

Destination Management Planning

What is a Destination Management Plan?

A Destination Management Plan (DMP) is a business plan for building and managing the visitor economy for your destination.

This document captures and presents the information, learnings and actions identified through your Destination Management processes. It allows you to share this information with your stakeholders so that they can use it as a guide to manage and invest in the Destination.

What is the NSW Government looking for?

Information:

- Comprehensive identification of and evaluation of the destination's assets
- Clarity about your destination's visitor economy business
- Hard evidence to support any recommended strategies, priorities and activities
- A realistic appreciation of your resources, both physical and financial, and their capacity to deliver the objectives/tasks you have prioritised.

Collaboration:

- Evidence of widespread consultation and demonstration of how the Destination Management Plan fits within and works toward your identified goals and those of the NSW Government. This means showing measurable results that contribute to the 2020 objectives of doubling overnight visitor expenditure in NSW.

Results:

- The NSW Government is interested in the most compelling business case(s) that are going to deliver on the NSW Government's 2020 goal of doubling overnight visitor expenditure.

To assist, Destination NSW has developed a basic framework that outlines the minimum elements to be in your plan. If you already have a DMP, please review it to ensure each of these elements is included. You may wish to add appendices to your existing plan to provide any additional information.

Why develop a Destination Management Plan?

Both the State and Federal Governments have identified a well-developed DMP as a key requirement for accessing future investment. The plan should support the work being proposed. This assures the government know that their investment is being used appropriately on projects that are well researched and for which there is an agreed need.

From your perspective, the DMP will help you to identify areas where greater collaboration is required in your destination. For example:

- There are communities where the local tourism industry has identified that the caravan and camping market and/or coach tours are key target markets. Yet, the destination's local Traffic Management Plan does not include parking for caravans or coaches.



- The destination may be on a touring route but is missing out on overnight stays because there is no caravan park and council planning rules or land use rules do not allow one to be developed.

What is the best way to develop a Destination Management Plan?

Destination Management Planning is an on-going process that involves four overlapping areas:

- Inform:** Gather and analyse information by reviewing and evaluating existing strategies, plans, research and commissioning new research as required
- Plan:** Using this information and analysis, engage with key stakeholders (tourism and non-tourism) to identify issues, opportunities, priorities and actions for the destination to continue to meet resident and visitor needs and expectations
- Develop:** Create, manage and improve visitor experiences and products and services
- Communicate:** Grow visitor awareness and demand for the destination and its products and services through internal and external channels.

How do I start a DMP?

Following is an outline of the key elements that should be included in your initial DMP.

What is a destination?

It is unlikely that your visitors see the 'destination' as being defined by the administrative boundaries of your town, RTO or council area. When you are defining your destination, you need to consider how visitors find out about your destination or what they call your destination. It may be a cluster of council areas or defined by a geographic attribute such as the Snowy Mountains or Murray River. It may be a wine region or a recognised geographic area such as the Outback. It may be a touring route or a section of a touring route or it may cross RTO boundaries. Your destination should reflect consumer perspective.

What information sources already exist?

Much of the information needed for a DMP may already exist. Part of the research process is sourcing and collating this information, distilling key data and insights, and sharing results with stakeholders to inform their future planning.

The Department of Resources, Energy and Tourism has published '***The guide to best practice Destination Management***' which is available at: www.regionaltourism.com.au/Destination-Management. Everyone involved in Destination Management Planning should read this guide before they commence planning.

How should stakeholder engagement and re-engagement be managed:

It is critical that your process engages ALL stakeholders. Destination Management is an on-going process in which the tourism industry, government and community work together in a strong collaborative way to plan for the future as well as to manage the present. Both residents and visitors use local infrastructure and services so their input is valuable in developing a strong and sustainable destination.

You may wish to undertake this planning yourself or, alternatively, engage a consultant or facilitator. The benefit of a third party is a fresh set of eyes and skills to assist in evaluating your destination and asking the difficult questions.

