



## Visitor Information Service to be reviewed

Changing visitor needs, efficiency opportunities and technological advancements are among the issues to be explored as Council reviews its Visitor Information Service (VIS) over the next few months.

The review will aim to determine the future role and function of South Gippsland's VIS to ensure it remains relevant and valuable to visitors and the tourism industry while delivering value to ratepayers.

Manager Economic Development, Tourism & Customer Services, Danny McDonald, said Council is preparing to engage with a broad range of stakeholders – including local tourism groups and businesses – over the coming months to seek input and feedback.

"While we recognise the importance of the traditional visitor information centre model in our community, we are also aware that consumer preferences are changing quickly with technology and therefore our service model needs to be reviewed for currency.

"The review will help to identify opportunities that we can take advantage of to benefit both users and local tourism operators, and to ensure the service is not left behind," Mr McDonald explained.

"Each year, Council reviews a number of services it provides to the community to ensure that those services are delivered as efficiently and effectively as possible. Given the changes that have occurred in the tourism service industry in recent years, it is timely for us to undertake this review."

Visitors and residents are encouraged to have their say on the future look of Council's VIS by completing a survey available either online at [Council's website](#) or in hardcopy at Council's Leongatha offices, local libraries and Visitor Information Service centres.

It is expected Council will receive a report based on the findings of the review – including the community consultation – towards the middle of this year.

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