphasises our unique strengths, aligns with key tourism partners, and focuses on developing industry and workforce capacity. This vision will support growth in the local tourism sector and create lasting positive impacts throughout the shire.

Cr Russell Fitzpatrick

Mayor
Bega Valley Shire

Destination planning

The Sapphire Coast Vision and Platform for Growth (Sapphire Coast VPG) provides a focused framework for tourism businesses to enhance experience development, investment, marketing and promotion through to 2035.

Built on insights from tourism industry consultation and the NSW Visitor Economy Strategy 2030 Review, this document also supports government, local tourism organisations and stakeholders in aligning with our destination's vision and ambitions.

Contributions from industry, government agencies and community members have informed the strategic directions,

opportunities and actions identified. The Sapphire Coast VPG aligns with the Destination Southern NSW Destination Management Plan 2022 – 2030, and the NSW Visitor Economy Strategy 2030 Review, which sets ambitious targets for the state's tourism growth.

Since 2018, our planning has prioritised world-class experience development as the key to unlocking growth in our region. We are pleased to see this reflected in the NSW Visitor Economy Strategy 2030 Review, which emphasises 'experience tourism' as fundamental to visitor economy growth.

"To meet current and future demand, NSW should support 'experience tourism' product development across the state, focusing on areas of experiential strength and competitive advantage."

NSW Visitor Economy Strategy 2030 Review

Our key areas of focus that align with the NSW Visitor Economy Strategy 2030 Review include:

Anchor the Visitor Economy Strategy around 'experience tourism', reflecting the growing consumer desire for connecting authentically with local culture.

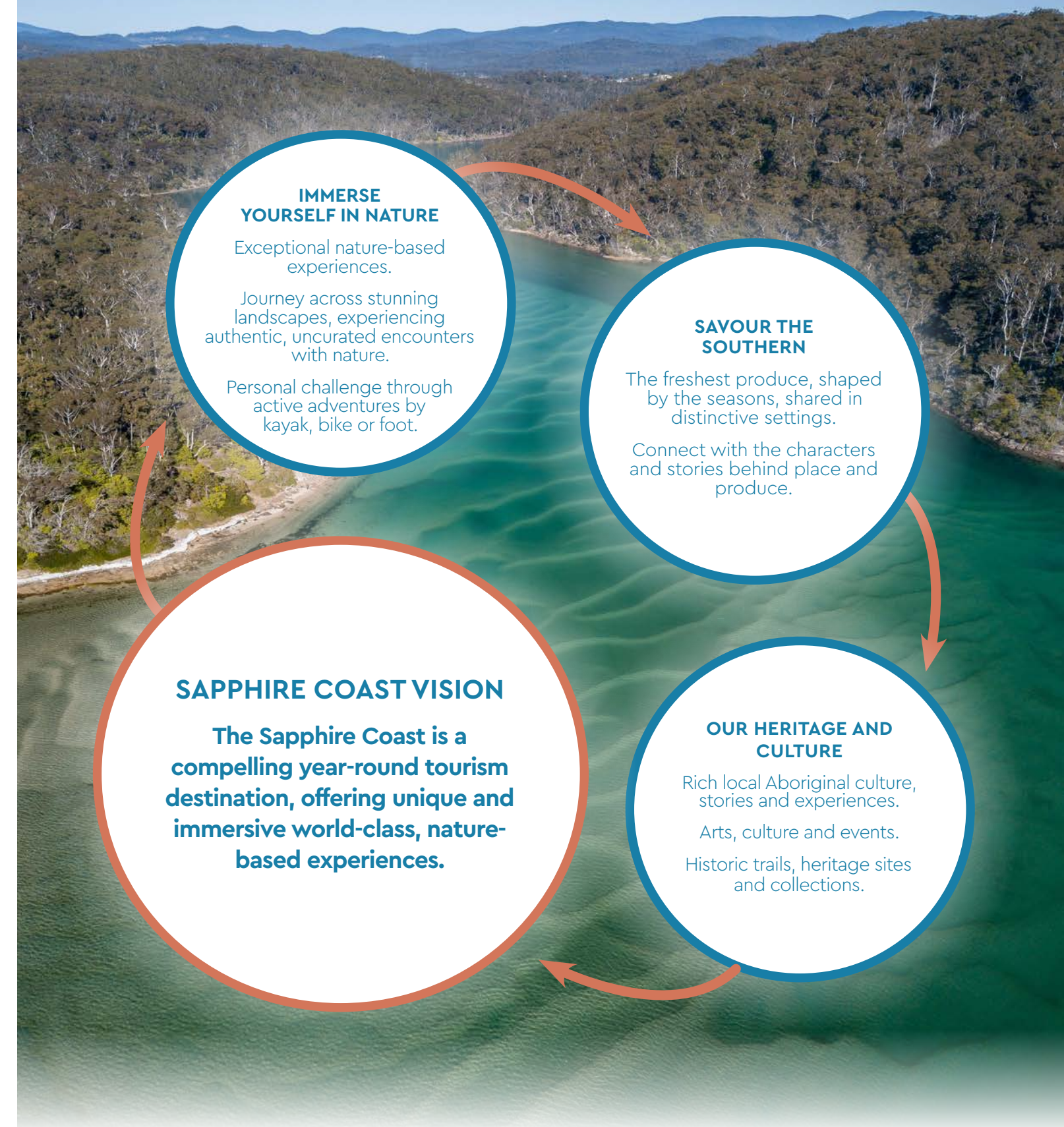
Celebrate First Nations culture through authentic visitor experiences and supporting First Nations business opportunities.

