



# ACTION PLAN

2016/17





One of the desired outcomes of this action plan is a tourism sector in the Manning Valley that offers a range of events, attractions and experiences that create memorable moments that visitors talk about and want to come back and experience again.





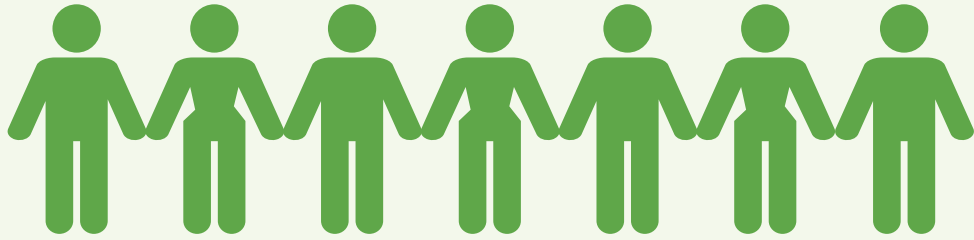
# Tourism = Big Business

Tourism is one of the fastest growing economic sectors in the world and contributes significantly to economic growth and diversification through the creation of a wide range of employment opportunities.

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Many of the initiatives set out in this Action Plan focus on enhancing the experience of visitors to the Manning Valley, strengthening partnerships to maximise visitor numbers, encouraging the development of tourism products and marketing the Manning Valley to a wider audience of potential visitors.

In delivering this action plan, we know we can't do it alone, so we're looking to strengthen our partnerships and networks with industry, government and others, so, through our combined efforts, we can achieve so much more.



**699,000** total visitors come to our region each year



**910,000**  
total nights spent in the Manning Valley



**\$168million**  
is what our visitors spend each year



**12.87%**  
of the Mid North Coast's tourism revenue



**\$324/day**  
Average spend of travellers



**839 people**  
are directly employed

Tourism related jobs account for  
**6.1%** of Manning Valley's workforce

## Top 5 Activities



Visit family and friends  
53%



Eat out at restaurants  
51%



Go to the beach  
27%



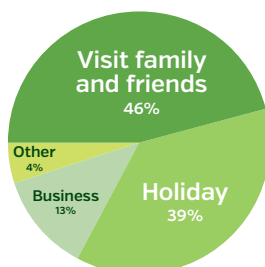
General sight-seeing  
23%



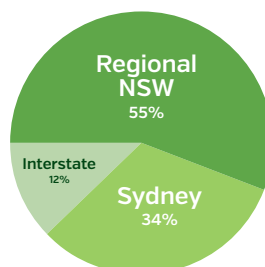
Go shopping  
23%



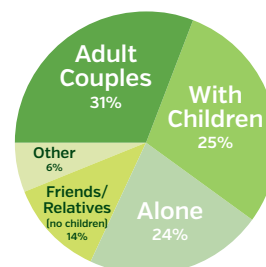
### Why people come to the Manning Valley



### Where Manning Valley visitors come from



### Types of travel parties to the Manning Valley



# We are the Manning Valley

## VISION

To make the Manning Valley the visitor location of choice for our target markets and key growth markets.

## MISSION

To promote the Manning Valley as a desirable destination for visitors so as to create economic, environmental, social and cultural benefits to the whole community through the development, implementation and performance monitoring of the Destination Management Plan [DMP].



## GOALS AND OBJECTIVES

**1**  
Increase visitation

- 1.1 Increase tourism partner / operator bundling and packaging
- 1.2 Make greater use of digital marketing for all promotional activity
- 1.3 Develop and implement social media and targeted digital campaigns
- 1.4 Ensure web link/ social media action is included in all media
- 1.5 Review and update website

**2**  
Grow physical capacity

- 2.1 Support tourism partners and operators through key initiatives in the Partner Program, including opportunities for training
- 2.2 Embrace a collaborative approach
- 2.3 Develop strategy to expand and strengthen Partner Program membership

**3**  
Renew and revitalise destination

- 3.1 Develop festivals and events strategy
- 3.2 Investigate RV camping site options
- 3.3 Ensure the DMP addresses demand and supply and planning issues including: destination experience; destination brand and positioning; appropriate target markets; events and festivals; and sport and recreation activities

