

## Destination Action Plan Priorities

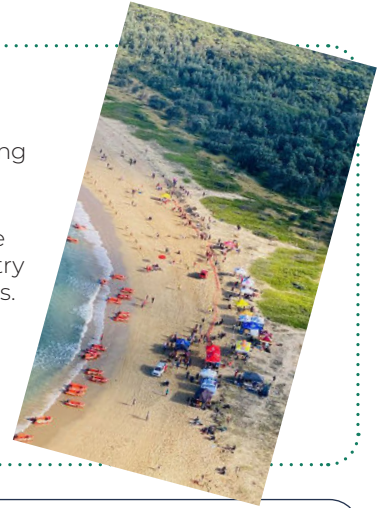
The Eurobodalla Destination Action Plan (EDAP) was formally adopted by council on 19 December 2023.

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](mailto:Lysanne.Cameron@esc.nsw.gov.au) to add your details to the mailing list.



	WEBSITE TOTAL		
	New users	Page views	Mobile usage
	21.6K	61K	63%

	SOCIAL TOTAL		
	Impressions	Engagements	Reach
	490K	18.7K	393.3K

	MAY OCCUPANCY			Source: Localis
	2022	2023	2024	
	37%	36%	34%	

	APRIL SPEND				Source: Spendmap
	2021	2022	2023	2024	
	92.5M	93.9M	96.0M	90.1M	



## Mogo Trails on Track

There is a lot of hype building over Mogo Trails and construction is progressing with growing expectation for a mid 2024 soft launch. Planning is now underway for an exciting awareness campaign in collaboration with Flow MTB.

It's great to see new businesses starting up in anticipation of the tourism boost and flow on economic opportunities.

As a tourism asset, Mogo Trails is expected to drive significant visitation

along with economic benefit. If you are interested in exploring the commercial opportunities, Council has been rolling out the Eurobodalla Ride Ready industry development program. This is designed to give businesses an understanding of the economic value that mountain biking can present.

To find out more email Council's Manager Economic Development and Place Activation, [Teresa.Lever@esc.nsw.gov.au](mailto:Teresa.Lever@esc.nsw.gov.au)