

MORNINGTON Peninsula
REGIONAL TOURISM

2024 - 2025
**STRATEGIC
PLAN**



Acknowledgement of Country

Visit Mornington Peninsula acknowledges the Bunurong/Boonwurrung people, the traditional custodians of these lands and waters. We pay our deepest respects to elders past, present and emerging.



OUR GOAL

To uphold our status as Australia's leading premium coastal destination, where we will continue to disperse visitors throughout the destination and expand shoulder and off-peak periods, ensuring a sustainable and thriving visitor economy.

VALUE OF TOURISM



A snapshot of the Visitor Economy on the Mornington Peninsula

Overview

This information provides insight into the annual economic value of tourism for Mornington Peninsula as a Region.

Direct Expenditure



Direct Expenditure is the amount of money generated because of tourism .

\$1.8B

March 2024 Annual Expenditure



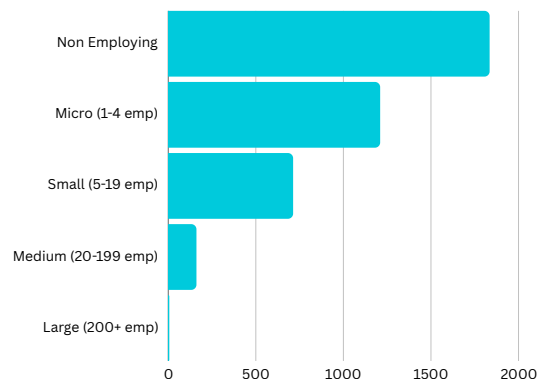
54%↑

Change on 2019

Tourism Businesses

3,924

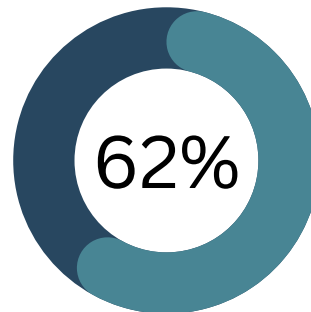
Tourism businesses in operation in June 2023 and supported by Tourism's Direct Expenditure



Tourism Employment

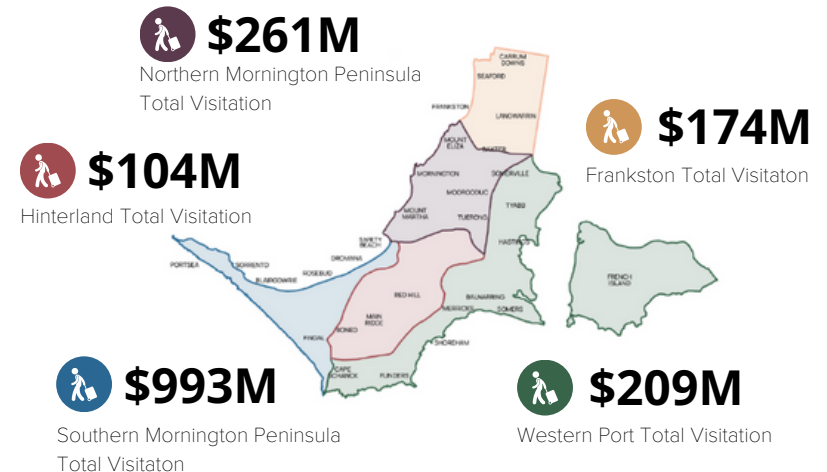
13,500

People employed by business and directly or indirectly supported by Tourism Expenditure



Of the 13,500 People employed by tourism 62% are directly employed in tourism jobs.

Direct Expenditure by Sub-Region

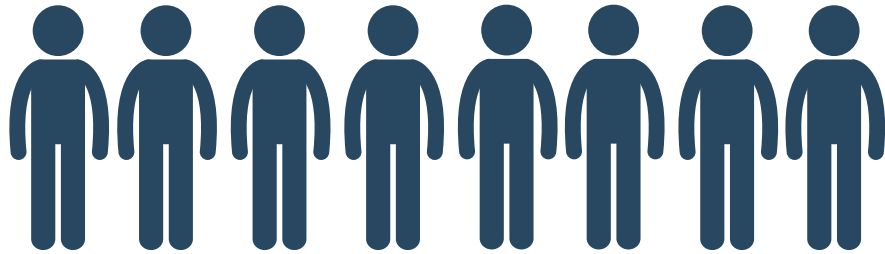


VALUE OF TOURISM

A snapshot of the Visitor Economy on the Mornington Peninsula continued



Total Visitation



Visitation is travellers for any purpose over the age of 16 travelling more than 50km from home.

8 million

March 2024 Total Visitors



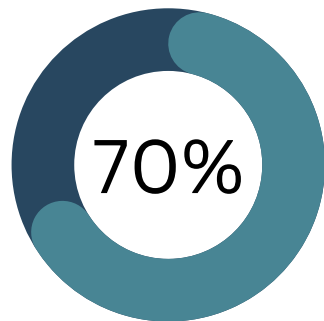
#1

Leading destination in Victoria for attracting the most visitors.

