



PEEL

TOURISM ECONOMIC DEVELOPMENT INFRASTRUCTURE STRATEGY

2016-20

IN BRIEF



OVERVIEW

The purpose of the *Peel Tourism Economic Development Infrastructure Strategy* (Strategy) is to identify tourism investment opportunities in enabling infrastructure across the Peel that will deliver strong regional economic benefits.

The Strategy:

- Results from extensive stakeholder consultation.
- Identifies infrastructure investment opportunities that will grow the economy and provide jobs.
- Establishes nature based and adventure tourism as investment priorities.
- Underpins the *Peel Regional Investment Blueprint* theme of *Tourism Excellence*.

The six infrastructure themes which will deliver the Peel **vision** for tourism economic development provide a broad infrastructure investment focus through a range of more than 40 projects identified for potential development, as detailed in the full Strategy available at www.peel.wa.gov.au.

Vision and Infrastructure

MIXED ADVENTURES

TOURISM ECONOMIC DEVELOPMENT

EVENT, TOURISM AND HOSPITALITY INNOVATION

"By 2020 Peel will harness its natural assets and the region's tourism visitation as a soft and attractive destination. This will be a truly year-round and attractive place to visit with quality enterprises, standards across the region"

WATERWAY ADVENTURES

AC



Infrastructure Themes

TRAIL HUBS

TRAIL NETWORKS

TOURISM
ECONOMIC
DEVELOPMENT VISION

"We will have leveraged our assets and multiplied our tourism capacity and our marketing and hard adventure offerings will make the Peel region a place to invest in quality tourism experiences, staff and services across the region."

ACCOMMODATION
NODES

Priority Infrastructure Initiatives

1. Dwellingup Trails & Adventure Hub
2. Regional & National Parks Investment
3. Marine & Waterways Adventures

TARGETS

690,500 **domestic overnight visitors**
(26% increase on 2015)

39,150 **international visitors**
(38% increase on 2015)

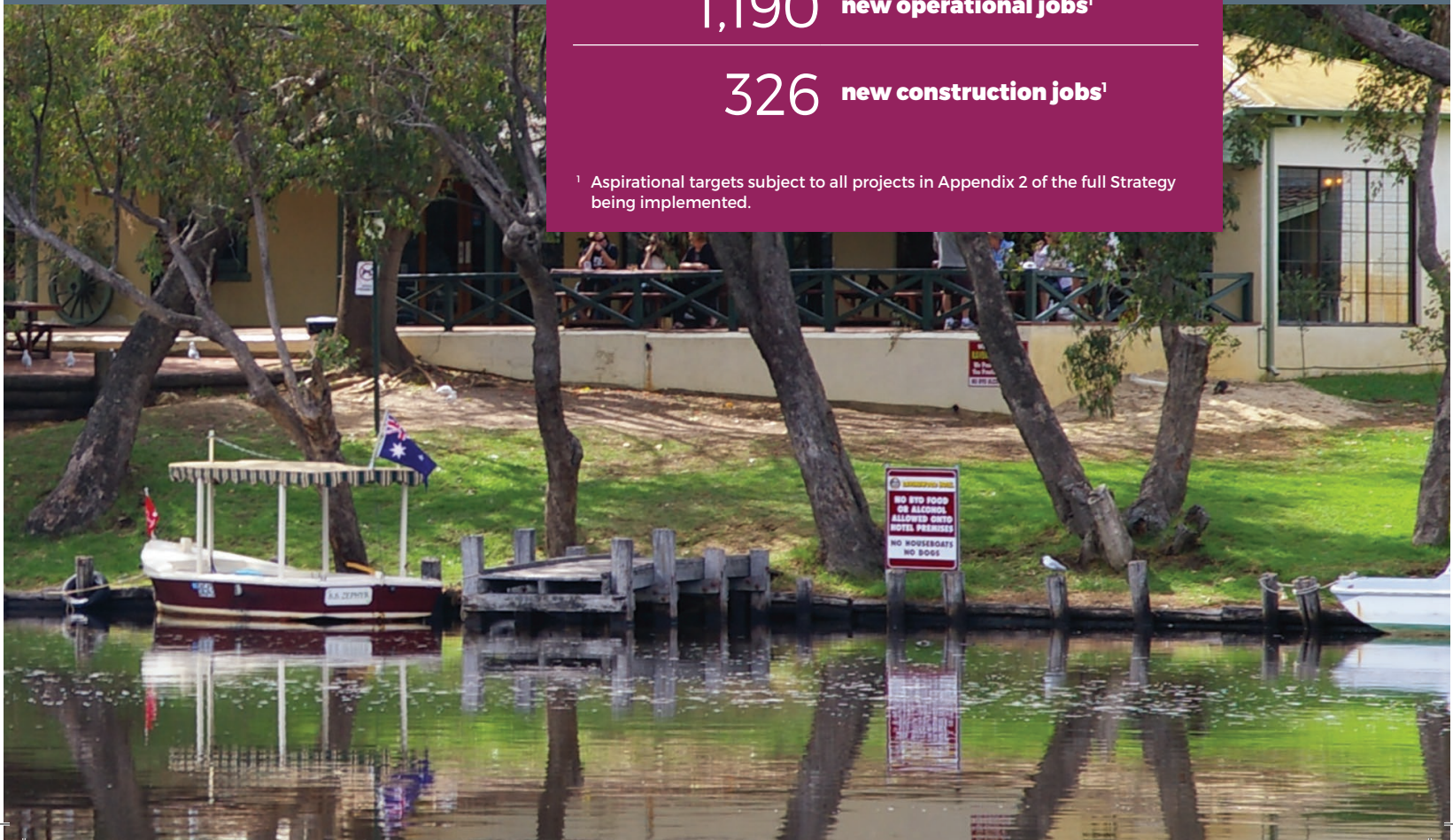
3.23m **daytrip visitors**
(31% increase on 2015)

\$774m **in visitor expenditure**
(47% increase on 2015)

1,190 **new operational jobs¹**

326 **new construction jobs¹**

¹ Aspirational targets subject to all projects in Appendix 2 of the full Strategy being implemented.





Peel Development Commission

45 Mandurah Terrace (PO Box 543)
Mandurah Western Australia 6210

Phone: (08) 9535 4140

Fax: (08) 9535 2119

Email: peel@peel.wa.gov.au

www.peel.wa.gov.au



www.facebook.com/peeldevelopmentcommission



<https://twitter.com/peeldc>

The Strategy is a result of collaboration between 65 individual and multiple corporate and agency stakeholders. The regional insights of MAPTO, Peel CCI, PRLF, RDA Peel, Department of Sport and Recreation, DPaW and the five LGA's within Peel provided a deep bank of knowledge.



Download the full Strategy at www.peel.wa.gov.au.

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Marketrade

ABN: 63 351 688 958

78 Solomon Street
Fremantle, WA 6160

Phone: (08) 9335 7382

Email: info@marketrade.com.au

www.marketrade.com.au