



2020-2025

DESTINATION DEVELOPMENT STRATEGY

ACKNOWLEDGEMENT OF COUNTRY

The lands and waters of the Limestone Coast are central to the culture and beliefs of the Traditional Owners, who have occupied, enjoyed, utilised and managed these lands.

The Limestone Coast Tourism Industry acknowledge the First Nations People and recognise their continuing connection to land, waters & culture. We pay our respects to Elders past, present and emerging.

We honour their stories, songs, art, and culture, and their aspirations for the future of their people and these lands.

LIMESTONE COAST APPEAL

The Limestone Coast is known for its clean, green and pristine credentials. It's one of Australia's natural icons, home to phenomenal world-renowned geological landscapes, which set the foundation for a thriving visitor economy.

With over 750 visitor experiences and a strong calendar of events, the Limestone Coast has a long-established tourism industry supported by unique, visitor-focused communities.

The distinctive hero experiences are often outdoor, adventure, nature-based activities, that take advantage of the region's volcanoes, craters, lakes, caves, sinkholes, swamps, stunning coastline and atmospheric forests. They attract people from across the globe, offering cave diving and snorkelling, fishing, four-wheel driving and birdwatching amongst other things, all within easy reach of world-class wineries, gourmet produce, fresh seafood and the full spectrum of accommodation options.

The burgeoning art, cultural and heritage experiences are found in a myriad of galleries, museums, public art, and historic and cultural events.

While the region has an exceptional array of tourism experiences and events already, there are still many opportunities that could drive significant growth in the visitor economy. This in turn, not only supports our traditional tourism businesses, but also creates jobs and supports local commerce.

**TOURISM IS EVERYONE'S BUSINESS
ON THE LIMESTONE COAST**

Photo credit: South Australian Tourism Commission/Adam Bruzzone

KEY OPPORTUNITIES

CONSUMER DIRECT MARKETING

- Capture the strong demand from target markets
- Build long-term demand from high yield visitors
- Identify and promote to niche interest segments
- Encourage word of mouth advocacy from high yield visitors, niche markets and interest segments

EXPERIENCE DEVELOPMENT

- Continue to boost immersive, high quality experiences in:
 - outdoor and adventure
 - food and drink
 - history and heritage
 - indigenous culture
 - arts and entertainment
 - accommodation

COLLABORATIVE VISITOR SERVICING

- Assist service providers and operators to collaborate on projects such as promotional material, events, and packages
- Encourage dispersal, spend and length of stay

EVENTS

- Support existing events to recover as tourism activity returns
- Activate new event spaces
- Attract new events

CROSS-BORDER MARKETING

- Create partnerships in visitor marketing and servicing, with neighbouring regions including:
 - Great Ocean Road
 - Grampians
 - Wimmera Mallee
 - Glenelg Shire and Nelson



VISION

The Limestone Coast has a prosperous visitor economy, that's delivering jobs, community vibrancy, local pride and advocacy for the region.



KEY ECONOMIC GOALS

- Increase visitor expenditure to \$609m by 2030
- Increase the number of tourism related jobs in the Limestone Coast to 3210 by 2025



ENABLERS OF SUCCESS

- Adaptability
- Data-culture
- Collaboration
- Investment



AREAS OF EMPHASIS

- Regional awareness
 - Seasonality
 - Dispersal



PRIORITY AREAS

- Marketing
 - Visitor servicing
 - Events
- Experience development
- Infrastructure and access
- Governance and collaboration
 - Industry capability
- Promote the value of tourism

TARGET MARKETS

Traditionally, local visitors have come from South Australia and Victoria, whilst the region has also hosted more international visitors than any other tourism region in South Australia.

In response to a changing tourism landscape, three high-yielding visitor demographics have been identified as offering the most value to the Limestone Coast, because they are most likely to stay longer, spend more, travel around, become repeat visitors and most importantly, become strong word of mouth advocates.

- **OLDER COUPLES**
- **FAMILIES WITH SCHOOL-AGE CHILDREN**
- **YOUNGER COUPLES WITHOUT CHILDREN**

Additionally, activities that highlight the region to key international markets will be implemented to maintain momentum as international travel resumes.

HOW WILL WE GET THERE?

MARKETING

Communicate the appeal of the Limestone Coast to high-yield visitors personas and niche interest travelers throughout their whole travel purchase journey, to drive demand, increase length of stay, spend more and disperse around the Limestone Coast.

VISITOR SERVICING

Provide appropriate and relevant visitor information for the region's target markets.

EVENTS

Ensure all stakeholders are collaborating to attract, promote and deliver events that drive demand year-round.

EXPERIENCE DEVELOPMENT

Support the development and expansion of quality, demand-driven visitor experiences.

ACCESS AND INFRASTRUCTURE

Enable safe and easy access to and around the Limestone Coast and maintain visitor relevant infrastructure.

GOVERNANCE AND COLLABORATION

Limestone Coast stakeholders work together to drive growth in the visitor economy.

INDUSTRY CAPABILITY

Support the region's tourism industry to develop sustainable, high quality businesses, events and experiences.

PROMOTE THE VALUE OF TOURISM

Promote the value of the visitor economy to communities and encourage local advocacy for the region as a travel destination.

A comprehensive Action Strategy has been developed for each of the eight priority areas and provides guidance for all stakeholders, including government, businesses and residents of the Limestone Coast. For a copy of the Strategy, email ddm@lclga.sa.gov.au.



ACKNOWLEDGEMENTS

Thank you to all of the tourism operators, residents, community groups, and industry stakeholder organisations who provided input into the Strategy during 2020.

Many people were engaged throughout the extensive consultation period through local workshops, an online survey and one-on-one meetings, all providing wide ranging and valuable input into the new Strategy.

