



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.

We will keep you updated in our monthly industry newsletter.



WEBSITE TOTAL

Unique users

15 395

Page views

42 540

Mobile usage

68.4 %



SOCIAL TOTAL

Impressions

2.1M

Engagements

24.3K

Reach

1.9M



MARCH OCCUPANCY

Source: Localis

2022

49%

2023

61%

2024

52%



FEBUARY SPEND

Source: Spendmap

2021

79.7M

2022

83.3M

2023

85.3M

2024

88.2M



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.

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