



DAYLESFORD MACEDON TOURISM DESTINATION MANAGEMENT PLAN

2024-2029

FOR THE SHIRES OF HEPBURN & MACEDON RANGES

SUMMARY



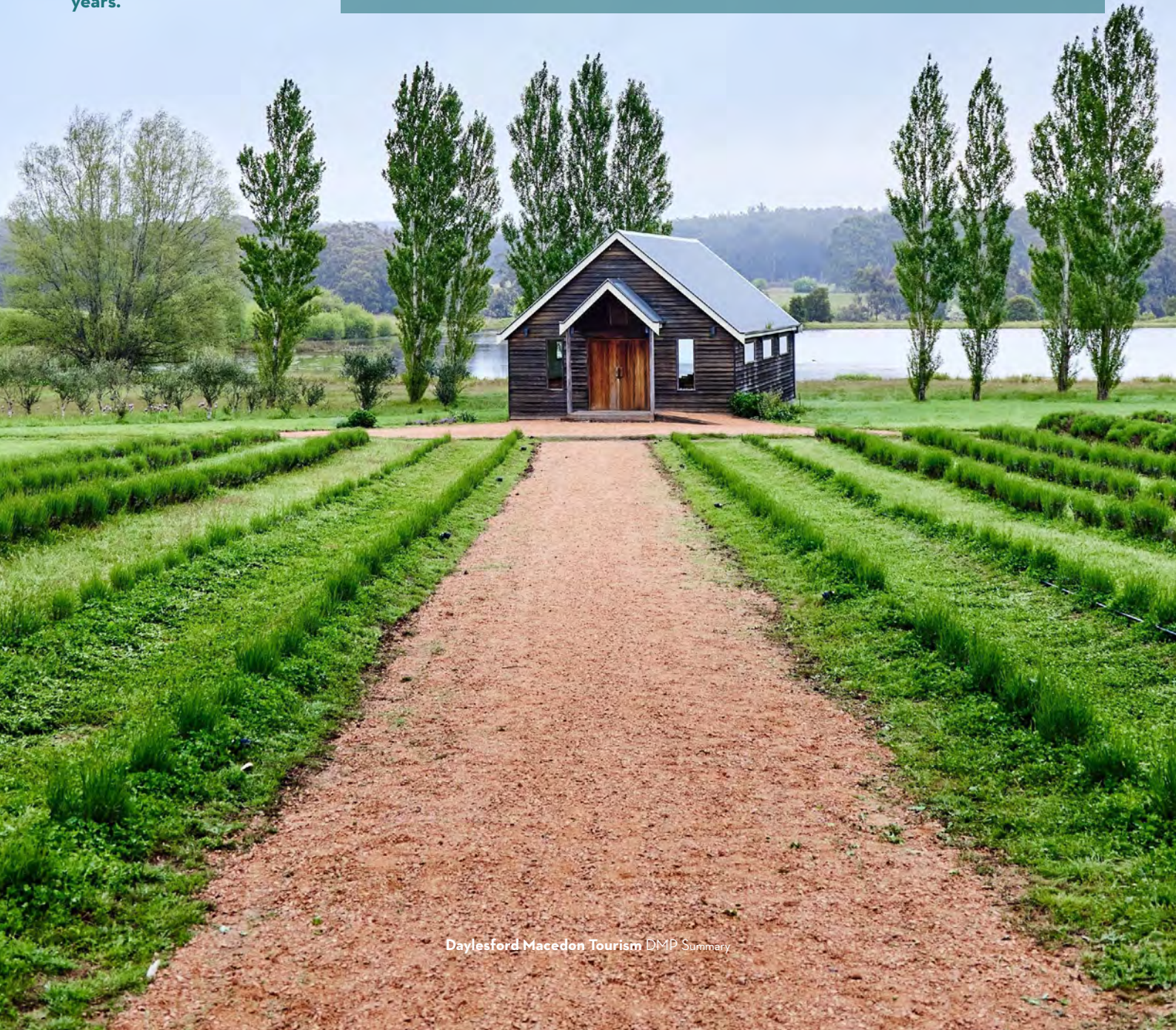
EXECUTIVE SUMMARY

The Daylesford Macedon Ranges region is serene and scenic, encompassing both Hepburn Shire and Macedon Ranges Shire.

