

2007 / 08 Tourism Action Plan

Tourism Victor Harbor

(reviewed annually)

Vision

To increase visitor nights through events, marketing and tourism development initiatives

The Plan

The following document has been prepared by the Tourism Victor Harbor Committee (Section 41 committee). It is the aim of the committee to complete these actions or part thereof before the end of the 2007 / 2008 financial year. Some actions may continue into future financial years.

Advice & information has been sourced from the following key strategic documents :

- City of Victor Harbor - Strategic Directions 2006 / 2009
- City of Victor Harbor – Economic Development Strategy 2007 / 2008
- Fleurieu Peninsula Integrated Strategic Plan 2007 – 2012
- Fleurieu Peninsula Tourism Marketing Plan 2007 / 2008
- Victor Harbor Tourism Strategic & Marketing Plan – 2005 / 2007
- Victor Harbor Horse Drawn Tram Business Plan 2007 – 2010
- City of Victor Harbor, Planning & Regulatory Services Departmental Plan

The Marketing Action Plan 2007 / 2008 will focus on five main strategies :

- 1.0 Enhance the Visitor Experience through Festivals & Events
- 2.0 Create exposure through targeted Media & PR initiatives
- 3.0 Actively seek to increase the number of visitor nights
- 4.0 Prepare printed and electronic visitor information
- 5.0 Enhance the visitor experience through the development of NEW visitor experiences

1.0 Enhance the Visitor Experience through festivals & events

Objective	Actions
1.1	Co ordinate New Years Eve festivities
1.2	Co ordinate Tour Down Under festivities
1.3	Co ordinate Classic Adelaide festivities
1.4	Initiate an annual kite festival in Victor Harbor
1.5	Work closely with Surfing SA on the bid for the 2008 World Qualifying Series
1.6	Encourage local participation in the 2007 Fleurieu Fiesta activities
1.7	Assist with the Coast to Coast Bike Ride
1.8	Streamline the approval process for sporting cars and ad hoc large groups that visit Victor Harbor
1.9	Bid for conferences to be held in Victor Harbor as required
1.10	Actively seek for the 2009 Australian Sheep Dog Trials to be held in Victor Harbor
1.11	Provide assistance where necessary for the development of a major event in Victor Harbor

2.0 Create exposure through targeted Media & PR initiatives

Objective	Actions
2.1	Prepare & distribute a monthly media release (10 per year)
2.2	Work closely with South Australian Tourism Commission and Fleurieu Peninsula Tourism on one major media famil
2.3	Work closely with Fleurieu Peninsula Tourism Marketing on the media opportunities surrounding the Whale Season and especially the 'first sighting' and the 'first calf born'
2.4	Distribute daily whale alerts (during whale season)
2.5	Present a business case to a major media partner for the 2008 Whale Season
2.6	Investigate the development of a significant media / trade function that positively reflects Victor Harbor as a visitor destination
2.7	Setup promotional stands at a selected number of large public events that reflect the Victor Harbor tourism brand

3.0 Prepare printed and electronic visitor information

Objective	Actions
3.1	Advertise on the rear page of the Fleurieu Peninsula Regional Visitor Guide
3.2	Purchase promotional banner(s) to be displayed at events, launches and other relevant functions
3.3	Re develop www.tourismvictorharbor.com.au with new interactive features
3.4	Re print of the Encounter Bikeway Brochure
3.5	Print & Design 2008 / 09 Victor Harbor Visitor Guide
3.6	Distribute Victor Guide extensively through BD Morgan, all visitor centres in the state plus local distribution
3.7	Develop a new range of merchandise for Victor Harbor
3.8	Aquire hero images for tourism photographic library
3.9	Design a NEW Website for the Horse Drawn Tram
3.10	Work closely with the Victor Harbor Times to produce relevant Whale Information booklet and other relevant printed material
3.11	Assemble Coach Group Information
3.12	Support existing tourism accreditation and industry programs

4.0 Actively seek to increase the number of visitor nights

Objective	Actions
4.1	Assemble a loyalty program aimed at increasing visitor expenditure and number of bed nights during the off season
4.2	Develop a series of holiday packages to Victor Harbor and place into various distribution lines
4.2	Develop a consumer e-newsletter & database
4.3	Assist Fleurieu Peninsula Tourism Marketing with staffing the regional stand at the Adelaide Caravan & Camping Show and the AFTA Travel Show

5.0 Enhance the visitor experience through the development of NEW visitor experiences

Objective	Actions
5.1	Investigate the possibility of an interactive interpretation trail along the Encounter Bikeway. Apply for grant funding if available.
5.2	Investigate the possibility of an interactive tour around Victor Harbor, involving a series of clues, prizes, giveaways at different businesses along the route.
5.3	Investigate the possibility of interactive interpretation for the Horse Drawn Tram & Historic Victor Harbor Trail
5.4	Develop a range of business cards for the Horse Drawn Tram Clydesdales
5.5	Diversify the number of visitor experiences offered by the Horse Drawn Tram
5.6	Investigate the possibility of Whaling History tour along the Victor Harbor Coastline

Members :

Peter Forster	Chairman / Tourism Attractions Sector
Peter Lewis	Vice Chairman / City of Victor Harbor
Des Manuel	Retail / Commerce Sector & VHBA
Liz Cooper	Arts Heritage & History Sector
Paul Jennings	Tourism Accommodation Sector
Peter Manuel	General Community Representative
Tom Howard	Food & Hospitality Sector
Mark Przibilla	Tourism Marketing & Events Co ordinator
Tori Tonkin	SA Whale Centre & Tourism Product Development Co ordinator
Janine Carroll	Visitor Information Services Co ordinator
Bronte Price	Director of Planning & Regulatory Services
Ian Williams	Horse Drawn Tram Team Leader
Mary-Lou Corcoran	Committee Member (Mayor – ex officio)