Wodonga Destination Plan
2014 to 2019 Framework

OUR PEOPLE     OUR CITY     OUR FUTURE
**Theme 1: Providing leadership and direction**

**Goal:** To strengthen Wodonga’s regional tourism position through partnerships and planning.

**Strategy 1:** Build strategic partnerships to support the local tourism industry.

**Theme 2: Building industry capacity**

**Goal:** To foster a dynamic, engaged and skilled tourism industry.

**Strategy 1:** Build the capacity of local businesses to capitalise on the visitor market.

**Strategy 2:** Encourage collaboration within the tourism industry, with a particular focus on facilitating co-operative opportunities between businesses to create positive visitor experiences.

**Theme 3: Engaging and servicing visitors**

**Goal:** To ensure the experience of visiting Wodonga is easy to plan, comfortable and enjoyable.

**Strategy 1:** Provide visitor information and services that are adaptive to the changing needs of visitors.

**Strategy 2:** Improve the standard of tourism infrastructure.

**Strategy 3:** Attract new tourism businesses to service residents and visitors to the city.

**Theme 4: Developing products and experiences**

**Goal:** To provide unique and interesting quality products and experiences that capitalise on Wodonga’s key strengths.

**Strategy 1:** Improve awareness of and access to Wodonga’s arts, culture and history.

**Strategy 2:** Build on Wodonga’s growing reputation as a sought-after location for major sporting, business and cultural events.

**Strategy 3:** Encourage the development of a range of high quality food offerings in Wodonga.

**Strategy 4:** Foster the development of nature-based experiences across the city, with the aim of enhancing access to hilltops, trails and rivers.

**Strategy 5:** Develop recreational cycling as both a stand-alone experience and a connection between experiences and products.