The Daylesford Macedon Ranges Destination Management Plan has been prepared to provide a strategic and unified direction to grow and nurture a strong visitor economy in the region over the next 5 years.

KEY FINDINGS

- Overnight visitor spend is almost 4 times more than daytrip spend.
- Daytrip visitors are spending the same as the State average, whilst overnight visitors are spending slightly more than the State average.
- Visitation is balanced across the two LGA areas.
- 2022 visitation exceeded 2019 visitation.
- Traditional accommodation is significantly overshadowed by short stay rentals.
- Spring is the most popular time for day trip visitors yet it is the least popular for overnight visitors alternatively winter is the lowest for daytrip visitors but the highest season for overnight visitors.
- Overwhelmingly the strongest target market is adult couples at 52%.
- Emerging competitors in spa and wellness in other regions of Victoria are forcing the need to make improvements and diversify the product and experience offering in the Daylesford Macedon Ranges region.



VISION

THE DAYLESFORD MACEDON RANGES REGION IS RECOGNISED AS VICTORIA'S LEADING REJUVENATION DESTINATION.

This vision evolves and refreshes the wellness theme that the region has held for many years. Rejuvenation is **the act of making something newly fresh or full of energy.**

OBJECTIVES

- 1** Drive regional dispersal by using an itinerary based approach to raise awareness of the region's product and experiences and link townships and products.
- 2** Promote sustainable approaches to tourism with consideration of economic viability, environmental protection and social equity.
- 3** Facilitate partnerships and support emerging industry leaders.
- 4** Embrace the competitive advantage of seasonality to generate dispersal, return visitation and to capture new audiences.
- 5** Encourage a continuous improvement approach to product and experiences development, prioritising high quality and high-yield rejuvenation offering.
- 6** Recognise that rejuvenation is an individual experience and that visitors will seek out products aligned to their interests (e.g. food and beverage, wellness, nature, arts).

STRATEGIC PILLARS

Six strategic pillars and goals have been identified for the Destination Management Plan. These are the focus areas that will enable the region to achieve the vision and objectives.



Invest in Nature and Rejuvenation Product

Invest in competitive, demand driving rejuvenation products and nature experiences that will elevate the region's reputation and desirability.



Elevate Food and Drink

Deliver high-quality, contemporary and authentic regional food and drink experiences, and use this product to ignite an engaging night-time economy.



Develop Heritage and Culture Experiences

Showcase and celebrate local heritage and culture to provide a rich visitor experience.



Celebrate the Arts

Unearth the existing arts and creative offering to enhance the visitor experience within the region.



Strengthen Industry and Enhance Infrastructure and Connectivity

Mobilise industry by encouraging collaboration, whilst advocating the value of tourism, importance of infrastructure and need for connectivity to support the region.



Targeted Marketing and Positioning

Reinforce and improve the Daylesford Macedon Ranges region brand through strategic marketing and positioning.

TARGETS

The Daylesford Macedon Tourism Destination Management Plan looks to meet key targets over its 5-year lifespan. The plan sets the vision for the region to be recognised as the leading destination for rejuvenation. Many of the priority projects aim to convert day trip visitors (directly or indirectly) into overnight visitors, thus increasing the yield for the region.

