

2021-26  
STRATEGIC PLAN

# YRT26



YARRA RANGES TOURISM



# EXECUTIVE SUMMARY YRT26

## VISION

Through Yarra Ranges Tourism's leadership, the Yarra Valley and Dandenong Ranges will be Australia's preferred destination for integrated food, wine, cultural, nature and activity-based experiences.

## MISSION YRT26

As the lead tourism organisation, Yarra Ranges Tourism will market and facilitate the development of the Yarra Valley and Dandenong Ranges visitor economy, maximising the economic and social benefits that flow to the region.





# WHAT WE WANT TO ACHIEVE 2021-26



A captivating region that refreshes its experiences and is known for renewal



A seven day a week visitor economy



Quality tourism infrastructure that supports a sustainable destination



Economic prosperity that supports career pathways for locals



Sustainable recovery as quickly as possible



Connecting local business to global markets, interstate and international



## WHAT WE DO

We nurture and lead tourism businesses of the Yarra Valley and Dandenong Ranges to invest, collaborate and inspire people to do more, see more, stay longer and visit more often.

## OBJECTIVES



Increase visitor yield through length of stay and spend



Increase reasons to visit through integrated experiences to enhance visitor satisfaction



Increase the benefits to all stakeholders through a diverse and sustainable visitor economy

## KEY FOCUS AREAS

MARKETING

PRODUCT DEVELOPMENT

VISITOR SERVICING

STRATEGIC PARTNERSHIPS





## PRIORITY PROJECTS

*The visitation outcomes and strategy objectives for YRT26 will be achieved through implementation of our priority projects:*

Supporting pandemic recovery and resilience

Destination management research, planning and implementation

Regional alliances, collaborating with strategic partners to inform, influence and guide leadership of our regional visitor economy

Multichannel marketing enhancement, delivering our marketing program and digital servicing

Regional dispersal program ensuring visitors see more, do more and stay more

Product renewal and development of our visitor offer with a particular focus in events and first nations experiences

Regional workforce development strategy

## WHAT SUCCESS LOOKS LIKE

- ✓ Improved average visitor spend
- ✓ Increased length of stay
- ✓ Regional jobs creation
- ✓ Enhanced visitor satisfaction
- ✓ Increased stakeholder engagement







*Yarra Ranges Tourism acknowledges the Wurundjeri, Taungurung & Bunurong people of the Kulin Nation as the traditional custodians of the lands and waters of the Yarra Valley and Dandenong Ranges on which we live, work and play. We pay our deepest respect to Elders past, present and emerging.*