Develop and market distinctive visitor experiences throughout NSW.

Leverage leisure events to grow seasonal visitation and showcase NSW's strengths.

By aligning closely with these strategies, we can drive investment, enhance support for our regional priorities, and enable access to essential industry development and funding programs.

Vision for Sapphire Coast



Tourism in the Bega Valley Shire

The visitor economy is a key contributor to the Bega Valley Shire economy. Prior to the Black Summer bushfires and COVID-19 pandemic in the year ending December 2019, the shire recorded an estimated 1,135,000 visitors spending \$499 million.

Recently, the visitor economy has exceeded these pre-pandemic levels with year ending December 2023 recording an estimated 1,240,000 visitors, spending \$515 million. This record level of spend and visitation is estimated to have contributed to approximately 4,120 local jobs.



The growth in tourism and the visitor economy in the Bega Valley has been underpinned by a strong Sapphire Coast brand, coupled with a resilient and robust industry offering unique, world-class experiences.

The NSW Visitor Economy Strategy 2030 highlights the growing demand for 'experience-led' tourism and the move towards destinations featuring nature, good food and local produce, coastal and beach experiences, history and heritage, and a connection to community

and culture. The Sapphire Coast excels in all of these elements, complemented by spectacular natural landscapes and welcoming villages that entice visitors to escape and feel new again.

Data from the review into the visitor economy in NSW indicated the top travel drivers and growth trends are also the strengths of the Sapphire Coast. The drivers for domestic travel from NSW and interstate included good food and wine (43%), coastal and beach experiences (40%), history and heritage (30%) and road trips (30%). International visitors are seeking locations that offer beautiful natural environments (31%), good food and beverages (27%), natural wonders (22%) and culturally significant sites (19%).

The four-year average for the year ending June 2019–2024 shows our core visitors are from regional NSW with 535,000 visitor nights, regional Victoria with 521,000 visitor nights, and Melbourne with 467,000 visitor nights. These visitors are primarily families with children and older retirees with the top three activities being eating out, going to the beach and sightseeing.

As we look to grow market share and increase visitation from Canberra and awareness in the lucrative Sydney market, we also look to the return of international travellers from our core markets of Europe and the United Kingdom.