To achieve and measure the success of this vision, DMT will use the following criteria:

Measure	Target over 5 year period
 Level of investment in the visitor economy	Tracking the number of downloads and clicks to the online investment prospectus will be reported with a target of 100 downloads per year. Assuming a success rate of 5% the region will strive for 5 new businesses each year.
 Length of stay	Increase length of stay from 2.4 to 2.7 nights to meet the regional Victoria average length of stay.
 Total visitation	Increase total visitation to 4.2 million visitors by 2029. <ul style="list-style-type: none">• Grow annual visitor numbers to the region by 3% to represent an additional 124,000 per annum• Increase overnight visitation by 264,600 to represent a 5% increase per annum
 Visitor spend	Increase value of visitor economy to \$1.12 billion by 2029. <ul style="list-style-type: none">• Increase day trip visitor spend from \$142 to \$236 by 2029• Increase overnight visitor spend from \$538 to \$757 by 2029
 Number of jobs	Increase number of tourism jobs in the region from 5,000 to 6,000 by 2029 to rectify jobs decline and meet the pre-COVID average annual growth rate of Victorian tourism jobs.
 Visitor satisfaction	An annual visitor survey will be undertaken by the RTB/VEP with a total net promoter score of 25 in year 1 and annual results exceeding this by 10% year on year.

DESTINATION MANAGEMENT PLAN

Daylesford Macedon Tourism has developed a Destination Management Plan for the Daylesford Macedon region, to guide the growth of the visitor economy over the next 5 years (2024-2029). Urban Enterprise has been engaged to create the Destination Management Plan and Local Area Action Plans (LAAPs) for Hepburn Shire and Macedon Ranges Shire.

Daylesford Macedon Tourism (DMT) is the peak tourism organisation for the Daylesford Macedon Ranges region, responsible for providing overarching tourism strategy and services to guide development of the visitor economy. The Local Government Areas (LGAs) that comprise the Daylesford Macedon Ranges region are Hepburn Shire and Macedon Ranges Shire Council.

This Destination Management Plan (DMP) has been developed through the application of best practice principles. A rigorous process of research, in-depth stakeholder engagement and assessment was undertaken to inform the DMP. Through the stakeholder engagement the outcomes for the DMP were sought and industry confirmed they wanted to see improved visitor amenities, increased visitation, town centre improvements, promotion and marketing and improved wayfinding signage for visitors as outcomes of the DMP.



LOCATION MAP OF THE DAYLESFORD MACEDON RANGES REGION



THE DAYLESFORD MACEDON RANGES REGION

In 2022, the Daylesford Macedon Ranges region attracted 3 million visitors, including 2.13 million daytrip (71%) and 886,000 overnight visitors (29%).

The visitor economy contributed \$780 million in direct expenditure to Hepburn Shire and Macedon Ranges Shire, which was largely driven by overnight visitor spend, with an average of \$538 per visit. The spend per daytrip visitor is the same as the regional Victorian average spend, in comparison the overnight spend per visitors is slightly above the State average (\$536).

Both Shires in the region contribute almost equally to regional visitation, with Hepburn Shire attracting 1.4m and Macedon Ranges Shire attracting 1.6m in 2022.

VISITOR ECONOMY SNAPSHOT (2022)



3 M
VISITORS



\$780 M
VISITOR SPEND

DAYTRIP



2.13 M
71%

\$173 M

\$142 per visitor

OVERNIGHT



886 K
29%

\$352 M

\$538 per visitor

DAYLESFORD MACEDON RANGES REGION TARGET MARKETS

The domestic visitor market for the Daylesford Macedon Ranges region accounts for 3 million Australians, or 12% of the Australian population based on the most recent data from the ABS.

The Daylesford Macedon Ranges region is split into four distinct market segments, which is shown in the following table. It will be important to target each market with products and experiences relevant to their preferences and interests. There is alignment to Visit Victoria's Target Market Segments and DMT's Customer Profiles, for each of the target market segments.

Common preferences amongst all market segments is engaging with nature and food and drink experiences.

The adult couples and groups without children market segments are the key existing markets for the Daylesford Macedon Ranges region. They are already attracted to the region and are satisfied with the product offering. The opportunity lies in understanding how to extract more yield from this market.

In particular, there is major opportunity to target the family with children and solo markets who are most open to trying new experiences.



