

The Tweed Tourism Co.  
Cnr Wharf St & Bay St,  
Tweed Heads, NSW, 2485

25<sup>th</sup> February 2019.

Visitor Information Centre Review – Covering Statement

Dear Councillors,

Thank you for providing the Tweed Tourism Company (TTC) team with the opportunity to meet with the Tweed Shire Council (February 14<sup>th</sup>, 2019), and to discuss our recommendations following the completion of a detailed Visitor Information Centre Review for the Tweed Region.

In summary, our recommendations are based on several key points which are reinforced by numerous visitor information centre review and research papers at a national level which are detailed in the report. These points are:

1. VICs must be located within the zones most popular with the target audience – i.e. tourists.
2. Visitors want an informed local. The purpose for this is to gain advice and for stories and anecdotes that bring a destination to life.
3. Investing in staff, volunteers and a “welcome” program will be critical to future sustainability and relevance.

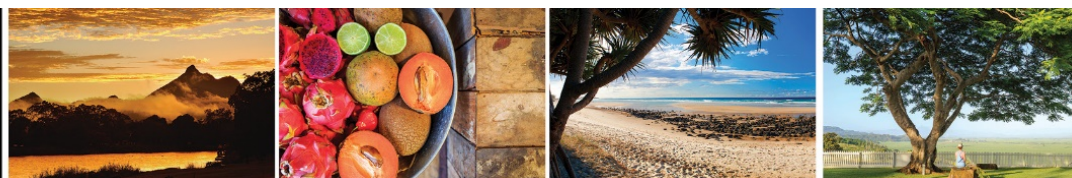
As we discussed and as you can see in the enclosed report, it is clear that the Tweed’s current visitor information centres, in their current locations and form, can be improved to capitalise on visitor opportunities and expectations.

TTC believes that keeping the current scenario as ‘status quo’ is not a viable option.

Following our workshop with Councillors and to summarise; TTC will develop costed business feasibility plans for the following, noting that they must work together for budgetary purposes to form a cohesive visitor information services strategy:

1. Murwillumbah planning for a partnership with the Tweed Regional Museum.
2. Tweed Heads planning for a partnership with the Tweed Shire Council at Point Danger, Duranbah.
3. Kingscliff to stay as is, noting the potential for upgraded services.
4. Mobile VIC planning in the form of a trailer and/or vehicle.

One point to note is that the Tweed Heads (Point Danger) recommendation is not included in the originally submitted report as this was not a known opportunity at that stage. This option was, however, discussed as a part of the aforementioned Councillor workshop.



Our intent in seeking approval from Council to make changes to the current visitor information centre structure is not to dilute visitor information services – it is to establish effective, sustainable centres that fulfil their key requirements, being to encourage visitor dispersal, increased length of stay and increased visitor expenditure within the Tweed tourism and wider business community.

TTC will continue to run the visitor information centre side of the business as Not-For-Profit and are seeking approval from Council to make immediate changes that will provide a 2-3 year window to make them work whilst ambiguity and potential opportunity (e.g. the Northern Rivers Rail Trail, Jack Evans Park), becomes clearer. It is important to note however, that to make these changes happen, we need savings to current expenditure to invest back in to new VIC solutions.

We look forward to continuing our work with the Tweed Shire Council for the heightening of visitor experiences in the region, and on behalf of our valued industry operators.

Kind Regards,

**DR Tourism Executive Team**

