

Destination Action Plan Priorities

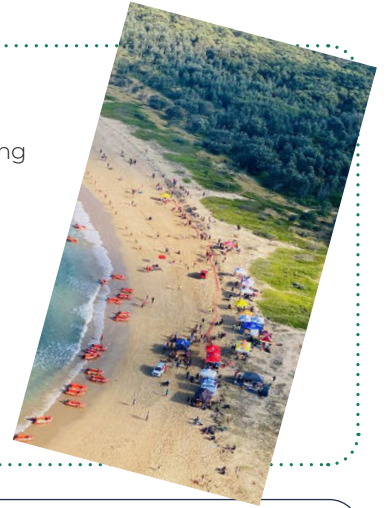
The Eurobodalla Destination Action Plan (EDAP) was formally adopted by council on 19 December 2023.

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

- 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		
	New users	Page views	Mobile usage
	21.4K	52.5K	70.5%

	SOCIAL TOTAL		
	Impressions	Engagements	Reach
	422K	19.5K	330K

	APRIL OCCUPANCY			<i>Source: Localis</i>
	2022	2023	2024	
	56%	48%	49%	

	MARCH SPEND				<i>Source: Spendmap</i>
	2021	2022	2023	2024	
	84.7M	85.3M	93.9M	98.4M	



Mogo Trails on Track

There is a lot of hype over Mogo Trails with construction nearing the halfway point. With growing expectation for a mid 2024 soft launch, planning for a supporting awareness campaign is now underway. 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