

Destination Action Plan - Tourism Delivery Model

Council has selected the new Visitor Economy Working Group that will collaborate with Council to develop a new approach to managing tourism in Eurobodalla.

The new approach will see the tourism sector have greater autonomy over how their industry is supported and promoted.

Successful applicants were selected following expressions of interest from motivated individuals with relevant experience - including marketing,

hospitality, events, accommodation, tours and product and experiences development - to join a visitor economy working group tasked with finalising a new tourism delivery model for the shire.

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
	35.6K	98K	70%

	SOCIAL TOTAL Source: Facebook + Instagram		
	Impressions	Engagements	Reach
	417.5K	20.5K	327K

	OCTOBER OCCUPANCY Source: Localis		
	2022	2023	2024
	52.9%	51.3%	53.1%

	SEPTEMBER SPEND Source: Spendmap			
	2021	2022	2023	2024
	46.4M	74.8M	79.1M	73.2M



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.