

MEDIA RELEASE

Our Ref: T15:0032

28 March 2013

Attention: News Editor

Tourism products to gain an edge

A grand vision for tourism product development is set to guide Great Southern tourism operators to enhance their businesses and entice more domestic and international visitors to explore the region.

The Great South West Edge National Landscape Experience Development Strategy was released in January to guide the creation and marketing of tourism products from Bunbury to Esperance and beyond.

The experience development strategy is part of the National Landscapes initiative of Tourism Australia and Parks Australia, supported by the Great Southern Development Commission (GSDC), Tourism WA, the Department of Environment and Conservation and neighbouring Development Commissions.

The Great South West Edge stretches from Bunbury to Cape Arid, east of Esperance, taking in the entire Great Southern coastline and the Porongurup and Stirling Range National Parks.

GSDC Board Chairman Peter Rundle said the strategy identified ways to enhance the place of tourism in the Great Southern economy and in neighbouring coastal regions.

"Tourism is already an important element of the regional economy," Mr Rundle said.

"Enterprising people can further build the strength of tourism by providing visitors with experiences and products that take full advantage of the Great Southern's Noongar heritage, historic places, natural splendour and wonderful environment.

"The strategy suggests the essence of the Great South West Edge is that it is a biodiversity showcase of unique flora and fauna in a spectacular and pristine setting," Mr Rundle said.

Four priority projects are identified in the strategy, each encompassing the entire Great South West Edge.

First on the list is the establishment of a drive route along the coast from Perth through Bunbury and Albany to Esperance, in the style of the former Leeuwin Way.



Building partnerships for regional prosperity



Other priorities include a mentoring program for tourism operators, a marketing and communications plan and an infrastructure development program.

Tourism operators can access information about the National Landscapes program at www.tourismaustralia.com.

Media contact: Bruce Manning, ph. 9842 4888



Building partnerships for regional prosperity

Albany Pyrmont House, 110 Serpentine Road, PO Box 280, Albany WA 6331. Phone: (08) 9842 4888 Fax: (08) 9842 4828 Email: gfdc@gfdc.wa.gov.au
Katanning 10 Dore Street, PO Box 729, Katanning WA 6317. Phone: (08) 9821 3210 Fax: (08) 9821 3334 Email: katanning@gfdc.wa.gov.au
Web: www.gfdc.wa.gov.au