

MEDIA RELEASE

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Bathurst Region tourism review a whole of community approach

Over the next few weeks, local businesses, tourism operators, community organisations and individuals will have the opportunity to offer ideas and suggestions about how we can improve on the tourism product, marketing and visitor experience to the Bathurst Region, as part of the Development of the Region's first Destination Management Plan. (DMP)

Bathurst Mayor Cr Gary Rush said the DMP process allows the Council to work with the community in identifying strengths and opportunities for improvement to what we have to offer as a tourist destination.

"We have such a diverse range of experiences and products to offer visitors to the Bathurst Region and our challenge is to ensure that as a community and a destination we are keeping up with what our existing and future tourism markets are looking for.

"Tourism is a key driver of economic growth to the region and as a local industry supports our village communities and Bathurst city businesses."

The development of the plan will include consultation with existing and potential visitors, industry leaders and government agencies along with an analysis of existing tourism products and services.

The program of meetings, workshops, one-on-one interviews, an online survey and DMP website bathurstdmp.com.au give everyone who wants to participate, the chance to put forward their ideas and suggestions with the aim of developing a clear vision for tourism development.

"The successful implementation of a tourism plan will only be as good as the quality of the collective ideas and input from a broad range of key stakeholders," Cr Rush said.

"Enhancing and improving the value of investment in tourism is the responsibility of Council, business and community working together and it is exciting to be able to part of a project that will result in a collaborative tourism strategy for the future."

A project website bathurstdmp.com.au has been developed by consultants *Seed Business Solutions* who have been contracted to develop the Bathurst Region Destination Management Plan. The program of meetings, workshops and access to the Online Forum are available on the website.

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**More information: Victoria Erskine Media & PR Officer P: 02 6333 6179 M: 0409 454 084
F: 02 6331 7211 E: victoria.erskine@bathurst.nsw.gov.au**