

South East Transport Strategy Inc.

Canberra

November 2017

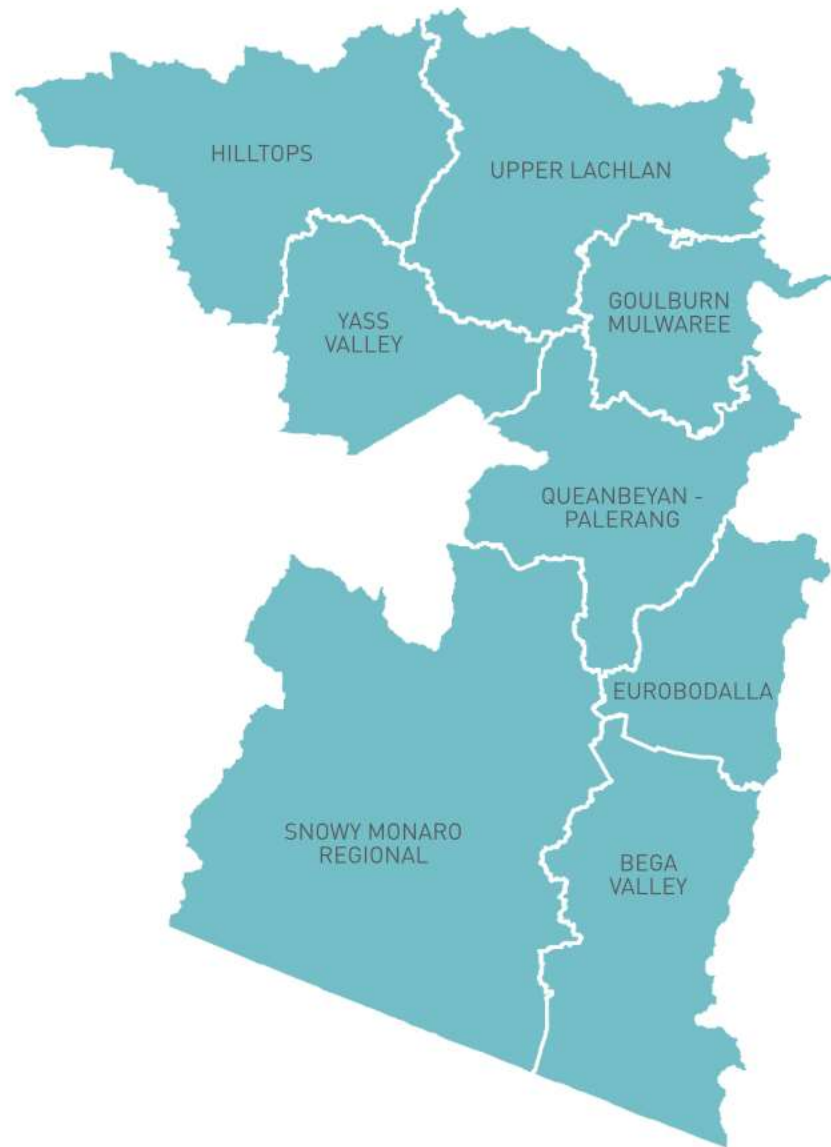


Destination
Southern NSW

Shane O'Leary
General Manager
Destination Southern NSW Ltd



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South East Transport Strategy Inc.

- Destination Southern NSW Ltd is one of six Destination Networks established across NSW
- Destination Networks have been created as a result of a review of Regional Tourism Organisations undertaken in 2015-16 by the NSW Government
- All Destination Networks are companies limited by guarantee



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- Destination Networks have the primary responsibility for driving growth of the visitor economy to help achieve the NSW Government's overnight expenditure goal by 2020
- Destination Southern NSW Ltd will facilitate visitor economy growth at the local level by representing and coordinating the region's tourism industry



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- Our Directors
- Where we are based
- Our relationship with CBRJO
- Our relationship with Local Tourism Organisations



