

**Broad Outcomes -
the 'triple
bottom line'**

Environmental sustainability

Business sustainability and
regional economic benefit

Community / social benefits

Key Challenges

- Sustainable tourism development and marketing
 - Attractive vibrant liveable destinations
- Capacity and capability in various product segments
 - Adequate tourism infrastructure
 - Yield and seasonality
 - Lack of consumer awareness

- Competitiveness – against all forms of discretionary spend and other destinations
 - Customer service standards
 - Individual business viability
 - Industry parochialism/ co-operation
 - Resourcing
- Community and government support

**Strategic
Objectives**

To maintain and develop vibrant, liveable and sustainable destinations

To market regional Victoria to increase awareness, visitation, dispersion and yield

To develop product that meets the needs and expectations of priority markets

To ensure visitor satisfaction through the provision of high quality services and information

To improve professionalism, innovation, viability and sustainability

To establish tourism structures that facilitate co-operation, support and resourcing.

To promote the value of tourism to government, other industries and the community

**Strategic
Directions**

Regional planning and sustainable destination development

Marketing

Product and infrastructure development

Visitor services and information provision

Professionalism and standards

Industry structures, co-ordination and leadership

Communication, and public relations