



Tourism Industry Stakeholders HAVE YOUR SAY

Two sessions:

10.30 am and 6:00 pm
Thursday 15 May 2014

Bathurst Convention & Function Centre



"The 'tourism product' is what the customer buys, the 'tourism experience' is what they remember"

Australian Regional Tourism Network

WHAT

are your/the regions **STRENGTHS**, weaknesses opportunities & threats?

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 incorporates (but not be limited to):

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

WHO

are your **CUSTOMERS**, COLLABORATORS & COMPETITORS?

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 offering two workshops to Tourism Industry Participants, in the hope that you'll be make one of them.

WHERE

are your **CUSTOMERS** coming from and going to?

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.

WHAT

Do your **CUSTOMERS** want?

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.

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

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

SEED BUSINESS SOLUTIONS
DUBBO, NSW 2830
WWW.SEEDBUSINESSSOLUTIONS.COM.AU

PHONE
0459 685 091

