

# Tourism Strategic Plan

## Plain English summary

This plan is written by the City of Onkaparinga. When you see the word 'we', it means City of Onkaparinga.

McLaren Vale and Fleurieu Coast is the tourism name for the City of Onkaparinga. When you see the word 'region' it means McLaren Vale and Fleurieu Coast.

### **Kaurna recognition**

We recognise Aboriginal and Torres Strait Islander people as the Traditional Owners of Australia. They are the first people of this place – living here and looking after the land and rivers and seas. For us, this is the Kaurna people.

### **Introduction**

Visitors coming to McLaren Vale and Fleurieu Coast for a holiday, recreation or for business is called tourism and is important to our local economy.

Our region has lots of things for people to see and do when they visit like:

- wineries and restaurants
- beaches and coast
- nature
- arts and culture
- villages and townships.

Over 1 million people visit our region each year. When people visit they spend money on:

- goods like food and wine
- experiences like learning how to surf or stand-up paddle board
- services like transport and accommodation (hotel).

When visitors spend money in our region it is good for local businesses and creates more jobs. Altogether visitors spend about \$210 million each year when they visit our region.

This Plan is about how we can get more people to visit our region and spend money on our local goods and services.



## Our plan

We work with other tourism organisations like:

- Tourism Australia
- South Australian Tourism Commission
- Fleurieu Peninsula Tourism.

Each organisation has a different role in bringing more people to visit the area.

Our role includes:

- encouraging more people to visit the city
- helping local businesses benefit from visitors.

Some of the things we will do to encourage more people to visit our region and help local businesses are:

- making sure people know about the things they can see and do
- collecting and sharing information about visitors and visitor activity with other organisations and businesses
- supporting tourism businesses with training and helping them to work together
- making sure main streets and public places in townships like McLaren Vale and Christies Beach are clean, tidy and nice to visit
- helping visitors book their accommodation and directing people to local places and businesses when they visit the McLaren Vale and Fleurieu Coast Visitor Centre at McLaren Vale.

This Plain English plan is a summary of the Tourism Strategic Plan. It only includes the most important ideas.

If you would like to talk to someone about our Tourism Strategic Plan call 8384 0666.