Partnership framework

A regional focus is critical to success. As a small region, we must fully leverage strategic partnerships with federal, state and local stakeholders to enhance promotion and experience development.



Leverage channels to promote the Sapphire Coast in domestic and international markets, and access programs to help local operators develop, promote and sell their tourism products.



Partner with Eurobodalla Shire Council to collaborate on joint marketing campaigns, touring routes, trails, experience development, and other strategic initiatives.



Provide support to VisitCanberra to position 'coast touring' as a must-do experience for Canberra domestic and international visitors.



Provide support to NSW National Parks to develop new and improved tourism experiences.



Capitalise on growing cruise visitation by developing new experiences for the self-drive market and implement strategies to encourage cruise visitors to return for overnight stays in the region.



Partner with Local Aboriginal Land Councils to support the development of the Bundian Way and Aboriginal tourism experiences on the Sapphire Coast.

Sapphire Coast local tourism boards

Partner and collaborate with local tourism boards and visitor centres of the Sapphire Coast.

South Coast Local Government Areas

Partner with South Coast tourism organisations on joint advertising campaigns, touring route promotion, and other strategic collaborations.

Sapphire Coast mountain bike clubs

Support mountain bike tourism and the development of Sapphire Coast mountain bike clubs.

Align with and utilise the resources of Destination Southern NSW to support local operators in experience development, market development and grant programs.

Work closely with the Department of Primary Industries and Regional Development to leverage funding opportunities to support regional recovery and deliver tourism and economic benefits for the region.

Leverage Tourism Australia marketing campaigns to increase promotion of Sapphire Coast international-ready experiences.

Local visitor economy relationships and responsibilities

Bega Valley Shire tourism service provider

Overall destination planning, management and 'Sapphire Coast' brand and digital assets custodian

Industry leadership and representation with state and federal partners

Support and facilitate product and experience development

Visitor Information Centres

Provision of visitor services via accredited Visitor Information Centres

Promotion of member product and services

Support for local town events

Advocate and support Sapphire Coast destination positioning

Tourism operators

Promotion of business in domestic and international markets

Delivery of quality products and experiences, and provision of visitor information to customers

Engage in industry development opportunities

Align marketing activity with the region's destination positioning

Consultation: SWOT analysis

The following SWOT analysis highlights the most prominent themes and issues affecting tourism on the Sapphire Coast.

This analysis was developed through a comprehensive and collaborative process to pinpoint the region's strengths, weaknesses, opportunities, and threats.

Strengths

- Proximity to Canberra and location on the Sydney to Melbourne coastal drive
- Pristine natural environment
- Diverse and unpopulated landscape
- Appeal to broad range of visitor markets
- Temperate climate
- Established signature events in region
- Merimbula Airport and Port of Eden access
- Community of small villages within easy distance to each other
- Rich First Nations culture and heritage
- World-class mountain bike trails and infrastructure
- Abundant and diverse national parks
- Nature-based tourism experiences
- Oyster industry and experiences
- Whale watching and marine experiences
- "Instagrammable" and picturesque locations
- Region considered undiscovered and a hidden gem
- Hiking and multi-day walking trails
- South East Centre for Contemporary Art and dedicated arts and culture venues
- High-quality, award-winning restaurants and food experiences

Industry and community stakeholders contributed to the original Sapphire Coast VPG during an extensive consultation process. The review and updates conducted in 2024–25 included consultation via an industry-wide survey, consultation with tourism bodies and Visitor Information Centres, in-person meetings and desktop research.

