

Destination Action Plan Priorities

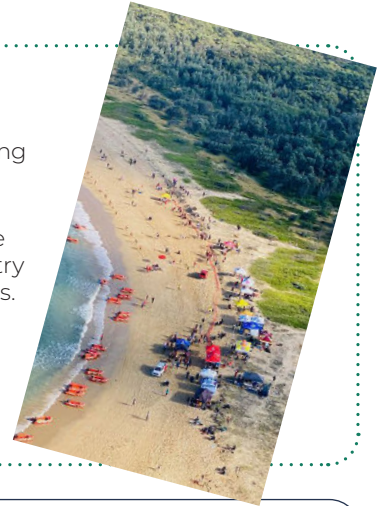
The Eurobodalla Destination Action Plan (EDAP) was formally adopted by council on 19 December 2023.


Work is well underway on delivering 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.


Read our newsletter to keep up to date with EDAP progress, latest data, industry programs and marketing opportunities. If you have not yet subscribed email Lysanne.Cameron@esc.nsw.gov.au to add your details to the mailing list.



	WEBSITE TOTAL Source: eurobodalla + watson + explore		
	New users	Page views	Mobile usage
	23.5K	65.6K	67%

	SOCIAL TOTAL Source: Facebook + Instagram		
	Impressions	Engagements	Reach
	325.4K	18.6K	250.3K

	JULY OCCUPANCY Source: Localis		
	2022	2023	2024
	49%	48%	46%

	JUNE SPEND Source: Spendmap			
	2021	2022	2023	2024
	74.1M	80.8M	81.3M	77.8M



Mogo Trails Opens August

Mark your calendars and pump up your tyres – the eastern section of Mogo Trails opens on Saturday 17 August.

Council has been working hard with trail builders, Rocky Trail, to complete the eastern network. There is still more trails to come, but word is out and riders out there are keen to hit the dirt.

Rocky Trail's Martin Wisata said he expects 70 kilometres of trails will be ready to ride

by the Saturday opening. The eastern trails will continue to roll out to a total of around 90 kilometres. Council's Mogo Trails project manager Shane Spicer said some trails originally planned for west of the highway had been moved to the east, taking advantage of favourable east-side geology. But don't worry, the west side will still be epic. The official date for the complete network of around 130 kilometres will be in early 2025.