

Snowy Mountains

Regional Tourism Plan 2001-2004



A Proactive Approach to Marketing and Developing Tourism in the Snowy Mountains Region

A new 4-year Tourism Plan has been prepared to support and grow sustainable and year-round tourism to the Snowy Mountains Region.

A comprehensive consultation process was carried out over a 4-month period to formulate the Plan. Workshops were held throughout the Region; a survey was carried out with tourism operators and structured interviews were conducted with key stakeholders, including the local Shire Councils; large and small operators; chambers of commerce and State Government agencies. In addition, a Reference Group (made up of representatives from key stakeholders in and outside the Region) was formed to test assumptions, discuss opportunities and agree on strategies for the Plan.

This Paper provides a brief overview of some of the high priority strategies that will be implemented for the benefit of the Snowy Mountains Region.



Kosciuszko Alpine Way

Tourism to the Snowy Mountains Region



Geehi Hut

Tourists have been visiting the Snowy Mountains Region since the 19th Century. They have come to participate in snow sports and, to a lesser extent, the summer activities available in the Region's National Parks and around its lakes.

Tourism contributes significantly to the Region's economy by diversifying and strengthening its economic base and by contributing to local employment opportunities.

The Need for Change

Competition for visitors and the visitor dollar is ever increasing. Management, promotion and development of the Snowy Mountains Region's tourism infrastructure, assets and industry need, therefore, to be well planned and effective to compete both in Australia and on the world stage.

Winter visitation to the Region is strong but needs to be sustained and grown. Tourism in non-winter seasons needs to be further developed to position the Region as a year-round destination.

Key Strategies in the Tourism Plan

While the Tourism Plan sets out over 40 strategies to be implemented in the next 4 years, this Paper highlights some of the high priority strategies to be focussed on in the near future.

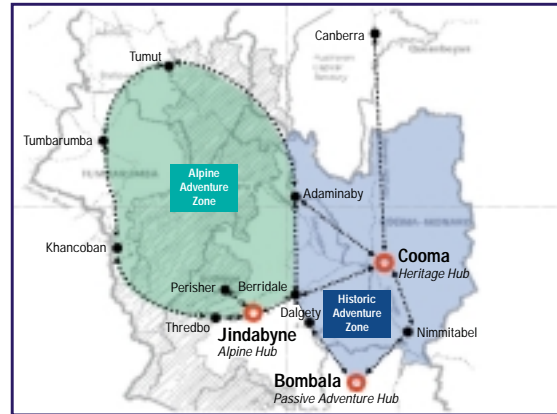
Management

- Tourism Snowy Mountains Inc. (TSM), the Region's tourism organisation, has contributed to the success of tourism to the Region to date. Given prevailing market conditions, including increased competition, it has been agreed that the Organisation should be restructured so that it better meets members' and stakeholders' needs.
- A program will be developed to increase TSM's funding base to cover marketing and other activities identified in the Tourism Plan.
- Staffing needs for TSM will be reviewed to ensure there are adequate human resources to achieve desired outcomes from the strategies in the Tourism Plan.
- A State Government strategic inter-agency group will be established to improve State Government agency involvement in major tourism issues and to encourage a *whole of government* approach.
- Closer working relationships between TSM and stakeholders in tourism to the Region will be forged to ensure support for the Tourism Plan's strategies.

Market Research

- Qualitative and quantitative market research will be undertaken to develop a sufficiently robust database which is of value to TSM's members and stakeholders in tourism to the Region.
- An infrastructure audit will be carried out to identify all tourism related public infrastructure and an assessment provided of the enhancements required.

Product and Infrastructure Development



- Activity zones will be established in the Region to create points of differentiation and sub-regional product development opportunities.
- Events and festivals will be developed to expand the marketability of the Region as a year-round destination.
- Guided tours and other product opportunities will be investigated for the National Parks in the Region.
- Aquaculture opportunities will be investigated and recreational fishing further developed.
- Recreational use of State Forest land will be investigated so that the land may be better used for recreation and tourism purposes.
- Industry training, up-skilling and accreditation will be facilitated to improve service standards in the Region.
- All-weather product (including attractions) will be facilitated to enhance the destination as a year-round one.

Winter in the Snowy Mountains



Marketing and Promotion

- A Marketing Plan will be prepared to ensure marketing and promotion work is strategic, planned and easy to monitor.
- To create a clearer point of difference and icon branding for the Region, a re-positioning exercise will be carried out.
- Awareness by Local Government and the community of the benefits of tourism to the Region will be raised via awareness raising campaigns and improved information sharing.
- Existing and new visitor markets will be targeted to grow visitor numbers and yields. They will include: snow sports; select international and touring by car markets.

The Tourism Vision for the Region

The Snowy Mountains Region will be recognised nationally and internationally as an all year-round destination.

The Tourism Snowy Mountains Inc. Mission Statement

To act as the facilitator for change needed to maintain and grow tourism to the Region in a sustainable way.

Objectives for Tourism to the Region

- To expand employment opportunities and to grow investment in the Region.
- To assist the local tourism industry with improved revenue and yields.
- To reinforce TSM's position as the Region's peak tourism body.
- To market the Region as Australia's High Country and as a premium destination.
- To encourage greater commitment from all levels of government to support and nurture tourism.
- To ensure tourism is developed and managed in an environmentally and economically sustainable manner.

For More Information

To find out more or to obtain a copy of the Tourism Plan, contact either of the following.

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Snowy Hydro Scheme

Front cover image – Thredbo Kosciuszko Walk

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