**Proportion of Daylesford
Macedon Ranges Region
Visitor Market**

Who They Are

Product

**Adult
Couples**

52%

- Solo Couples
- Queer Couples
- CALD Couples

- Food & Beverage
- Wellness
- Accommodation
- Arts & Creative
- Nature

**Groups
Without
Children**

24%

- Girl Weekends
- Couples travelling with other couples
- Interest groups (cyclists, bikies)
- Queer groups of friends
- CALD couples
- Outdoor traveller groups

- Food & Beverage
- Wellness
- Accommodation
- Arts & Creative
- Nature
- History & Culture

**Family
With Children**

12%

- Families
- Outdoor travellers
- CALD community

- Nature
- Arts & Creative
- History & Culture

Solo
7%

- Outdoor travellers
- VFR
- Digital nomad

- Nature
- Food & Beverage
- Wellness
- Accommodation

PRODUCT STRENGTHS AND GAP ANALYSIS

The Daylesford Macedon Ranges region has appeal to a range to visitor audiences based on the regions product strengths - nature, food and drink and wellness. Many of which are linked through a connection to water - mineral water, spas, lakes and waterfalls.

	Product Gaps	Product Opportunities	Target Market
 <p>Wellness and Spa</p>	<ul style="list-style-type: none"> Wellness product investment 	<ul style="list-style-type: none"> Refresh, refine and elevate the wellness-based experiences Develop a high-end wellness retreat or mineral springs resort 	<ul style="list-style-type: none"> Adult couples Groups without children Solo
 <p>Food and Drink</p>	<ul style="list-style-type: none"> Opening hours of food and drink operators, especially mid-week and evening 	<ul style="list-style-type: none"> Develop experiences which link multiple businesses 	<ul style="list-style-type: none"> Adult couples Groups without children Solo Family with children
 <p>History and Heritage</p>	<ul style="list-style-type: none"> First Peoples product and experiences available for visitors Post settlement historical experiences (e.g. museums and interpretation) need investment 	<ul style="list-style-type: none"> Build immersive First Peoples experiences 	<ul style="list-style-type: none"> Adult couples Groups without children Solo
 <p>Arts and Culture</p>	<ul style="list-style-type: none"> A consistent high-quality events calendar, with seasonal large and small events, is missing Lack of hands on, arts based bookable experiences for visitors (e.g. learn to draw botanic art or pottery classes) 	<ul style="list-style-type: none"> Elevate the arts experiences and make them more accessible to visitors Continue to build on the existing calendar of arts and culture events and promote collectively across the entire region 	<ul style="list-style-type: none"> Adult couples Groups without children Solo
 <p>Nature-based</p>	<ul style="list-style-type: none"> First Peoples product offering and interpretation throughout the region Challenges with the management and maintenance of tracks and trails on public land 	<ul style="list-style-type: none"> Develop Eco-tourism products Explore certification/ accreditation as an ECO Destination or other like accreditation 	<ul style="list-style-type: none"> Adult couples Groups Without children Solo Family with children

POSITIONING THE REGION FOR GROWTH

DESTINATION PERCEPTION

To understand the Australian population's perception of the Daylesford Macedon Ranges Region, Urban Enterprise asked 106 individuals who had not yet gone to the region what they think the Daylesford Macedon Ranges region is known for.

The majority of respondents noted the region's wineries, distilleries and breweries as the highest (66%). Whilst wellness/day spa wasn't the highest noted characteristic of the region, it was still highly recorded with 61%, followed by the perception that the region hosts quality food (50%).

The region was also perceived to be popular due to its natural assets, as the mineral springs (48%) and waterfalls and nature (48%) were recorded in the top 5 elements of the region.



FORECAST DAYLESFORD MACEDON RANGES REGION GROWTH

Visitation projections forecast that the Daylesford Macedon Ranges region will see an additional 621,300 visitors over the next 5 years (2024-2029), with visitation expected to reach 4.2 million by 2029.

The Daylesford Macedon Ranges region is expected to see a 356,700 growth in daytrip and 264,600 overnight visitors by 2029.