Opportunities

- Expand products and experiences for cruise and international markets
- Light to Light walk and Green Cape Lighthouse cottages development
- Packaging products and experiences for Sydney to Melbourne international drive market
- Investment in circularity and the National Circularity Centre
- Regional partnerships with neighbouring LGAs
- Regional mountain bike development
- 5-star hotel investment and development
- Emerging Aboriginal tourism experiences and development of cultural centres
- Development of food trails and food experiences
- Attraction and retention of major events
- Proximity to the Snowy Mountains for marketing and packaging opportunities
- Increase patrolled beaches into February to attract families with young children
- Development of infrastructure and experiences in state forests
- Business events, corporate retreats and conferencing

Weaknesses

- Shortage of export-ready products
- No suitable hotel accommodation to suit medium-large regional conferencing
- Lack of accommodation to appeal to high-yield visitors
- High visitor numbers in summer but low during off-peak and shoulder seasons
- Inadequate investment in national parks infrastructure
- Strata-style ownership of accommodation
- Low awareness in Sydney market
- Uncompetitive airfare prices and low flight frequency
- Low destination marketing investment
- High travel time via road from major markets
- Lack of marketing investment and skills within industry
- Lack of investment within industry
- Immature night economy
- "Lifestyle" businesses and irregular business operating hours
- Lack of public transport
- Development application process and approval time
- Insufficient beach patrol after peak summer period
- Lack of EV charging stations across the region

Threats

- Competitor regions' high investment in marketing and infrastructure
- Operators and accommodation providers not widely embracing modern market-ready requirements
- Competition in traditional markets from low-cost, high-appeal overseas destinations
- Balancing increased visitation with protection of the natural environment
- Visitor accommodation reverting to residential
- Lack of staff
- Challenging economic conditions and cost of living
- Dwindling volunteer base
- Climate change and natural disasters
- Airline sustainability and regional flight network
- Long lead time on infrastructure upgrades, e.g., Light to Light walk
- Losing EV visitors to other regions with larger network of EV chargers



Focus for **success**

Building on our shared destination brand will guide and inspire improvements in experience delivery and competitiveness, helping the destination attract new, sustainable markets.

Destination positioning

Rally behind a compelling destination brand

Aspirational positioning to appeal to new and high-yield markets

Distinctive positioning to ensure we stand out from other beach and nature destinations

Experience development

Support world-class experiences

Utilise Destination NSW 'experience tourism' opportunities

Prioritise support for experiences closely aligned with the destination positioning

Market development

Transition to a year-round destination

Collaborate with industry on supply and demand drivers to build shoulder season event visitation

Collaborate with local and regional partners to develop the domestic mountain bike market

Distinctive destination positioning

Destination positioning is a region's distinctive brand

Our positioning is the engine that drives the way we offer and deliver tourism experiences.

It should permeate all experiences, creative approaches, communication and marketing.

It's our competitive advantage.

Positioning statement

The Sapphire Coast is a hidden but easily accessible pocket of Australia's epic coastline, where you can go 'wonderfully wild'.

ESSENCE

Immerse yourself

VALUES

Natural, undiscovered, free and sharing

PERSONALITY

Warm and inviting but not intrusive. The landscape is generous in spirit, fun and enjoyable. Majesty and visual splendour manifest anticipation and excitement for wonderfully wild adventures that mesmerise the senses.

VISITOR BENEFITS

There is a feeling of community and togetherness. It is pristine because the community cares; everyone wants to keep it that way. It is beautiful, exciting and majestic, but at the same time, wild and epic in scale. This makes the benefit personal on both a physical and spiritual level. A sense of freedom and discovery is part of the adventure.

ATTRIBUTES

Experience nature through spectacular national parks, unspoilt beaches, lakes and forests. Explore coastal wilderness by walking, mountain biking and kayaking. Discover a pristine marine environment with whale watching, swimming, diving and fishing. Indulge in local seafood, award-winning dining experiences and fresh oysters straight from the farm. Explore places rich in Aboriginal culture, welcoming towns and villages, and events and festivals that bring the community together.

Wonderfully Wild



What makes us special?

Walking tracks

Easy or challenging, family or adventurer, picnic or multi-day, the Sapphire Coast is filled with walking trails that enable visitors to immerse themselves in nature. Signature walks including Light to Light and Wharf to Wharf take visitors on a journey through pristine, unspoilt coastline.

