

SAPPHIRE COAST SWOT ANALYSIS

STRENGTHS

What are the top 5 strengths of your region in terms of your tourism offering and current visitor experience, and why do they stand out?

WEAKNESSES

What are the top 5 local challenges and what could be done to address them? Think about... access, infrastructure, accommodation, services, customer service, opening times, products and experiences, community engagement etc.

OPPORTUNITIES

Identify the top 5 recognised new opportunities for generating growth in tourism, and why do they stand out? Hero experiences and emerging experiences need to be at the top of the list.

THREATS

What are the top 5 threats to your region successfully growing tourism, and what could be done to avoid these?

ACTION PLANNING

What are your priority actions?

'Visitor Experience Themes' identified by Destination Southern NSW are based on the following concepts. What projects / actions would you include in the Sapphire Coast DMP to bring these themes to life?

1. Savour the Southern - agritourism, food and drink experiences, fresh local produce
2. Remarkable Journeys – visitors disperse through the region via cycling, hiking, paddling, riding or driving
3. Immerse Yourself in Nature – encounters with nature, personal challenge through active holidays, exceptional nature-based experiences
4. Our Heritage Past – Early European and multicultural Australia, Indigenous connections present and past.