

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