

# CONTENTS

Foreword .....	2
Contents .....	3
Executive Summary .....	4
<b>CHAPTER 1 VISION FOR THE DESTINATION .....</b>	<b>6</b>
1.1 Vision .....	6
1.2 Goals and Measures .....	6
1.3 Target Markets .....	7
1.4 Competitive and Destination Positioning .....	7
<b>CHAPTER 2 KEY STRATEGIC PRIORITIES .....</b>	<b>9</b>
<b>CHAPTER 3 STRATEGIES TO ACHIEVE THE VISION .....</b>	<b>10</b>
<b>SUPPORTING DOCUMENTATION .....</b>	<b>14</b>
<b>CHAPTER 4 STRATEGIC OVERVIEW .....</b>	<b>14</b>
4.1 Destination Overview .....	14
4.2 Marketing and Development .....	16
4.2.1 Destination Market Trends .....	16
4.2.2 Destination Branding, Target Markets and Marketing Activities .....	23
4.2.3 Destination Development and Tourism Services Analysis .....	33
4.2.4 Industry Development and Coordination .....	40
<b>CHAPTER 5 IMPLEMENTATION, MONITORING AND EVALUATION .....</b>	<b>42</b>
<b>Appendix 1 Data Sources .....</b>	<b>43</b>
<b>Appendix 2 Glossary .....</b>	<b>45</b>