

Destination Action Plan Priorities

The Eurobodalla Destination Action Plan (EDAP) was formally adopted by council on 19 December 2023.

Work has now begun on some of the high level priorities identified in the EDAP. These include:

- The development of a new tourism delivery model
- Setting up a new Industry Advisory Group

- Evolving the “All Kinds of Natural” destination brand

- Development of a multi-year marketing plan to guide campaigns and content creation.

Updates on our progress will be communicated through the monthly industry newsletter.



	WEBSITE TOTAL		
	Unique users	Page views	Mobile usage
	16 495	42 539	75.7%

	SOCIAL TOTAL		
	Impressions	Engagements	Reach
	494 200	20 500	394 600

	FEBRUARY OCCUPANCY			
				<i>Source: Localis</i>
	2021	2022	2023	2024
62%	62%	48%	37%	

	JANUARY SPEND			
				<i>Source: Localis</i>
	2021	2022	2023	2024
\$114M	\$116M	\$125M	\$126M	



Mogo Trails on Track

There is a lot of hype over Mogo Trails with construction nearing the halfway point. It's great to see new businesses starting up in anticipation of the boost tourism.

As a tourism asset Mogo Trails is expected to drive significant visitation and economic benefit. Visitors who come for mountain biking are likely to

spend 178% more than a typical domestic overnight visitor. If you are interested in the commercial opportunities, we've been rolling out our Ride Ready industry development program to give businesses an understanding of the economic value mountain biking can present. To find out more email Teresa.Lever@esc.nsw.gov.au