City of Busselton Tourism Destination Management Plan 2026 - 2031

The City's TDMP supports Australia's South West TDMP and the subregional priorities developed through industry consultation.
The City's plan outlines actions being led within our district over the next 5 years and their linkages to the South West Tourism Regional Goals.

Vision

The ASW region is globally renowned for ancient culture, natural beauty, exceptional produce, creative communities and iconic adventures.

Guiding Principles

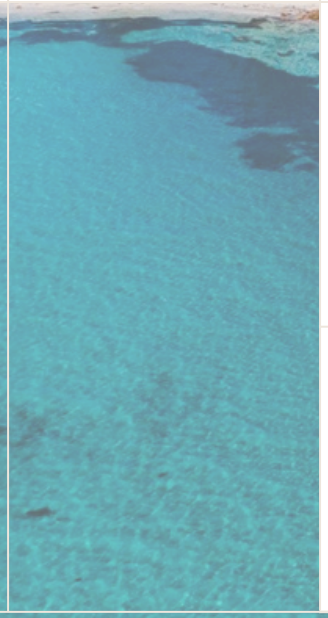
SUSTAINABILITY | ACCESSIBILITY | EXCEPTIONAL | CONNECTED

South West Tourism 10 Year Regional Goals

Rejuvenate existing, and develop new products and attractions.	**Develop and showcase Aboriginal tourism.**	**Strengthen access to, and within the region.**	**Grow and diversify accommodation by addressing specific subregional gaps and priorities.**	**Build and leverage events to promote visitation.**	**Strengthen capacity and capability to support sustainability.**	**Strengthen the ASW regional brand and assets.**

City of Busselton 1-5 Year Priorities

Wadandi track completion.	Integrate Aboriginal Cultural experiences into City programming.	Develop BMRA to increase domestic routes in the short term and work towards international routes in the future.	Establish ways to support the growth in accomodation diversity with the review of the Local Planning Strategy.	Review the Events Strategy to identify opportunities to support visitor dispersal.	Advocate and support increased training and development for the tourism sector.	Continue to work with partners to promote the City as a must see destination with direct access from Sydney and Melbourne.
Identify and develop ways to increase engagement in the City's arts, culture and heritage assets.	Support the development of new Aboriginal Tourism Products through the Culture Precinct.	Improve wayfinding and signage to support navigation and dispersal throughout the district. Connect CBD and foreshore areas.	Review City land assets to create investment opportunities.	Develop a calendar of events that addresses product gaps and promotes dispersal.	Review the City's Economic Development Strategy.	

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Work with Busselton Jetty Inc. to implement the Jetty Masterplan and Conservation Plan.	Expand interpretive signage to recognise culturally significant sites and traditional place names identified in the arts, culture and heritage strategy.	Work with partners to optimise cruise ship visitation and flow on benefits to the local economy.	Promote and support private investment in the remaining Busselton Foreshore Hotel Sites.	Leverage Saltwater Busselton to grow the MICE (Meetings, Incentives, Conferences and Exhibitions) market in the South West and increase night time activation.
		Implement the parking plan to address priority sites and parking times to spread parking demand, including the use of technology to monitor and review impact.	Review Local Planning Policy No. 4 on Unhosted Short Term Rental Accomodation (USTRA) introduced in 2025 for its effectiveness in balancing hoiday and residential homes.	
		Continue to advocate to address critical infrastructure needs and limitations in essential utilities: power, water and internet.		

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City of Busselton
Geographe Bay