Immersive waters

We are located where the warmer waters of the north meet the colder waters of the south, creating one of the most diverse marine ecosystems in the world. The region is recognised as a hotspot of whale activity along the humpback highway with a total of 16 species found throughout the year.

Mountain bike

Explore over 100-kilometres of world-class singletrack mountain bike trails in our spectacular coastal forests. With ride-ready operators, welcoming communities and trails for all ages and abilities minutes from the sea, the Sapphire Coast is a unique mountain biking destination.

Light to Light

The Light to Light walk from Boyds Tower to Green Cape is set to become one of Australia's iconic coastal walking trails. Walkers traverse a variety of landscapes through Beowa National Park, including scrubby heathlands, pristine bays, rugged cliffs and tall open forests. Visitors can choose to walk sections of the track or take two to three days to explore the full 31-kilometre length.

Local produce

Headlined by two great ocean currents meeting, creating a superhighway for thousands of species of marine life that deliver award-winning oysters and seafood. Rich grazing land, famous for dairy and underpinning small producers across the region. Passionate, creative chefs, artisan distillers and craft brewers making the most of what the land and sea offer.

Ancient landscape

A place of significant cultural and ceremonial importance for the Yuin Nation with the landscape intrinsically linked to deep history, connections, traditional law and ancestral ties. At the setting of the sun, Gulaga (Mount Dromedary), throws her shadows across the earth. Gulaga once flanked a huge strato-volcano, part of a string of Australian east coast volcanoes marking the continent split that formed the Tasman Sea.

Towns & villages

Warm, creative and welcoming communities with a sense of charm reflecting the region's natural beauty and heritage. Meet artisans and characters, feel connected and part of the local landscape.

National parks

Our region's national parks enjoy a wild unspoilt coastline, fringed by forests and mountains that are home to diverse flora and fauna. In fact, our parks and forests account for 78% of the entire Sapphire Coast region – they are open 24 hours a day, seven days a week.

Experience development themes

Great visitor experiences that align closely to destination positioning are the key to success in a competitive tourism marketplace. The focus of experience development in the Sapphire Coast will align with our key themes for tourism development and marketing and the NSW Visitor Economy Strategy 2030 Review.

Immerse Yourself in Nature

Exceptional nature-based experiences. Authentic, uncurated encounters with nature. Personal challenge through active adventures.

Our Heritage and Culture

Rich local Aboriginal culture, stories and experiences. Arts, culture and events. Historic trails, heritage sites and collections.

Savour the Southern

The freshest produce, shaped by the seasons, shared in distinctive settings. Connect with the characters and stories behind place and produce.

In addition to the four main experience themes, we have identified the following as important stories relating to the Sapphire Coast to further develop:

- Produce of the region from the ocean and hinterland, including fresh local seafood and oysters, dairy and cheese, restaurants and cafes
- Diversity of our hinterland villages
- Be surrounded by nature and wild places – the majority of the region is national park, forests and reserves
- Access to wildlife – encounters with wildlife on land and at sea
- An active holiday – walk, paddle, swim, fish, soft adventure
- Experience remote coves and beaches through water-based and active access
- Immerse yourself in the coastal environment through high-quality, multi-day walks



Market development

The Sapphire Coast's traditional visitor comes from nearby major cities and regional areas, primarily on a family holiday and in most cases limited to school holiday periods. Whilst this market is the cornerstone of our tourism economy, it has low potential for any significant growth into the future and is increasingly challenged by strong competition.

Growth opportunities are ideally with growing domestic visitor markets prepared to visit in shoulder and even low season, seeking immersive experiences in nature, coast, adventure, community and local produce. This growth opportunity also brings higher spend potential.

Cross-border collaboration

Partnerships with neighbouring regions with shared experience suites will help us grow many visitor markets.

