



KIAMA STRATEGIC TOURISM & EVENTS PLAN

2022 - 2026



Tourism Market Review



Tourism in Kiama contributes over \$244 million to the local economy, our highest economic driver.



1.34 million visitors are welcomed annually to Kiama (67% day visitors, 32% domestic overnight, 1% international overnight)



\$181.68 is the average trip spend



The average length of stay is 2.4 nights



The average annual visitor growth was 4.3% between 2013 and 2019



95% of all visitors are from NSW



47% of domestic overnight visitors are aged over 50



Kiama LGA accounts for 10% of Destination Sydney Surrounds South's visitation



67% of all visitors are on holiday while 19% are visiting friends and relatives



The busiest months are January, March, April and December

ACKNOWLEDGEMENT OF COUNTRY

Kiama Municipal Council acknowledges that our local government area sits on the ancestral lands of the Dharawal people. We pay our respects to all Elders past, present and emerging and acknowledge their deep and ongoing connection and cultural responsibilities to this land.



OUR OBJECTIVES

2. FACILITATE SUSTAINABLE TOURISM GROWTH

Work with industry and partners to maximise Kiama's contribution to Destination NSW's goal of reaching \$25 billion in regional visitor expenditure by 2030 (\$55 billion state-wide).

3. DELIVER AUTHENTIC BRANDING & MARKETING

Build branding and marketing activities based on the area's genuine and unique qualities and character; delivering a strong and consistent message to key target markets.

1. PROVIDE STRONG LEADERSHIP, PARTNERSHIP & COMMUNICATION

Deliver advocacy and strong, strategic leadership, positioning tourism as an integral element of a thriving, diverse Kiama economy with a focus on industry development and support.

4. CREATE A THRIVING, HIGH QUALITY EVENT DESTINATION

Position Kiama as a high quality regional NSW boutique event destination, stimulating sustainable economic and community benefits.

5. ENABLE TOURISM INVESTMENT & DEVELOPMENT

Facilitate appropriate investment and development resulting in an improved depth and quality of visitor experiences.



OUR PURPOSE

Achieving economic and social benefits for our municipality by sustainably growing tourism and events.



OUR VISION

Kiama will welcome and inspire visitors year round to experience our distinctive coastal and hinterland environments and relaxed lifestyle whilst actively engaging in our events, arts and culture, and heritage offering.



OUR VALUES

- The visitor comes first
- Aspirational and authentic
- Strategic and focused
- Agile and responsive
- Inclusive and engaging

OBJECTIVE



Provide strong leadership, partnerships and communication

- Establish a clear vision and advocate for sustainable tourism and its associated benefits.
- Foster partnerships and collaboration among key industry and government stakeholders including: Destination NSW, Destination Sydney Surrounds South, local businesses, neighbouring destination tourism authorities, and other peak industry bodies.
- Ensure a robust Destination Kiama partnership program for local businesses and events.
- Strengthen internal relationships to support a 'whole of council' approach to delivering tourism related objectives.
- Use communication as a tool to build awareness of the importance and value of the local visitor economy.
- Increase the number of tourism operators listed on the Australian Tourism Date Warehouse.
- Advocate for government funding/grants assistance for the region to support the delivery of Strategic Tourism and Event Plan objectives.
- Maintain sound financial management and build innovative revenue streams where available.
- Coordinate access to timely and relevant research, with shared benefits that can be adopted widely by the community.

OBJECTIVE



Facilitate sustainable tourism growth

- Elevate the quality and appeal of Kiama's visitor experiences, driving wider dispersal, longer stays, greater spend and improve on the destination's ability to be recommended.
- Maximise day visitors' contribution to the local economy.
- Reduce seasonality in trading and visitation patterns.
- Foster excellence by offering focused industry development and recognise exceptional customer service throughout Kiama.
- Collaborate with industry on delivery of a recovery plan, which builds visitor confidence and highlights Kiama's credentials as a safe travel destination.
- Working with Destination NSW and Destination Sydney Surrounds South, determine ways to assist in creating a more resilient economy in the face of unpredictable and adverse events.
- Provide seamless provision of accurate, timely, friendly and helpful visitor information and service, whilst remaining customer led, and identifying opportunity for growth and diversity.



OBJECTIVE

3

Deliver authentic branding and marketing

- Develop and implement a revised marketing program focused on driving sustainable growth in overnight visitor expenditure, reflecting emerging market trends and the region's Hero Experiences: nature based experiences; health, wellness and lifestyle; arts and culture; history and heritage; and festivals and events.
- Produce a high quality family of brochures and supporting digital information that responds to customer needs and improves the visitor experience.
- Build agility and flexibility into marketing delivery in order to respond to and capitalise on unforeseen events.
- Use marketing to encourage visitor dispersal and expenditure throughout the Municipality.
- Use marketing to encourage longer visitor stays.
- Work within Council and industry partners to instill Kiama's brand and destination values.
- Collaborate with Destination NSW, Destination Sydney Surrounds South and neighbouring regions, and foster engagement with industry to leverage marketing opportunities which support the delivery of Kiama's tourism and events objectives.

