

DMP Industry Project Update #3

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- **Destination Management Plan Progress Update**
- **Information Sought on Future Tourism Plans**

Major Project Update #3

Destination Management Plan

The Destination Management Plan ('DMP') is a 10-year tourism strategy currently being developed by Yarra Ranges Tourism ('YRT') for the Yarra Valley and Dandenong Ranges. The DMP will help manage the significant increase in visitation predicted for the region and reinforce its position as a key tourism destination in Victoria.

Work on the DMP is progressing well and is on track for completion mid-year. A large amount of industry consultation, stakeholder engagement, interviews, background research and investigation has been conducted to identify weaknesses, threats and barriers as well as key strengths, opportunities and enablers. This has been consolidated into an initial draft framework which is being further developed in preparation for broader consultation later next month.

Work to date includes a draft Shared Vision, Key Objectives, Priorities and Actions, in alignment with feedback received from industry, stakeholders and the community so far. We look forward to sharing more with you in the coming weeks.

Seeking Information: Future Plans, Development and Experiences

In preparing the DMP, we have identified the need for additional experiences and accommodation within the region to facilitate weekday, overnight and multi-day stays. To cater for target markets, there is a need to provide diversity in premium to affordable options. For accommodation, this includes hotel rooms, farmstay cottages, holiday cabins and caravan parking as well as housing for workers.

As a result, YRT is seeking information available about new accommodation, facilities, experiences or products which industry is planning to develop or planning to seek support for within the region over the next 5-10 years. Details are sought about business expansion projects which are at any stage, whether they be at concept phase or have more detailed scope, design or assessment by your business.

Information received will be treated with the strictest confidentiality and will be used as background for discussion about the region's future, as compared with the current tourism offerings for visitors. This is important for us to understand what the gap will be to meet the anticipated future visitor demand supplement. This will help us understand 'what's in the pipeline' and assist to identify preferred ways to progress and support new products, services and experiences in the region.

Understanding future plans will also help enable a more consolidated approach to advancing development and delivery pathways in the Yarra Valley and Dandenong Ranges. This might include ways to leverage investment grants, planning, advocacy, finance, marketing and communications, throughout the project lifecycle from concept to operation.

For a confidential discussion about your future plans, please contact DMP Project Manager, Stacey Daniel at: stacey@yarrarangestourism.com.au

Thank you, your input is invaluable for us to generate a meaningful Destination Management Plan for the region.

Leigh Harry
Chairperson

Simon O'Callaghan
Chief Executive Officer

[Request a confidential conversation](#)