Significant investment in mountain biking at Eden, alongside new developments in Mogo and Narooma in the Eurobodalla region and the ongoing growth of mountain biking in the Snowy Mountains, creates a strong foundation for cross-border collaboration. The rapid expansion of mountain bike trails across Eastern Australia underscores the need for proactive industry development and collaborative marketing with neighbouring LGAs.

Alongside mountain biking, there is a unique opportunity to collaborate with Eurobodalla in further developing oyster-related tourism

experiences. Both regions are renowned for their high-quality oysters, and by working together, we can create a brand that highlights our coastal heritage and culinary offerings. Joint initiatives in this sector not only elevate the profile of our oyster industry but also position both regions as premier destinations for food tourism, attracting a broader audience and fostering economic growth in other sectors.

Cruise return overnight visitors

41 cruise ships carrying over 70,000 passengers and 30,000 crew visited the Port of Eden in season 2023–24.

An enduring and lucrative benefit is the opportunity to showcase the region to these tens of thousands of visitors, encouraging them to return as overnight visitors to disperse across the region and increase yield significantly.

The Port of Eden enjoys an unusually high disembarkation rate at around 75%, suggesting the stunning visual aspect of the port is of high appeal to passengers and likely to enhance return visitation.

Currently, the region attracts only a small proportion of international visitors, despite its natural assets that hold strong potential for sector growth. Like many regional destinations, the Sapphire Coast offers limited product distribution in international trade channels, leading to low destination awareness. Expanding international trade distribution is essential to increase visibility for the region and drive demand for bookings.

Travel trends*

Travel at all costs

It is via the current cost of living crisis that a re-evaluation of what is essential spend has occurred. While we prioritise travel, we look to do so more frugally.

Augmented altitudes

The art of travel is elevated as AI, new-wave media and algorithm culture disrupt traditional travel norms and help take the stress out of holiday planning.

Wellcations

We are in our wellness era. Diet, exercise and travel are the fundamental tenets of wellness as we look to new markers of progress. The number one reason to travel in 2024 is to reset and recharge.

Regen routes

As we move from global warming to global boiling, the contract between people and planet is rewritten in favour of nature-positive travel.

Non-linear leisure

Life's linear paths are dismantled as the dream of owning a home and having a traditional family is dispelled, reinventing traditional travel segments.

Destination unknown

With very few roads left untravelled, it has become harder for consumers to feel enamoured and awestruck when they travel. We seek for ways to reinvigorate this wonder.

**Travel Trends – FiftyFive5. Cultural Forecasting October 2024*

Growth markets

Wellness

Guided walking experiences

Agritourism

Aboriginal cultural experiences

Mountain bike

Maintain

Grow

Collaborate

Maintain our strong connection with traditional domestic markets, and high length of stay, by continuing to promote the destination, its unique positioning and new products and experiences in traditional markets.

Grow our share of short-stay domestic visitation in the shoulder seasons through improved and increased signature events, number of products and experiences, and improved experience delivery overall.

Work with neighbouring LGAs on shared aspirations in mountain biking, nature and oyster-related tourism experiences.

Market insights

Domestic

Market	Why they come	Primary source market	Barriers to growth	Seasonality	Yield	Priority
Established family	School holidays and longer breaks Share experiences in nature Family tradition Visiting family and friends	Metro and regional VIC Canberra region Regional NSW Sydney	International 'low cost' markets Perception value for money low Move to shorter breaks	Peak period	High (longer stay)	Maintain
Young family	Nature experiences Walkers Getaway with friends Short breaks Visiting family	Metro and regional VIC Canberra region Regional NSW Sydney	International 'low cost' markets Perception value for money low	Shoulders	Medium	High
Nomads	Food and wine Caravan trips Visiting family and friends	Metro and regional VIC Canberra region Regional NSW	Free camping	Shoulders	Low	Maintain
Couples no kids – any age	Nature experiences Walkers Getaway with friends Short breaks Adventure	Metro and regional VIC Canberra region Regional NSW Sydney	International 'low cost' markets Perception value for money low	Shoulders	High	High
Conference	New undiscovered location Short travel time Small groups	Metro and regional VIC Canberra region Regional NSW	Lack of large 'brand' hotel and accomodation Cost of air travel	Shoulder off-peak	High	Grow
Accessible	Nature experiences Getaway with friends Short breaks Visiting family	Metro and regional VIC Canberra region Regional NSW	Poor facilities and information	All	High	High