Introducing new products and improvements to the visitor experience in the region, elevating the marketing presence for the region and obtaining public and private investment will impact the forecast and see a higher and faster growth in visitation and overnight stays. For example increasing the bed inventory with the development of a new boutique hotel in the west and a tourist park in the east will have significant impact in the visitation projections.

+4.2 MILLION

VISITORS TO THE DAYLESFORD
MACEDON RANGES REGION BY 2029



LEVERAGING EXISTING REGIONAL VISITATION

Key to growing the visitor economy for the Daylesford Macedon Ranges region will be to leverage the regional visitor markets that are from or already travelling to surrounding municipalities. This accounts for over 10.5 million visitors to the area.

Additionally, there are approximately 794,600 residents in surrounding regional local government areas that provide a visitor base for the region. This includes the City of Greater Bendigo, City of Ballarat and Mitchell Shire.

Attracting residents from surrounding population centres will also be crucial to attracting visitation, and provides an important market for the region.

10.5 M **795K**

VISITORS TO

POPULATION IN

THE SURROUNDING MUNICIPALITIES

MARKET DEMAND FOR ACCOMMODATION

In preparing the DMP, Urban Enterprise undertook quantitative market research of visitors to the Daylesford Macedon Ranges region via an online survey. The following data relates to information derived from 604 respondents, who shared their accommodation experience while in region.

When asked if the respondents stayed in their preferred accommodation, 8% (46) responded with no. When asked what accommodation they would prefer to stay in, it was clear that there is a preference for boutique accommodation and hotels combined 53%.

This demonstrates that expanding and diversifying the accommodation offering is essential for increasing visitation and yield in the region. Key accommodation preferences include boutique accommodation, hotels and self-contained houses. Boutique accommodation and hotels are in low supply in the region as identified in the full accommodation audit, demonstrating a significant gap in preferred accommodation supply.

 **53%**

OF VISITORS WOULD HAVE PREFERRED TO STAY IN BOUTIQUE ACCOMMODATION OR A HOTEL

VISION

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1

Drive regional dispersal by using an itinerary based approach to raise awareness of the region's product and experiences and link townships and products.

2

Promote sustainable approaches to tourism with consideration of economic viability, environmental protection and social equity.

3

Facilitate partnerships and support emerging industry leaders.

4

Embrace the competitive advantage of seasonality to generate dispersal, return visitation and to capture new audiences.

5

Encourage a continuous improvement approach to product and experiences development, prioritising high quality and high-yield rejuvenation offering.

6

Recognise that rejuvenation is an individual experience and that visitors will seek out products aligned to their interests (e.g. food and beverage, wellness, nature, arts).

OBJECTIVES →

SIX STRATEGIC PILLARS

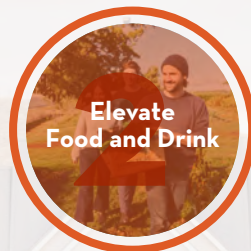
These are the focus areas that will enable the Daylesford Macedon Ranges region to achieve the vision and objectives.



Invest in Nature and Rejuvenation Product

Invest in competitive, demand driving rejuvenation products and nature experiences that will elevate the region's reputation and desirability.

11 Projects



Elevate Food and Drink

Deliver high-quality, contemporary and authentic regional food and drink experiences, and use this product to ignite an engaging night-time economy.

8 Projects



Develop Heritage and Culture Experiences

Showcase and celebrate local heritage and culture to provide a rich visitor experience.

8 Projects



Celebrate the Arts

Unearth the existing arts and creative offering to enhance the visitor experience within the region.

9 Projects



Strengthen Industry and Enhance Infrastructure and Connectivity

Mobilise industry by encouraging collaboration, whilst advocating the value of tourism, importance of infrastructure and need for connectivity to support the region.

11 Projects



Targeted Marketing and Positioning

Reinforce and improve the Daylesford Macedon Ranges region brand through strategic marketing and positioning.

