WHY INVESTING IN TOURISM IS GOOD FOR LOCAL COMMUNITIES’

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OUTLINE

• Tourism or the Visitor Economy?
• Why and How should Councils invest?
• What is Best Practice?
THE VISITOR ECONOMY

- What is it?
- Shared Objectives
- The Market
- The Visitor is King
More private sector investment

Build on the potential of regional and rural Victoria

Improved branding and marketing

Maximizing the benefits of events

Improved experiences for visitors from Asia

Better tourism infrastructure

Improved access into and around Victoria

Skilled and capable sector

More effective coordination

VISITOR ECONOMY STRATEGY- NINE PRIORITIES

Target 2025: $36.5 billion spend & 320,700 jobs.
WHY AND HOW SHOULD COUNCILS INVEST?

- Benefits
- Role and Function
- Development – Marketing – Management – Advocacy
- Resourcing (Internal and Cooperative)
BEST PRACTICE

- Policy and Strategic Planning
- Environmental Social Governance integration
- Partnerships (Local and Regional)
- Resource relative to strategy
- Community Engagement
- Measurement
INVESTMENT IN AN AREA
REVITALISATION OF CULTURE
BIG NATURE
VICTORIA’S THIRD LARGEST EXPORT – TOURISM

Source: ABS, Balance of Payments – International Trade Supplementary Information, 2016
International Visitor Expenditure from International Visitor Survey, Tourism Research Australia, Year End Jun’16
THE VISITOR ECONOMY IS THE JOB SOLUTION FOR REGIONAL VICTORIA

The Visitor Economy’s impact on GRP is higher for the Regions, with 17.4% for Philip Island compared to 5.4% in Melbourne.

Source: Tourism Research Australia Victorian Regional Tourism Satellite Accounts 2015-16, regional model developed by Deloitte Access Economics for DEDJTR
INVESTING IN THE VISITOR ECONOMY FOR LOCAL COMMUNITIES

- Making a place a better place to live, means it is a better place to visit.
- Partnerships and planning are vital components for success.
- Stimulating the Visitor Economy can provide jobs and investment.
- Events and festivals are boosted by community involvement.
- An active community is a heathier community.
- Visitors can become residents.
- A proud and knowledgeable community are the best advocates.
- New guide launched today.