

# Tourism Snowy Mountains Strategic Plan 2010-12

## Goals and Objectives summary



### Vision

The Snowy Mountains (SM) will be the most rewarding experience for all stakeholders

#### MARKETING

Further enhance SM position as a year round destination and increase visitation

**Objective #1**  
Increased domestic visitation

**Objective #2**  
Increased international market awareness

#### SUSTAINABILITY

Recognition of TSM's values by stakeholders

**Objective #3**  
TSM is a self sustainable organisation

**Objective #4**  
Strong communication with all stakeholders

#### DEVELOPMENT

Strong tourism industry capacity

**Objective #5**  
Trained and skilled operators

**Objective #6**  
Increased product development