



HISTORICAL Stakeholders HAVE YOUR SAY

Facilitated session

10:30 am

Friday 16/5/2014

Bathurst Convention & Function Centre

WHY GET INVOLVED?

What do you do, to get visitors to your facilities?

How long do your visitors stay and what else do they do?

How do your visitors find you?

How do you tell the story?

Do you hire your facilities for meetings, events or conferences?



Bathurst Region Destination Management Plan

"around 20% of tourist trips worldwide incorporate some form of cultural, heritage or historical activity"

Bathurst Regional Council has commissioned Seed Business Solutions to develop a Destination Management Plan (DMP) for the LGA.

The primary objective is to develop a 5-year Destination Management Plan that incorporate):

- > Bathurst, the region and its linkages
- > The people involved (operators & visitors)
- > The product or output
- > The best process/es required

To produce a plan that is meaningful and achievable WE NEED YOU to share with us, your vision, goals and experiences.

Recognising that you are busy, we are conducting a workshop for people actively involved in promoting the history of Bathurst.

At the workshop, we'll be asking you for your insights about Tourism activity in the region. We'll be asking you about the good, the bad and the magnificent, in terms of the region, as it is now.

We'll also be asking you to share with us, your vision for how the sector should be developed.

Come prepared, because one of questions will be asking you how willing you are to support the development of the region too.... Because at the end of it all, the more willing you are to collaborate, the more likely you (and the region) are to succeed.

For further information contact: Megan Dixon, Principal Consultant, megan@seedbusinesssolutions.com.au

For more information about the project visit

www.bathurstDMP.com.au

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> *Destination management* an ongoing process in which tourism, industry, government and community leaders plan for the future and manage a destination.