

Considerations for Visitor Information Service Review

South Gippsland Shire Council will support the Foster Visitor Information Centre, consider options for the Korumburra Visitor Information Centre and develop a digital tourism strategy following its meeting this week.

The decision followed the Visitor Information Service Review which began in February 2016.

Extensive community consultation was conducted over this period in two stages that included community information sessions, surveys, email submissions and industry consultation.

After considering results from the review Council resolved to:

- Continue to support a fully accredited Visitor Information Centre at Foster
- Defer consideration of the Korumburra Visitor Information Centre service review
- Receive a future report which considers the required transitional arrangements, including development of a digital tourism strategy, prior to determining the outcomes of the Korumburra Visitor Information Centre service review

South Gippsland Shire Mayor Councillor Ray Argento recognised tourism was a major contributor to the South Gippsland economy.

“Visitation in South Gippsland is estimated to be at one million visitors per year who invest their time and money in the region.

“Council is aware that the tourism sector is changing and that we need to adapt to new industry standards such as digital tourism.

“However it was determined that we cannot close any of our visitor information services in the interim, we must first consider new ways to attract visitors to our region,” said the Mayor.

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