Day Trippers



Mornington Peninsula is the number 1 day trip destination for Regional Victoria with 5.9m day trip visitors pa,



Of people travel for a holiday, whilst the remaining travel to visit friends and relatives.

Overnight



1.987 million visitors stay the night on the Mornington Peninsula with 63.6% staying as part of their holiday.

4.928 m

Total domestic nights generated - up 10% YOY.

2.5 nights

Is the average length of stay in region for an average spend of \$542 per visitor for a single trip.

Visitation by Sub-Region

1.4M

Northern Mornington Peninsula Total Visitation

549K

Hinterland Total Visitation

3.7M

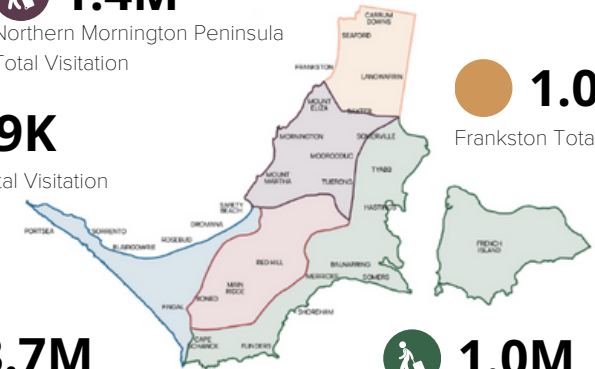
Southern Mornington Peninsula Total Visitation

1.0M

Frankston Total Visitation

1.0M

Western Port Total Visitation



OUR ROLE

The Mornington Peninsula Regional Tourism Board's role is to partner with industry and government to grow the capabilities and drive sustainable economic, environment and social outcomes for the visitor economy.

OUR CHALLENGE

To develop and implement a robust Destination Management Plan (DMP) that seeks to fulfil the full potential of the region's visitor economy while navigating the ongoing economic challenges. The Mornington Peninsula's DMP will be a strategic road map for monitoring visitor numbers, boosting per-visitor spending, enriching the visitor experience, and driving regional tourism business growth.

CREATING SUCCESS

Success will be defined by the effective execution of our Destination Management Plan, achieved through collaboration with all levels of Government, industry and future investors. Our goal is to foster a thriving, sustainable visitor economy with a diverse and successful tourism industry, supported by a local community that is both invested in and proud of its tourism offerings. These elements are the key pillars in delivering an exceptional visitor experience.



OUR STRATEGIC PRIORITIES

Key Actions

01

Continue to deliver our always-on marketing strategy, launching key tactical campaigns, and collaborate with Industry, State and National authorities to boost visibility.

02

Advocate for greater investment in the Visitor Economy on the Mornington Peninsula. Continuously inform and develop attractions to align with evolving consumer preferences.

03

Develop and deliver targeted training courses to support local businesses.

Generate Visitor Demand

Improve Visitor Experiences

Help Business Grow

Measures of Success

Increased visitor numbers, higher campaign engagement rates with industry, and enhanced collaboration outcomes with State and National Tourism Bodies.

Improved visitor satisfaction ratings, increased usage of upgraded facilities, and positive feedback on new attractions.

Enhanced business capabilities, measurable improvements in business performance, and increased participant satisfaction with training programs.

WHAT WE NEED TO ACHIEVE SUCCESS



PARTNERSHIPS

- We aim to strengthen and expand our network of partnerships across the industry, corporate sector, and government, including Government Agencies. These partnerships are essential for pooling resources, sharing expertise, and driving collaborative efforts to achieve our tourism goals.



ADVOCACY

- Our advocacy efforts will focus on influencing policies that differentiate the Mornington Peninsula from metropolitan areas, ensuring that our unique regional needs are recognised and addressed in government initiatives.
- Continued advocacy for fair and equitable distribution of Government funding and grants that meet the needs of our visitor economy.



FINANCE + GOVERNANCE

- To ensure financial stability, enabling scalability to better connect with the entire tourism industry and ROI to MPRT Partners.
- We are putting eligible tourism businesses forward and supporting them for any ad hoc opportunities and funding.
- Exploring new funding sources to further add value to industry partnership investment.
- Our governance structures are continuously evolving to manage and allocate resources and ensure the best possible return on investment directly to the industry.



PEOPLE

- We are committed to ongoing development and capabilities of our expert team. This includes identifying and addressing emerging opportunities to support our strategic objectives.
- Utilising experts to assist with emerging trends to strengthen our team.



WHAT WE VALUE



Informed Decision-Making

We rely on consumer-based market research to guide our strategies.



Leaving A Legacy

We strive for impactful, region-wide outcomes that endure over time.



Sustainability

We focus on economic, environmental, social, and cultural sustainability.



ROI for Our Partners

We ensure our efforts deliver tangible value to stakeholders.



Partnership

We recognise the importance of working together in collaboration to achieve our goals.



Continuous Improvement

We are committed to measuring and reviewing our performance to drive continuous improvement.

MORNINGTON Peninsula REGIONAL TOURISM