OBJECTIVE

4

Create a thriving high quality event destination

- Grow Kiama's identity and appeal as a boutique event destination with a vibrant year-round calendar of events.
- Foster a supportive regulatory environment which enables Kiama to be recognised as an event-friendly destination.
- Deliver the Kiama Events Action Plan:
 - Improve the service and support Council provides for event organisers.
 - Maintain a vibrant and sustainable program of community events.
 - Grow Overnight Visitor Expenditure from events.
 - Improve the event experience for residents and for visitors in an inclusive manner.
 - Continue to evolve and improve all events run by Kiama Municipal Council and Destination Kiama.
- Encourage collaboration, between local event organisers, artists, and local businesses.
- Support and promote local destination events.

OBJECTIVE

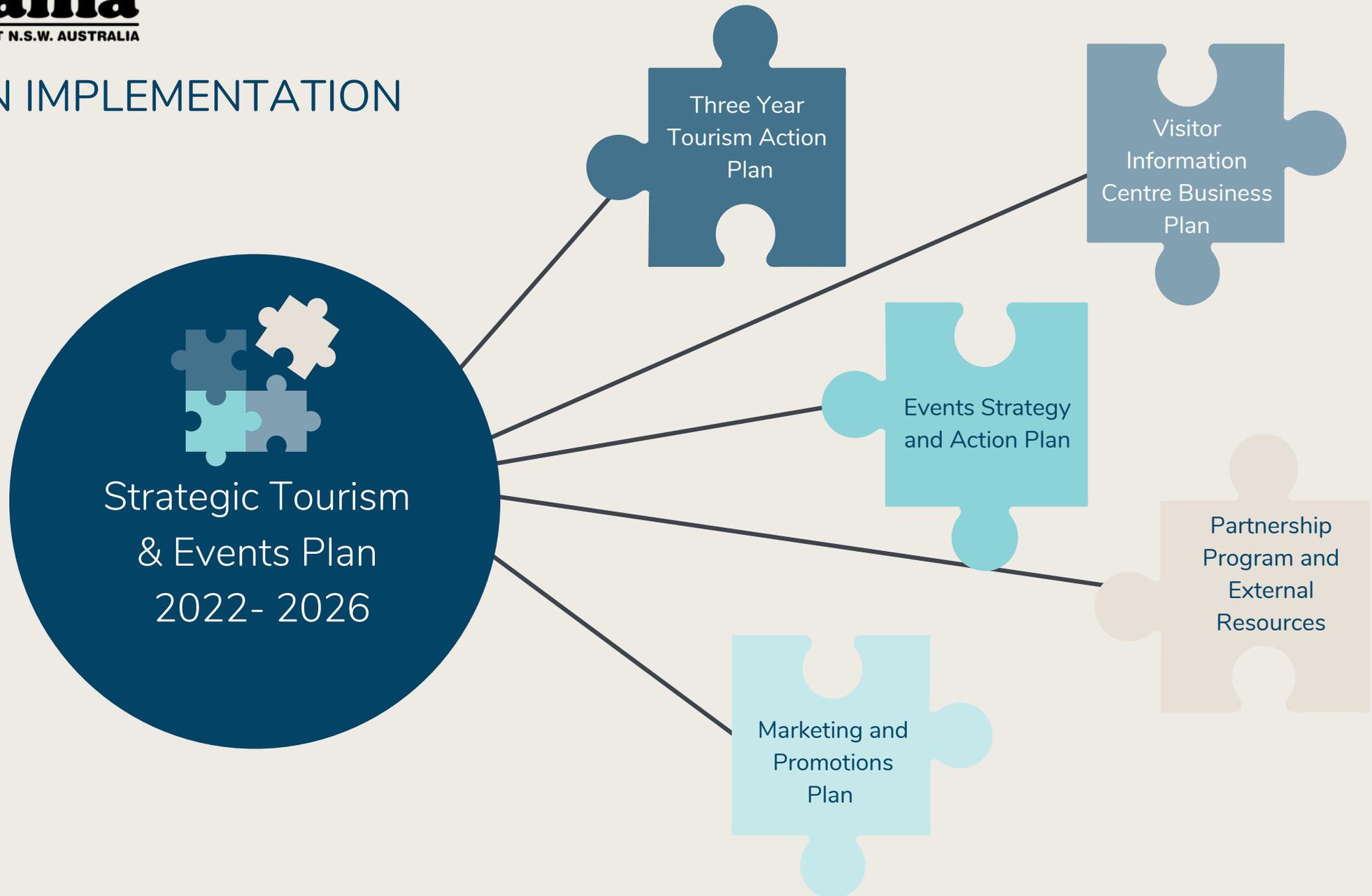
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Enable tourism investment and development

