

Positive impact tourism pathway – Goulburn Mulwaree

Destination Southern NSW

Goulburn Mulwaree Council

Funding requested: \$33,088

Summary: Tourism businesses in Goulburn Mulwaree are facing growing challenges—from rising costs and digital changes to shifting visitor expectations and environmental pressures. These issues are making it harder for local operators to stay competitive and are leading to missed opportunities for the community.

The Positive Impact Tourism Pathway, led by Destination Southern NSW and delivered by industry experts, will support local tourism operators to build stronger, more sustainable businesses. The program includes practical workshops, a learning tour, and tailored coaching to help businesses adopt environmentally and financially sustainable practices.

Participants will learn how to improve their operations, attract more visitors, and work together to strengthen the region's appeal. They'll also explore how to gain sustainability credentials and connect with other businesses and community organisations.

The program blends global best practice with local knowledge and will result in a Positive Impact Tourism Framework to guide future support for the region. This initiative will help ensure tourism in Goulburn Mulwaree continues to grow in a way that benefits local people, businesses, and the environment.

Community value: This initiative will help strengthen tourism in Goulburn Mulwaree by supporting local businesses to become more resilient, sustainable, and better prepared for future challenges. Many tourism operators are feeling the pressure from rising costs, changing visitor expectations, and environmental concerns. Without support, these issues can lead to business fatigue and fewer opportunities for the wider community.

The Positive Impact Tourism Pathway will give local businesses practical tools and guidance to improve how they operate, attract more visitors, and work together to promote the region. Through workshops, learning tours, and coaching, participants will explore ways to reduce costs, protect the environment, and offer better experiences for visitors.

This benefits the whole community by helping tourism businesses grow, creating jobs, and encouraging more people to visit and spend locally. It also supports long-term planning and collaboration, ensuring tourism continues to benefit residents, businesses, and the environment.



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