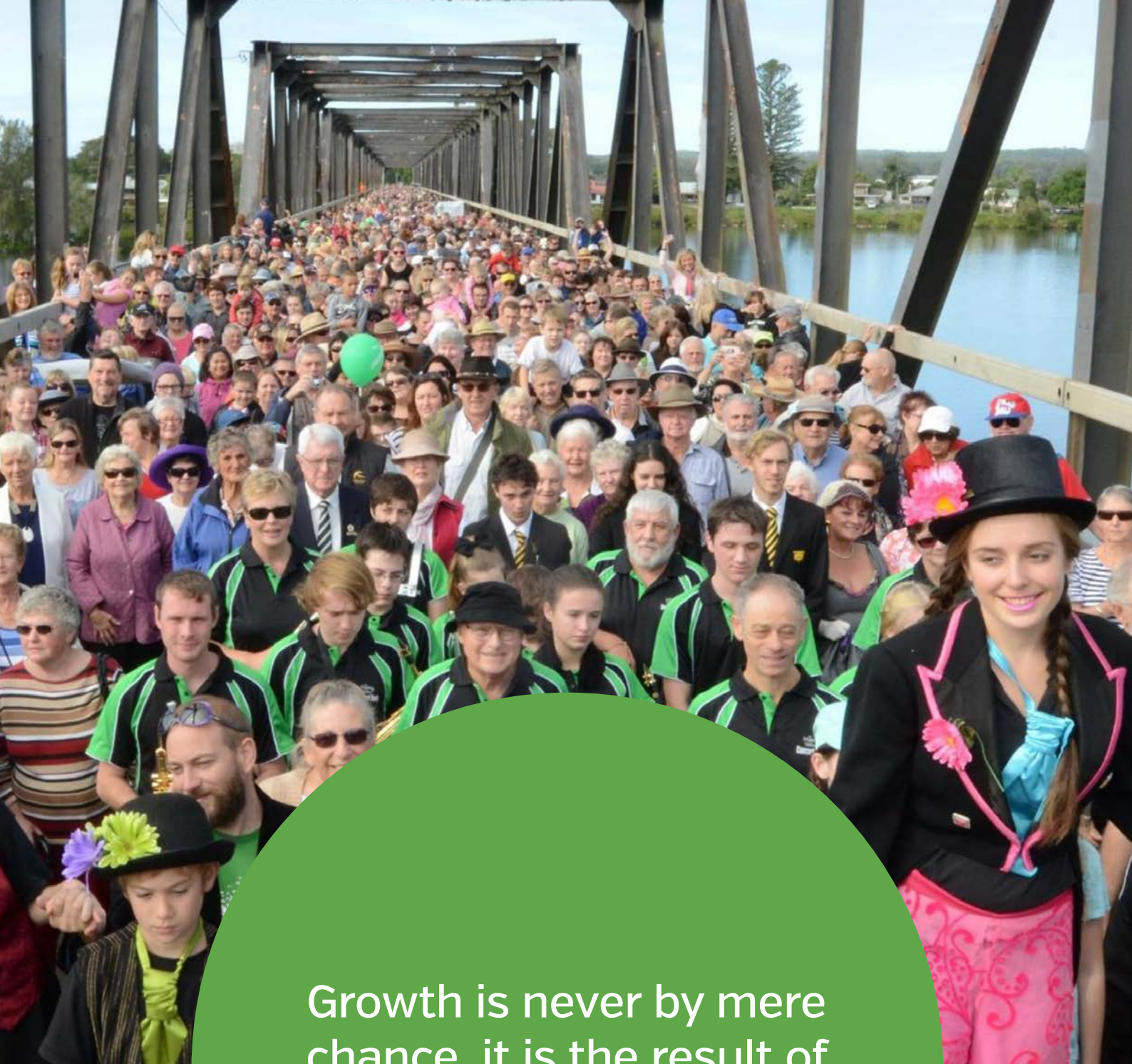
**4**  
Improve the visitor experience

- 4.1 Encourage and support festivals and events
- 4.2 Develop itineraries showcasing the unique Manning Valley experience
- 4.3 Develop a series of videos to be online focusing on unique experiences
- 4.4 Develop cooperative marketing opportunities and experiences – work with industry to create package deals for twice yearly campaigns

**5**  
Increase visitor spend

- 5.1 Develop packages with accommodation, meals, tours and travel
- 5.2 Increase length of stay by expanding on 27 reasons to stay another day
- 5.3 Regular media releases to key publications to promote the Manning Valley

## ACTION PLAN



Growth is never by mere chance, it is the result of forces working together.

James Cash Perry



# 2016/17 Outcomes

- **Social media:** Increase Facebook likes for [Facebook.com/VisitManningValley](https://www.facebook.com/VisitManningValley) by 50% [from 1 July 2016]
- **Website:** Increase unique website hits [visitmanningvalley.com.au](http://visitmanningvalley.com.au) by 15% [from 1 July 2016]
- **Overnight visitors:** Double overnight visitor spend by 2020
- **Partners:** Increase partner program participation
- **Growth:** Better local statistics

## TARGET FOCUS AREAS

We will be targeting families and grey nomads from Newcastle and New England




## Key Marketing Initiatives


2016/17	Anticipated timeframe			
	JUL-SEP	OCT-DEC	JAN-MAR	APR-JUN
Maintaining and marketing <a href="http://visitmanningvalley.com.au">visitmanningvalley.com.au</a>	✓	✓	✓	✓
Review of visitor services and improve service centre display			✓	
Upgrade displays and visitor facilities at Taree Airport		✓		
Distributing new visitor guides to key areas in NSW	✓	✓	✓	✓
Destination marketing via social media, print and marketing campaigns	✓	✓	✓	✓
Two major destination marketing campaigns		✓		✓
Develop and promote a tool kit for event organisers			✓	
Develop and promote Manning Valley weddings guide		✓		
Attend wedding expos and Regional Living Expo		✓	✓	
Undertake regional tourism campaigns to promote Manning Valley offerings through national publications and expand brochures	✓	✓	✓	✓
Develop pitch kit to attract sports events and conferences	✓			
Regular tourism articles in Focus magazine	✓	✓	✓	✓
Social media competitions		✓		✓
Legendary Pacific Coast promotions and activities TBC	✓	✓	✓	✓
Enewsletter database building and engagement	✓	✓	✓	✓
Regular partner updates, famils and events	✓	✓	✓	✓
Expand image and video library resource for use by all partners	✓	✓	✓	✓




**INVITING**

[visitmanningvalley.com.au](http://visitmanningvalley.com.au)

 Visitor Information Centre  
21 Manning River Drv, Taree Nth 2430  
Ph: 6592 5444 or 1800 182 733

 [tourism@visitmanningvalley.com.au](mailto:tourism@visitmanningvalley.com.au)

 [facebook.com/visitmanningvalley](https://facebook.com/visitmanningvalley)

 [#manningvalley](https://instagram.com/manningvalley)

Thank you for supporting  
Manning Valley Tourism