

FERGUSON VALLEY

WWW.FERGUSONVALLEY.NET.AU



Where to now?



Australian Government
Australian Trade and Investment Commission

Opportunities for the Visitor Economy

A modern, diversified and collaborative path to 2030

June 2021





Key Themes



➤ **Modernise**

➤ **Diversify**

➤ **Collaborate**



Modernise



- Great Website
- Increase in social media
- How can we assist businesses to adopt more tech – online bookings etc
- Millennial travellers
 - Authentic experiences,
 - Indigenous
 - Eco-tourism



Diversify



- ▶ We have had a net loss of product in the Valley over the last 10 years (however increase in members)
- ▶ How do we attract new businesses
- ▶ Opening hours
- ▶ Asia ready for post COVID
- ▶ Diversify Visitor Servicing



Collaborate

Every dollar earned generates 82 cents in other parts of the economy, a higher multiplier than any of those of mining, agriculture or financial services

- ▶ Shire of Dardanup
 - ▶ Encourage new business or expanding businesses
 - ▶ Funding
 - ▶ Mobile Visitors Centre
- ▶ BunGeo
 - ▶ Industry buy in
 - ▶ Ongoing future role with tourism associations
- ▶ Australia South West
 - ▶ Ensuring Ferguson Valley/BunGeo is a priority