

**DESIGNATED INFORMAL GATHERING
LCLGA TOURISM PLAN
12.00 NOON, THURSDAY 18 JUNE 2020**

RECORD OF PROCEEDINGS
12.00 noon, Thursday 18 June 2020
Virtual Meeting
10 Watson Terrace, Mount Gambier

MEMBERS PRESENT:-

Mayor L Martin
Cr B Hood
Cr S Perryman
Cr K Amoroso (left meeting at 12.30 p.m.)
Cr P Jenner

STAFF PRESENT:-

Nil

MEMBERS APOLOGIES:-

Cr M Bruins

LEAVE OF ABSENCE:-

DISCUSSION:

- Role of City of Mount Gambier
- Our Hero attractions
- Role of Visitor Information Centre
- Activation of Hero experiences
- Promotion: the most trusted form of advertising is visitors sharing their experience
- By developing sensational product people will talk about it online
- Do not have to spend mega dollars on digital marketing - it is about being smart
- Crater Lakes Master Plan is important
- Adventure Tourism
- Our key visitor groups are active families, older couples and DINKs
- *'Reef to Ridge'* is a great example of niche marketing
- Our biggest challenge is the management of our tourism assets - how we do that in the future
- Tourism e-school will be delivering situation analysis to Judy Nagy next week. It is a high level snapshot
- Development of strategic plan September / October and into planning cycle
- Our region is not producing content therefore SATC do not promote us
- We need to pick our heroes to promote

Discussion closed at 1.00 p.m.