

Take time to experience
Bundaberg
CORAL COAST & COUNTRY

Bundaberg Region
**DESTINATION MANAGEMENT
PLAN HIGHLIGHTS**

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To realise the Bundaberg region's true potential by 'embracing tourism as everybody's business'.

The Bundaberg Region Destination Management Plan (DMP) is the strategic plan for tourism in the region. It outlines the vision, goals and strategies for the region and provides background information on how these were developed.

The DMP is a useful directional plan that can assist you to:

- Align your business, shire or department marketing and development plans with the DMP to best leverage from resources invested to grow tourism in the Bundaberg region.
- Engage with stakeholders identified in the plan, to further network your business, shire or department in the tourism industry.

DESTINATION BACKGROUND

The Bundaberg region is Australia's premier location for observing nesting sea turtles and is an access point to the southern tip of the Great Barrier Reef. The region encompasses a rich diversity of coastal and hinterland areas as well as the city of Bundaberg itself.

The region offers visitors a variety of experiences, ranging from history and heritage to picturesque country and coastal attractions. Additionally, inland country experiences and national parks cater for camping and family holiday activities and more adventurous four-wheel-drive excursions.

KEY STRATEGIC ISSUES

In terms of charting a direction for the next three years (2007–10), key strategic priorities have been identified through a process of industry feedback and key stakeholder workshops. These priorities are:

Competitive Advantage - maintain the region's competitive advantage as Australia's premier location to view nesting sea turtles, and develop a year-round turtle experience.

The Drive Market - the drive market often considers Bundaberg region as being en-route to other destinations. Subsequently, there is a need to further leverage from the Drive Queensland program and continue to develop programs with neighbouring regions. The domestic drive market is predicted to remain static, however potential for growth has been identified in the international drive and fly/drive markets.

Pooling Resources - with limited marketing resources and sharing similar drive markets, the Bundaberg region needs to continue pooling resources with Central Queensland and neighbouring regions to allow for greater exposure in the market place.

Visitor Dispersal - to increase visitor dispersal in the Bundaberg region's hinterland, the region and industry need to continue leveraging Australia's Country Way and the Bass to Barra Trail.

Customer Service - increase visitor satisfaction by improving customer service throughout the entire Bundaberg region, particularly in the area of food and beverage.

Community Engagement - engage the community and local government by embracing 'tourism as everybody's business' to ensure positive community involvement with visitors, improve service, and limit potential resentment towards visitors.

Industry Cohesion and Engagement - develop stronger networks between operators and increase involvement from industry in the marketing and development of the region.

GOALS AND MEASURES

To assist the Bundaberg region in achieving its vision, the following goals and performance measures have been identified for the next three years (2007–2010):

Economic - Increase the economic contribution of tourism to the Bundaberg region

- Growth in the number of domestic visitors who have a preference for travel to the Bundaberg region
- Increased share of Queensland's domestic and international drive visitors
- Increased length of stay
- Increased visitor spend
- Growth in jobs in the tourism sector
- Increase in Gross Regional Product from tourism

Industry - Develop a united and cohesive tourism sector

- Greater understanding and recognition of tourism benefits among key decision makers in the region
- Greater linkages and packaging between industry operators
- Increased industry participation in marketing campaigns
- Increased industry participation in tourism planning and development

Environment - Promote sustainable management and development of natural attractions

- Adoption of policies that promote sustainable tourism development of natural attractions
- Improved visitor access to, interpretation of and infrastructure at natural attractions

Social - Promote growth and development of tourism, consistent with community values

- Greater communication to increase awareness of the value of tourism among community
- Strong community support for tourism
- Enhanced community services and infrastructure that reflect resident and visitor needs

'This plan is a strategic document that offers us all a sense of purpose for direction for the next three years.'

Mark Thomas, Chairman, Bundaberg Region Tourism



STRATEGIES FOR SUCCESS

Market Intelligence and Insights

Monitor and analyse destination performance, market trends and visitor satisfaction to ensure the destination's tourism operators and key stakeholders remain attuned to target market needs and preferences.