8 Projects



Level of investment in the visitor economy



Total visitation



Number of jobs



Length of stay



Visitor spend



Visitor satisfaction

MEASURES OF SUCCESS ←

PRIORITY PROJECTS FOR DAYLESFORD MACEDON RANGES REGION

A range of regional priority projects have been identified under each strategic pillar. These are of a varying scale, provide new assets to the region and will have a significant impact on increasing visitation.

The role of DMT is to deliver and advocate for projects that will provide significant benefits to the Daylesford Macedon Ranges region visitor economy.

The identified priority projects are detailed in the DMP to enable all stakeholders to collaboratively implement. The projects are to be used as a guide and will be informed by local resourcing and priorities.

PROJECT LEAD

A project lead has been identified for each of the regional priority projects. Key stakeholders that will support the project leads are identified in the full DMP report.

PRIORITIES

The State Government has identified priorities for developing DMPs to ensure these plans reflect a shared vision and strategy for growth of the region's visitor economy.

Each project must align with at least one of the following priorities:

- Supply
- Demand

The priorities for the region are in alignment with the Destination Victoria Brand Playbook (Visit Victoria Brand Framework) which positions the region as a leader in rejuvenation and provides a brand promise to 'Enrich every moment in a rejuvenating hill hideaway'.

TIMEFRAME

The timeframe for each of the regional priority projects have been identified by determining their level of importance, logical staging, as well as which actions can be achieved relatively quickly.

The following timeframes have been used:

- Short-term - within 1 year
- Medium-term - 1-3 years
- Long-term - 4-5+ years
- Ongoing



PILLAR 1 Invest in Nature and Rejuvenation Product

Invest in competitive, demand driving rejuvenation products and nature experiences that will elevate the region's reputation and desirability. This includes nature, cycling and wellness.



Regional Priority Projects	Project Lead	Priority	Timeframe
 ADVOCATE FOR THE DEVELOPMENT OF THE DAYLESFORD TO HANGING ROCK WELLNESS RAIL TRAIL	LGAs	Supply Demand	Medium
 SUPPORT ACTIONS WITHIN HANGING ROCK MASTERPLAN	DEECA	Supply	Medium - long
 CREATE A MASTERPLAN FOR MINERAL SPRINGS RESERVE, HEPBURN SPRINGS	Hepburn Shire Council	Supply	Medium - long
 CREATE A MANAGEMENT PLAN FOR KYNETON SPRINGS RESERVE, KYNETON	Macedon Ranges Shire Council	Supply	Medium - long
 ATTRACT EXPERIENTIAL ACCOMMODATION	RTB/VEP & LGAs	Demand	Long to ongoing
 ATTRACT INVESTMENT FOR THE DEVELOPMENT OF A SOPHISTICATED HIGH-END WELLNESS RETREAT OR A MINERAL SPRINGS WELLNESS RESORT	RTB/VEP	Supply	Medium
 INVESTIGATE ECO CERTIFICATION/ ACCREDITATION FOR THE REGION	LGAs	Supply	Medium - long







Regional Priority Projects

Project Lead

Priority

Timeframe

 <p>DEVELOP A MINERAL WATER EXPERIENCE TRAIL</p>	RTB/VEP	Supply Demand	Short
 <p>ESTABLISH FOREST BATHING (DRY) PRODUCT</p>	RTB/VEP	Supply	Medium
 <p>INVEST IN NATURE-BASED PRODUCT DEVELOPMENT</p>	LGAs	Supply	Medium
 <p>LEVERAGE THE CRESWICK MTB TRAIL NETWORK</p>	Hepburn Shire Council	Supply	Ongoing



PILLAR 2 Elevate Food and Drink

Deliver high-quality, contemporary and authentic regional food and drink experiences, and use this product to ignite an engaging night-time economy.



