

Visitor Economy Working Group

The inaugural meeting of the Visitor Economy Working Group (VEWG) was held at Council offices on Wednesday 20 November. The first tasks for the new Visitor Economy Working Group were to...

- Elect a Chair
- Work with Council's tourism staff to finalise the terms of reference
- Present a proposed operating model

to the new Council by March 2025.

Carrie Taylor has been elected Chair and the group aim to have a refined draft of the terms ready for the next meeting on Tuesday 10 December.

Updates on the activities of the VEWG will be shared through the monthly Tourism Industry newsletter



	WEBSITE TOTAL			Source: eurobodalla + explore + whatson
	New users	Page views	Mobile usage	
	45.7K	124.4K	76.7%	

	SOCIAL TOTAL			Source: Facebook + Instagram
	Impressions	Engagements	Reach	
	755K	29.2K	609.4K	

	DECEMBER AVERAGE OCCUPANCY			Source: Localis
	2022	2023	2024	
	54.6%	54.2%	54.1%	

	DECEMBER SPEND				Source: Spendmap
	2021	2022	2023	2024	
	99.1M	104M	103M	105M	



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.