Ensure the provision of timely and accurate research/market intelligence to key stakeholders including regional tourism operators.

Marketing the Bundaberg Region Experience

Promote the region's unique icon attractions, particularly turtles, to maintain the region's competitive advantage as Australia's premier location to experience the nesting of sea turtles.

Continued pooling of investment in key markets, particularly drive, with the Central Queensland campaign and neighbouring regions to ensure share of voice in the market place.

Investigate opportunities to further leverage off media spend on the 'Where Else But Queensland' campaign.

Leverage off marketing activities such as Australia's Country Way, The Bass to Barra Trail and the Drive Queensland program to promote visitor dispersal through the region's hinterland.

Increase cooperative support from tourism operators in order to expand presence in the market place.

Address the limited distribution of product through retail and trade channels by promoting opportunities for a greater online presence for the Bundaberg region operators.

Infrastructure and Product Development

Continue to develop the region as Australia's premier location for nesting sea turtles by developing year-round experiences, eg. Bundaberg Turtle Interpretation Centre.

Develop fly/drive itineraries and packages that take advantage of low airfares from Sydney into the neighbouring ports of Hervey Bay and Rockhampton. Incorporation of a selection of cross-region icon products (e.g. Fraser Island, turtles, Southern Great Barrier Reef, Carnarvon Gorge).

Enhance awareness of the Bundaberg region in key domestic target markets through continued education of regional tourism operators highlighting benefits of cooperative marketing activity and distribution channels.

Package new and existing quality/icon tours and attractions available in the region to encourage greater visitor expenditure and length of stay.

Greater focus on eco tourism experiences available throughout the region. Package distinctive product found in the region including turtle and whale viewing, inland and offshore fishing, reef and diving. Also focus on capturing a greater proportion of school groups to the region.

Expand on food and primary produce appeal of the Bundaberg region through the packaging of key/iconic destination products including Bundaberg Rum, Bundaberg Brewed Drinks, Mammino Macadamia Gourmet Ice Cream and fresh produce such as mango, lychee, citrus.

Investigate drive itineraries for international markets and work with tourism operators to become internationally ready.

Increase profile of well-known events such as Childers Cultural Festival, through continued education of event organisers within the region.

Further develop sporting and educational events that have the potential to attract visitation from outside the region.

Expand the region's capacity and capability to cater for conferences, events and festivals.

Developing a Sustainable Bundaberg Region Experience

Increase the number of accredited information centres in an effort to improve visitor satisfaction and dispersal in the region.

Foster increased capacity and improved quality and variety of food and beverage outlets throughout the region.

Facilitate the wider dispersal of visitors throughout the Bundaberg region through improvement of public transport, directional signage and upgrade and maintenance of regional road network.

Improve access to, and facilities within, the key visitor attractions including national parks, reef and islands.



ENABLERS OF SUCCESS

Planning and Coordination

Continue to foster and support a strong industry network that includes representation from local councils and tourism operators, provides leadership and collaborates to embrace, promote and implement the Bundaberg DMP. This will facilitate a coordinated approach to the development and marketing of the region.

Industry Leadership and Coordination

Improve coordination among key stakeholders to address signage, access, transport and infrastructure issues (particularly focus on fatigued product and backpacker accommodation).

Recognise and further develop relationships with neighbouring regions to enhance the visitor experience.

Secure additional funding (eg. government grants) and other resources in an effort to support and ensure the continued growth of regional tourism.

Industry Development

Further develop the professionalism of the tourism industry by developing and upgrading the skill levels of both managers and staff to improve customer service and delivery suitable to both domestic and international visitors.

Community Engagement

Recognise and further develop relationships with local community and local service providers, educating them on their role in the tourism industry and benefits to the community, particularly through the vision 'tourism is everybody's business'.

Workforce Development

Continue with a collaborative approach to attract and retain the tourism workforce and ensure the availability and accessibility of training in the areas of business, tourism and hospitality.



The Destination Management Plan is available online through Tourism Queensland's and Bundaberg Region Tourism's websites, along with links to a range of reference and supporting material.

www.tq.com.au/bundabergdmp

www.bundabergregion.info

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