Regional Priority Projects	Project Lead	Priority	Timeframe
 ESTABLISH A SIGNIFICANT FOOD AND DRINK EVENT FOR THE REGION	RTB/VEP & LGAs	Supply Demand	Medium
 DEVELOP A STRATEGIC WINE TOURISM PLAN FOR THE REGION	RTB/VEP	Demand	Short - medium
 REINVIGORATE DAYLESFORD MACEDON PRODUCE BRAND	RTB/VEP	Demand	Short - medium
 DEVELOP AND ENHANCE AGRI-TOURISM EXPERIENCES	LGAs	Supply Demand	Medium - long
 COLLECTIVELY PROMOTE ALL OF THE REGIONS FARMERS MARKETS	DMT	Demand	Short
 DEVELOP THE ANNUAL BUDBURST EVENT TO INCREASE ATTENDANCE	RTB/VEP	Demand	Short to ongoing
 SUPPORT DAYLESFORD SPA COUNTRY RAILWAY TO DEVELOP AN EXPERIENTIAL FOOD AND BEVERAGE SERVICE	Daylesford Spa Country Railway (DSCR)	Supply	Medium
 ENCOURAGE SMALL SCALE NIGHT TIME ACTIVATION	LGAs	Supply Demand	Short - medium

PILLAR 3 Develop Heritage and Culture Experiences

Showcase and celebrate local heritage and culture to provide a rich visitor experience.



Regional Priority Projects	Project Lead	Priority	Timeframe
 EXPLORE NIGHT TIME ACTIVATION OF CULTURAL AND HERITAGE ASSETS	RTB/VEP & LGAs	Supply Demand	Medium
 ADVOCATE FOR UNESCO WORLD HERITAGE LISTING FOR THE VICTORIAN GOLDFIELDS	LGAs	Supply	Short - medium
 SUPPORT FIRST PEOPLES PROJECTS AND ESTABLISH CONSISTENT FIRST PEOPLES MESSAGING ACROSS THE REGION	Traditional Owners & RTB/VEP	Demand	Medium - long
 SHOWCASE THE SWISS ITALIAN HERITAGE OF THE REGION	RTB/VEP	Demand	Medium
 DEVELOP AND ENHANCE WALKING TOURS THAT SHOWCASE THE HISTORY AND CULTURE OF THE REGION	RTB/VEP & LGAs	Supply	Short - medium
 CONTINUE TO SUPPORT GOLDFIELDS TRACK IMPROVEMENTS IN PARTICULAR INFRASTRUCTURE AND POSITIONING	LGAs (Mt Alexander, Hepburn, Ballarat, Bendigo) & Goldfields Track Committee	Supply	Short
 CREATE A MEGAFUNA AUGMENTED REALITY (AR) EXPERIENCE	RTB/VEP & Macedon Ranges Shire Council	Supply	Medium - long
 SUPPORT SPA COUNTRY RAILWAY HERITAGE	DSCR	Supply	Long

PILLAR 4 Celebrate the Arts

Unearth the existing arts and creative offering to enhance the visitor experience within the region.



Regional Priority Projects

	Project Lead	Priority	Timeframe
 CREATE A NEW MAJOR REGIONAL ARTS EVENT	RTB/VEP & industry	Supply Demand	Medium - long
 DEVELOP A REGIONAL EVENTS PLAN	RTB/VEP	Demand	Short - medium
 EXPLORE THE ESTABLISHMENT OF CONTEMPORARY ART TRAILS	LGAs	Demand	Medium
 ELEVATE EXISTING ARTS AND FRINGE EVENTS ACROSS THE REGION	RTB/VEP	Supply Demand	Medium
 UNLOCK UNDISCOVERED ARTS EXPERIENCES	RTB/VEP	Demand	Medium
 BUILD ON EXISTING PUBLIC ART PROGRAMS	RTB/VEP	Supply	Long