Source markets

Source	Current share	Comment	Priority
Domestic			
Canberra region	16%	High awareness, short stay, adventure in nature, mountain bike, food and produce	High
Melbourne	15%	High awareness, traditional families, longer stays, return visitation	Medium
Regional NSW	30%	Medium awareness, families, short-medium stay, nature experiences, beaches	High
Regional VIC	18%	High awareness, traditional families, short stay	High
Sydney	21%	Low awareness, adventure, nature, food and produce	High
Source	Current Share	Comment	Priority
International			
UK	43%	Nature, self-drive market, food and local produce, cultural sites	High
USA	32%	Nature, self-drive market, food and local produce, cultural sites, high yield	Low
China	N/P	Returning travellers	Low
India	N/P	Large growth potential and target for Destination NSW	Low
Europe	25%	Hiking, nature, self-drive market, food and local	High

*N/P – not publishable, sample size, COVID impact

Priority actions

Actions and responsibilities

For regional plans to be implemented successfully, there must be an industry-wide approach to collaborate, commit, share and participate in direction. All industry, operators and stakeholders have a role to play in our tourism future.

	Action	Responsibility
Industry leadership and engagement	Improve and grow industry experiences and operator skills to improve competitiveness	Lead: BVSC/SCDM, industry Support: Destination NSW, Destination Southern NSW, local tourism boards
	Raise awareness and understanding of the value of tourism	
	Prioritise sourcing funding directly or via partner stakeholders to invest in further industry development programs	
Sapphire Coast promotion	Ensure all promotional content aligns with destination brand values and raises awareness of the Sapphire Coast brand aligned hero experiences and attractions	Lead: BVSC/SCDM Support: Destination NSW, local tourism boards, Visitor Information Centres, industry
	Focus resources on encouraging visitation in shoulder seasons	
	Attract media visits that align closely with the Sapphire Coast brand and experience development themes	
	Partner with neighbouring destinations to create marketing efficiencies and to ensure touring itineraries take a broader regional approach	
Accessible tourism	Manage and grow Bega Valley Shire Council owned digital assets including website, social media channels and consumer database	Lead: BVSC/SCDM, industry Support: BVSC, Access and Inclusion Advisory Committee, Visitor Information Centres
	Provide leadership and support to improve and grow volume and awareness of accessible products and experiences	
Cruise tourism	Work closely with cruise tourism stakeholders to promote return visitation	Lead: BVSC/SCDM, Cruise Eden Support: Eden Tourism Inc, industry, cruise stakeholders, Destination Southern NSW
	Support the development new experiences for cruise market	
Event development	Support signature event development and sustainability of existing events	Lead: BVSC/SCDM, event managers Support: local tourism boards, Visitor Information Centres, industry
Mountain bike tourism	Work closely with mountain bike clubs and tourism stakeholders to promote mountain bike offerings across the region	Lead: BVSC/SCDM, Eden MTB Club, Tathra MTB Club Support: Destination NSW, Destination Southern NSW, Eurobodalla Shire Council, Visitor Information Centres, local tourism boards, industry
	Support the development new experiences for mountain bike market	
	Support the development of a 'ride-ready' industry	
Aboriginal tourism	Support the development and promotion of Aboriginal tourism products and experiences on the Sapphire Coast with particular focus on leveraging the Bundian Way and Jigamy campground projects	Lead: BVSC/SCDM, Local Aboriginal Land Councils Support: Destination NSW, Destination Southern NSW