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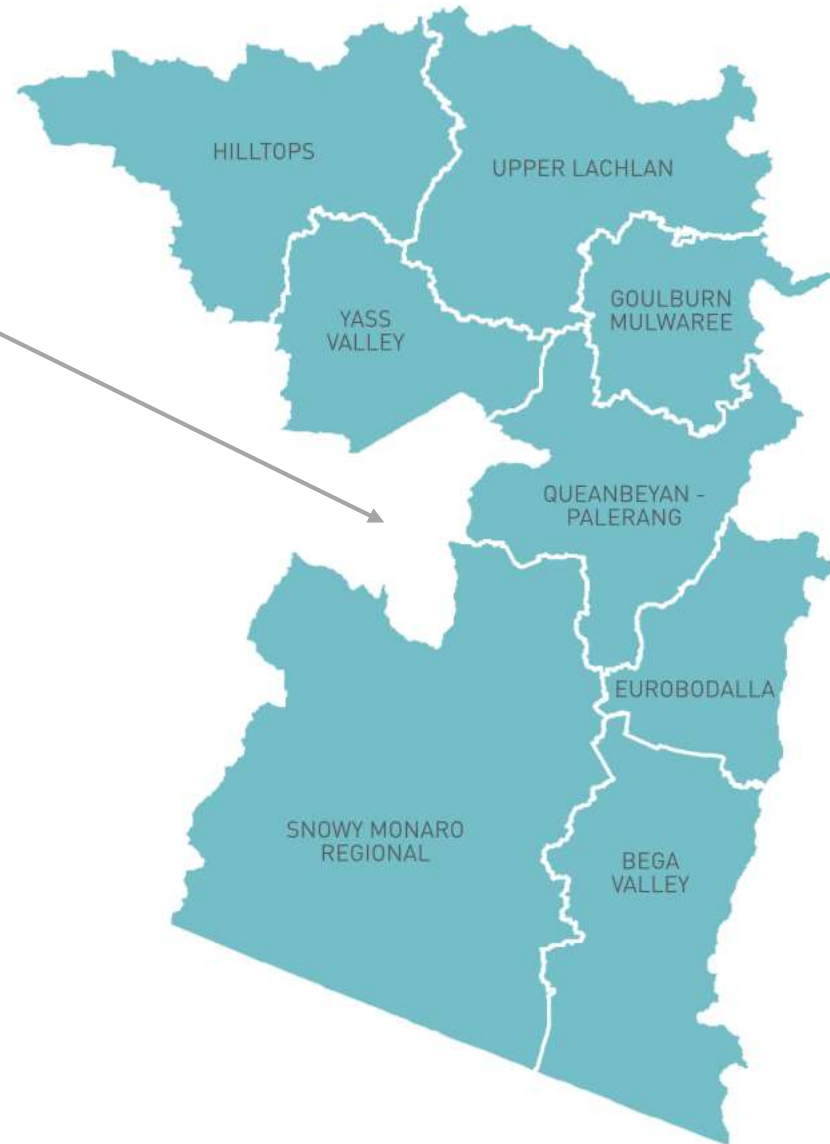
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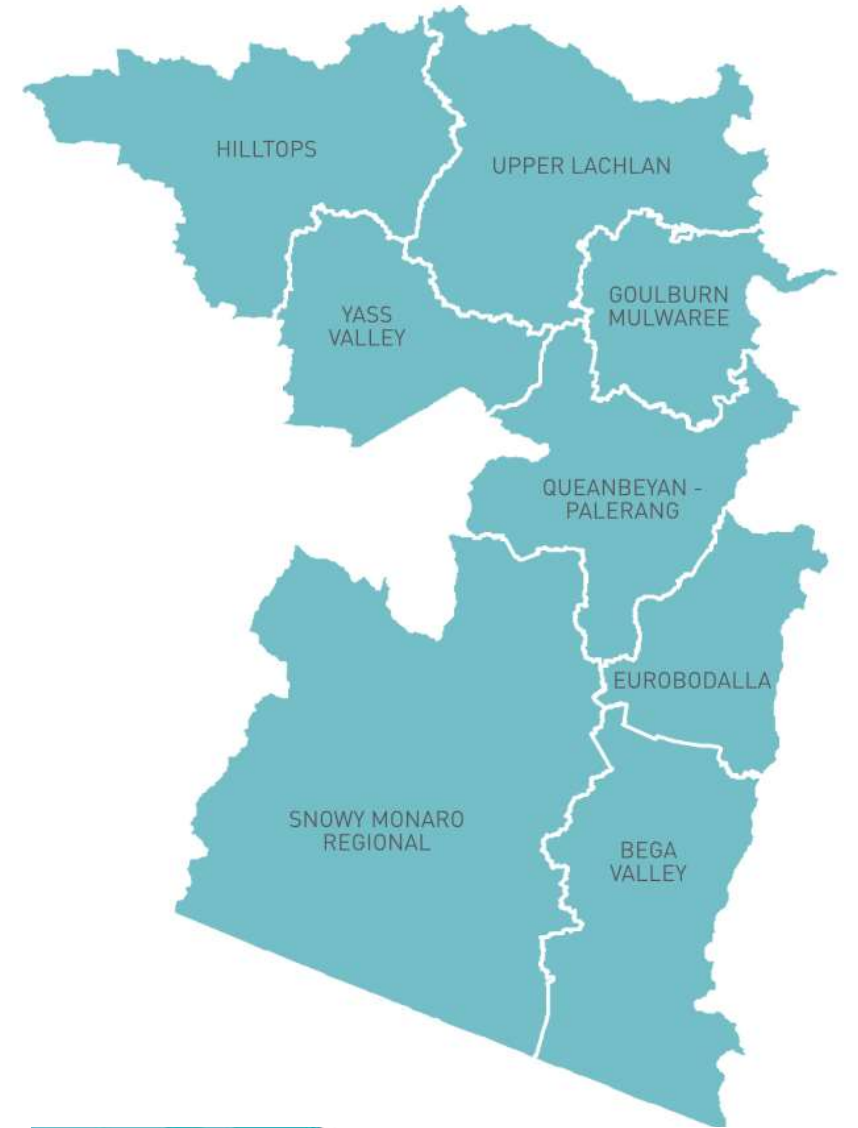
- Regional Destination Management Plan
- Exiting Plans and Reports
- Sub Regions
- Emerging strengths and opportunities



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Linkages with Canberra





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- Canberra the market
- Visit Canberra the strategic partner



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The ingredients for success where everyone benefits



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Thank you



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