- Work with partners to revitalise the area's tourism offering as identified in the Tourism Opportunities Plan, 2018, such as: the Kiama Harbour Precinct, foreshore area activation, increased accommodation capacity, improved accessibility, high quality wayfinding, growth of adventure and nature based tourism products, vibrant street precincts, improved amenities, and new visitor experiences.
- Take a proactive approach to promoting identified tourism investment opportunities as part of Kiama's overall economic development strategy.
- Work in partnership with key agencies to map and develop natural and cultural site experiences.
- Advocate for an investment-friendly regulatory environment for tourism when Council is reviewing and establishing documents that relate to restricting or broadening policies, frameworks, and plans that may impact future tourism development, amenity, or the visitor economy.
- Assess the impact on tourism investment when Council is reviewing and establishing documents that relate to restricting or broadening policies, frameworks and plans that may impact future tourism development, amenity or the visitor economy.
- Take a proactive approach to attracting new tourism investment and creating and linking key tourism products to create compelling touring experiences.
- Partner with government and other stakeholders to support new tourism investment and development.



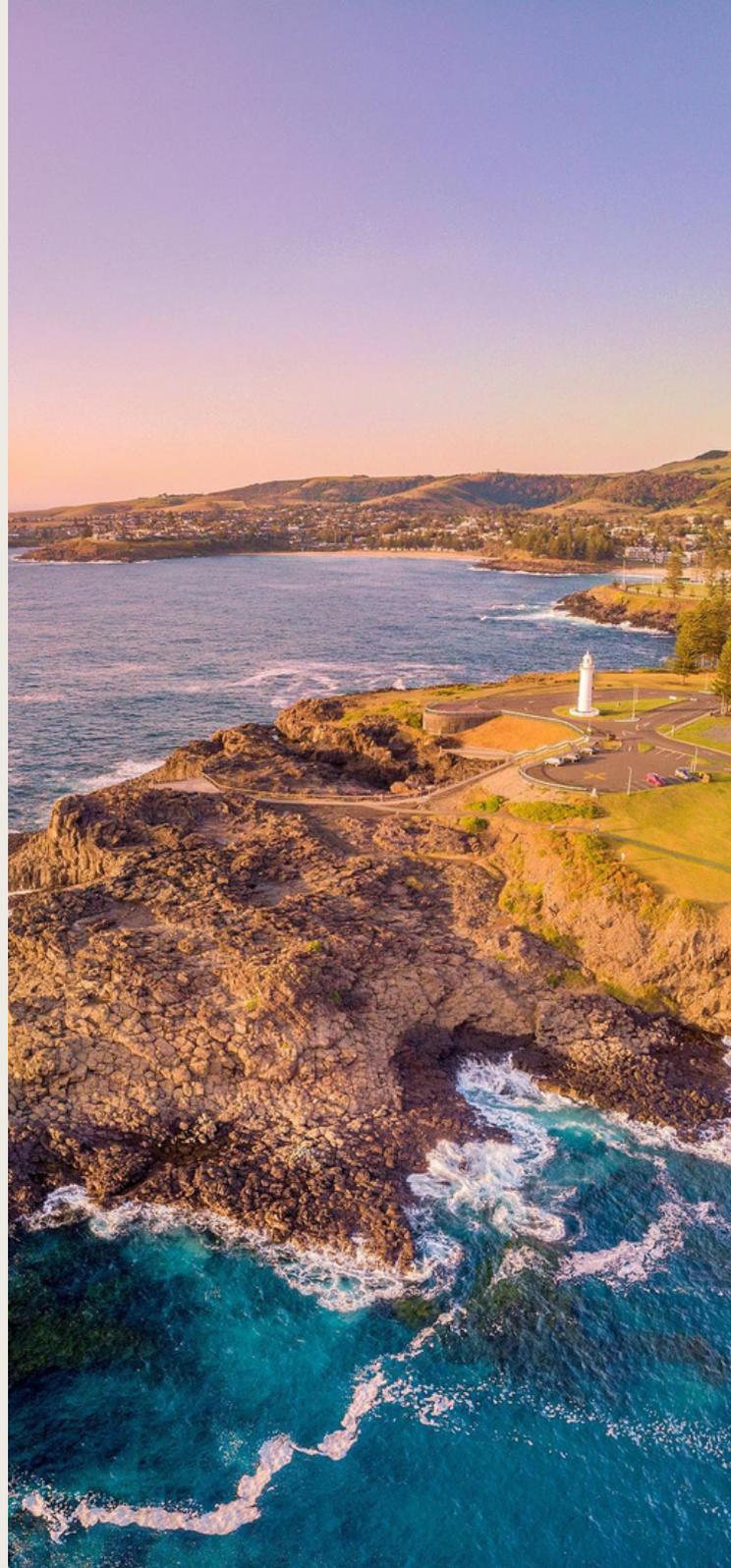
PLAN IMPLEMENTATION





This Kiama Tourism & Events Strategic Plan 2022 - 2026 is supported by

Appendix 1: Background Report



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 kiama.com.au  [@kiamansw](https://www.instagram.com/kiamansw)  [@kiamansw](https://www.facebook.com/kiamansw)



This plan was devised in collaboration with EarthCheck.
Source: Data compiled using NVS and IVS and TRA's Expenditure Allocation Methodology – Year Ending June 2019.