Agritourism	Support the development and promotion of agritourism products and experiences on the Sapphire Coast	Lead: BVSC/SCDM Support: Destination NSW, Destination Southern NSW
	Provide guidance to land holders on planning and approved tourism activity on farming property	
International	Promote the Sapphire Coast as a coastal destination for international visitors via Canberra, Melbourne and Sydney	Lead: BVSC/SCDM Support: Destination NSW, Destination Southern NSW VisitCanberra Visitor Information Centres, local tourism boards, industry, in-bound stakeholders
Infrastructure and planning	Deliver high-quality tourism infrastructure focused on key assets including: • Snug Cove Marina Precinct development • Port of Eden wharf development • Merimbula Airport • Support the development of the National Circularity Centre • National parks infrastructure, including roads, campgrounds, trails and accessibility • CBD maintenance, renewals and upgrades • Foreshores and associated activation, access and environmental protection • Recreational infrastructure associated with tourism visitation • Key road and bridge upgrades	Lead: BVSC or appropriate state or federal government agency
Visitor information	In consultation with Visitor Information Centres, provide high-quality, brand-relevant and consistent visitor information	Lead: BVSC/SCDM, Visitor Information Centres, local tourism boards Support: Industry
	Support the provision of high-quality Visitor Information Centre customer service experience	
	Align Visitor Information Centre promotion and town tourism marketing with key destination messages and branding	
Governance and funding	Prioritise promotion of key experiences reflecting the destination brand	Lead: BVSC/SCDM Support: local tourism boards, Visitor Information Centres, industry
	Collaborative industry relationships and communication locally and with state and national stakeholders	
	Review tourism funding model to ensure continuity of resourcing for industry and destination development and marketing	
	Seek further funding to support increase in resourcing for industry and destination development and marketing activity	

Key partnerships

Capitalise on all partner activity, investment and strategies to add value to experience development and marketing programs.

	Action	Responsibility
Destination Southern NSW and Destination NSW	Access activity, investment and strategies to leverage promotion and industry development opportunities including NSW First workshops, webcasts, resources and assistance	Lead: BVSC/SCDM, Destination NSW, Destination Southern NSW Support: local tourism boards, Visitor Information Centres, industry
Tourism Australia	Leverage Tourism Australia marketing campaigns to increase promotion of Sapphire Coast international-ready experiences	Lead: BVSC/SCDM Support: Tourism Australia
NSW Government	Work closely with the Department of Primary Industries and Regional Development (DPIRD) to leverage funding opportunities to support regional recovery and deliver tourism and economic benefits for the region	Lead: BVSC/SCDM Support: NSW Government, DPIRD
Eurobodalla Shire Council	Partner with Eurobodalla Shire Council to collaborate on joint marketing campaigns, touring route, trails and experience development and other strategic collaborations	Lead: BVSC/SCDM Support: Eurobodalla Shire Council
Mountain bike stakeholders	Support mountain bike tourism and the development of Gravity Eden Mountain Bike Park and Tathra mountain bike trails	Lead: BVSC/SCDM Support: Eden MTB Club, Tathra MTB Club, Destination Southern NSW

Local Aboriginal Land Councils	Partner with Local Aboriginal Land Councils to support the development of the Bundian Way and Aboriginal tourism experiences	Lead: BVSC/SCDM Support: Local Aboriginal Land Councils
NSW National Parks and Wildlife Service	Provide support to NSW National Parks to develop new and improved tourism experiences	Lead: BVSC/SCDM Support: local tourism boards, Visitor Information Centres, industry
Cruise Eden	Work closely with cruise tourism stakeholders to promote return visitation	Lead: BVSC/SCDM, Cruise Eden Support: local tourism boards, Visitor Information Centres, industry, Destination Southern NSW
VisitCanberra	Position the Sapphire Coast as the preferred coastal experience for Canberra domestic and international visitors	Lead: BVSC/SCDM Support: VisitCanberra