Regional Priority Projects

Project Lead

Priority

Timeframe



**ADVOCATE FOR FUNDING FOR CLUNES
ART ACTIVATION FOCUSED ON
LITERATURE AND ARTISTS**

RTB/VEP & industry

Supply
Demand

Medium - long



**INTEGRATE COMMUNITY ARTS
INITIATIVES WITH THE VISITOR
ECONOMY**

LGAs

Demand

Short - medium



**IMPROVE THE VISITOR EXPERIENCE AT
EXISTING GALLERIES AND MUSEUMS**

LGAs

Supply








Long



PILLAR 5 Strengthen Industry and Enhance Infrastructure and Connectivity

Mobilise industry by encouraging collaboration, whilst advocating the value of tourism, importance of infrastructure and need for connectivity to support the region



Regional Priority Projects	Project Lead	Priority	Timeframe
 DEVELOP AND LAUNCH A REGIONAL PUBLIC AND PRIVATE INVESTMENT PROSPECTUS	RTB/VEP	Supply	Long
 PROVIDE INDUSTRY SUPPORT AND DEVELOPMENT	RTB/VEP	Supply	Short to ongoing
 ENSURE ACCESSIBILITY FOR ALL VISITORS TO THE REGION	RTB/VEP	Supply Demand	Medium - long
 ADVOCATE FOR INTERNET AND MOBILE PHONE SERVICES ACROSS THE REGION	RTB/VEP & LGAs	Demand	Medium - long
 CONDUCT A VISITOR SERVICES REVIEW	RTB/VEP	Demand	Short - medium
 SUPPORT AND PARTICIPATE IN WORKFORCE INITIATIVES AND PROGRAMS	LGAs	Supply	Short - medium
 ADVOCATE TO IMPROVE TRANSPORT OPTIONS	RTB/VEP & LGAs	Supply Demand	Medium - long



Regional Priority Projects

Project Lead

Priority

Timeframe



IDENTIFY NEW CARAVAN AND CAMPING LOCATIONS IN REGION

RTB/VEP

Demand

Short to ongoing



PREPARE FOR EMERGING VISITOR MARKETS

RTB/VEP & LGAs

Demand

Medium - long



CREATE A TOWNSHIP STREETSAPES AND GATEWAY PROGRAM

LGAs

Demand

Medium - long



ESTABLISH A BUSINESS REFERRAL SYSTEM

RTB/VEP

Demand

Medium



PILLAR 6 Targeted Marketing and Positioning

Reinforce and improve the Daylesford Macedon Ranges Region brand through strategic marketing and positioning.



Regional Priority Projects	Project Lead	Priority	Timeframe
 DEVELOP ITINERARY BASED EXPERIENCES THAT SUPPORT DISPERSAL	RTB/VEP	Demand	Short to ongoing
 PROMOTE CYCLING EXPERIENCES THAT INCLUDE GRAVEL CYCLING AND MOUNTAIN BIKING	RTB/VEP & LGAs	Demand	Short to ongoing
 DEVELOP PARTNERSHIPS AND POSITION WELLBEING OFFERINGS FOR HIDDEN DISABILITIES	RTB/VEP	Demand	Short to ongoing
 CREATE A FOCUSED CAMPAIGN ON REJUVENATION AND NATURE BASED EXPERIENCES	RTB/VEP	Demand	Ongoing
 TAKE A PROACTIVE MARKETING APPROACH TO MEET THE VISITOR WHERE THEY ARE	RTB/VEP	Demand	Short to ongoing
 ENCOURAGE THE REGION TO OWN THE SEASONS	RTB/VEP	Demand	Ongoing
 STRENGTHEN DAYLESFORD'S STATUS AS THE LGBTIQ+ CAPITAL OF AUSTRALIA	RTB/VEP & Hepburn Shire Council	Demand	Short to ongoing
 ENHANCE THE ROMSEY TO LANCEFIELD FEDERATION TRAIL	Macedon Ranges Shire Council	Supply	Short - medium

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- Daylesford Macedon Tourism
- Hepburn Shire Council
- Macedon Ranges Shire Council



The Project team has been led by Urban Enterprise, tourism, strategic planning and economic specialists.

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Final Report December 2023

