

# NEWTRAVEL

## Forward Directions 2022 - 2025



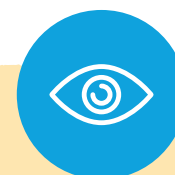
### Purpose

To market, promote and facilitate development of the Wheatbelt Way self drive route and the tourism assets in the NEWTravel area



### Mission

Work actively with industry partners and members to collectively promote our self drive route and its accompanying natural attractions with professional, consistent and impactful messaging



### Vision

Wheatbelt Way is recognised as a quality self drive destination by local, national and international visitors

Goals	Our Actions
<b>1. Efficient and effective marketing and promotion</b>	
1.1 Consistent branding and promotion of our area	<ul style="list-style-type: none"> <li>a) Review and implement our Marketing Plan</li> <li>b) Develop a Wheatbelt Way Milky Way marketing campaign and media strategy</li> <li>c) Deliver co-operative marketing campaigns with LGAs and AGO and NGOs.</li> </ul>
1.2 Build operator marketing capability	<ul style="list-style-type: none"> <li>d) Work with key stakeholders to improve the digital capability of local operators</li> </ul>
<b>2. Access to the Region and Regional Dispersion</b>	
2.1 Work with AGO to encourage dispersal around our region	<ul style="list-style-type: none"> <li>a) Collect and disperse data to drive marketing initiatives for visitor attraction and dispersal</li> <li>b) Develop a destination development plan for the Wheatbelt Way road trip</li> </ul>
<b>3. Destination Development</b>	
3.1 Maintain and develop sustainable natural tourism assets	<ul style="list-style-type: none"> <li>a) Work with local government members to develop management plans for the 24 natural sites</li> </ul>
3.2 Visitor experiences are enhanced	<ul style="list-style-type: none"> <li>b) Develop local government, operator business and marketing capability and capacity within our area</li> <li>c) Facilitate product and experience development opportunities to enhance visitor experiences in our region.</li> </ul>
<b>4. Driving Industry Engagement</b>	
4.1 Work collaboratively with our stakeholders	<ul style="list-style-type: none"> <li>a) Support our local government members to foster tourism development and promotion</li> <li>b) Collaborate with Curtin University on joint tourism development projects</li> <li>c) Support our CRCs to be the local Visitor Centre in each community</li> </ul>
<b>5. High standard of governance</b>	
5.1 Committee and Executive Officer work together to govern a strong association	<ul style="list-style-type: none"> <li>d) Review our governance structure</li> <li>e) Support and upskill our Committee and Executive Officer</li> <li>f) Increase the capacity of NEWTravel</li> </ul>