

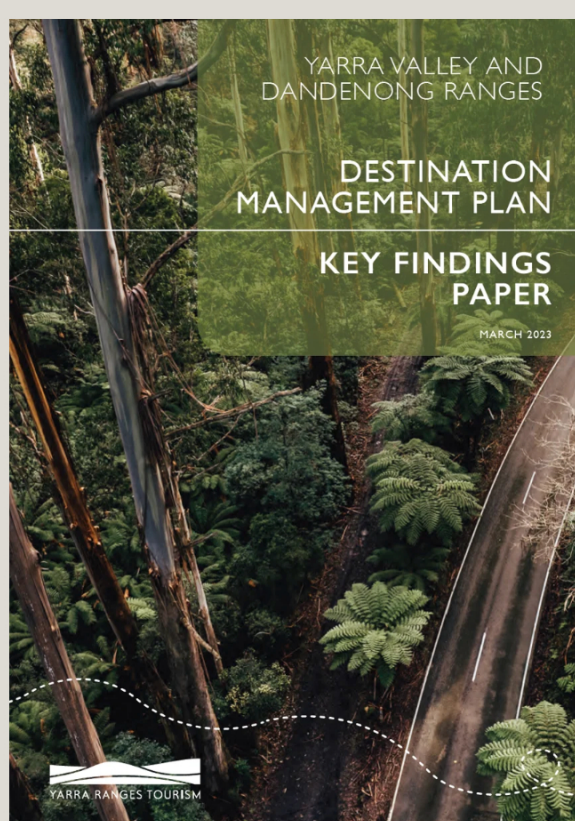
DMP Industry Project Update #4

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Major Project Update #4

Destination Management Plan



The Destination Management Plan ('DMP') is the 10-year tourism strategy 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 has been progressing well and remains on track for completion in June. A significant amount of industry consultation, stakeholder engagement, interviews, background research and investigation has been undertaken.

This work has been consolidated into a progress report known as the *Key Findings Paper*. This provides an overview of the project, economic insights, shared visions and strategic directions for priorities and products, for the future of the region.

Download your copy of the Key Findings Paper below.

[Download the Key Findings Paper Here](#)

Further work on the DMP also includes the development of Local Area Plans and a Workforce Plan. These plans will outline priorities and actions for implementation across each of the four sub-regions: Nillumbik, Yarra Valley, Upper Yarra Valley and Dandenong Ranges. We look forward to sharing more about this in coming weeks.

If you have any feedback about the *Key Findings Paper* or any questions regarding the DMP 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.

If you missed our previous DMP updates, go to:

[DMP update #1](#)

[DMP update #2](#)

[DMP update #3](#)