

Destination Action Plan - Tourism Delivery Model

Council is currently developing a new approach to how tourism is managed in Eurobodalla. Step one is creating an industry-based tourism working group that will have greater autonomy and accountability, over how industry is supported and promoted.

A new tourism delivery model was a priority action from the Eurobodalla Destination Action Plan adopted by Council in December 2023. Since then tourism staff have worked up a draft model and spent significant time

discussing and refining it with industry representatives, including members of the industry advisory group involved in the development of the Eurobodalla Destination Action Plan.

Read our newsletter to keep up to date with this DAP action and other tourism industry news. Email Lysanne. Cameron@esc.nsw.gov.au to add your details to the mailing list.



	WEBSITE TOTAL			Source: eurobodalla + explore + whatson
	New users	Page views	Mobile usage	
	23.8K	62.7K	65.8%	

	SOCIAL TOTAL			Source: Facebook + Instagram
	Impressions	Engagements	Reach	
	441.2K	18.2K	341.5K	

	AUGUST OCCUPANCY			Source: Localis
	2022	2023	2024	
	45%	47%	45%	

	JULY SPEND				Source: Spendmap
	2021	2022	2023	2024	
	62.3M	67.7M	70.8M	72.2M	



Mogo Trails Up and Running

The tape was dropped on the eastern section of Mogo Trails on Saturday 17 August and hundreds of riders lined up to hit the dirt and test the 70+kms of completed tracks.

Riders will literally help shape the network in the lead up to the full trail network opening in early 2025. Getting mountain bikers in on the journey will provide real-time feedback and insights into many aspects of the trails, from navigation

and facilities through to ridability and challenge levels.

As construction and network development progresses, temporary signage has been installed and the 'live' trail details and locations can be accessed digitally through the [Trailforks app](#). To stay informed follow @mogotrails on [Instagram](#) and [Facebook](#). A [new website](#) is under construction and coming soon.