

strategic aims

- ➔ **Improve quality and distribution of information for wayfinding**
- ➔ **Open up sites and places previously overlooked or under developed**
- ➔ **Increase accommodation capacity from camping through to resorts**
- ➔ **Attract more high yield visitors and grow the self drive and RV market**
- ➔ **Increase the range of eco nature based activities**

development opportunities

Cruise ship tourism
 WA Museum expansion
 Batavia Coast Marina Stage 2 completion
 Moresby range recreation amenities
 Mid West Events ie iconic events
 Develop self drive trails
 Develop RV friendly towns
 Niche tourism ie Astronomy related
 Create 'geocache' trails in towns and at popular sites
 Way Finding
 Aboriginal Tourism
 Upgrade coastal campsites
 Develop interactive elements of the Artbelt project
 Way Finding (directional signage, regional standard brochures, etc)
 Aboriginal tourism and guided art-cultural tours
 Develop new day-use, lookouts (ie bird viewing) at key sites and 'leave no trace' camping sites that have been overlooked or undeveloped
 Refurbish heritage buildings for tourism purposes
 Develop half day 4WD/bike/walk trails to key sites in close proximity to towns
 Develop chalets / park homes at Caravan Parks
 Mobile network upgrade, Free WIFI at selected sites
 Mid West events development
 Improve promotion of accommodation options (B&B, caravan park, hotels, RV sites)
 Mobile network upgrade, free WIFI at selected sites
 Develop cabins / chalets at Shire caravan parks
 Progress Port Denison Foreshore master plan
 Encourage Farmstays, holiday homes, B&Bs
 Aboriginal and cultural tourism development
 RV parking and visitor amenities in towns
 Way Finding with signage, smart devices, google maps, standard regional planners etc
 Cultural development i.e West end precinct, farmers market development, regional foods in local venues
 Package holidays across the region
 4-5 star hotel-resort Port Denison
 Adventure activities (mountain bike, canoeing, riding, walking trails)
 24 hr overnight rest bays, short stay camp sites, RV sites

2050 vision

The Mid West attracts one million visitors each year that stay and enjoy the region for longer...

regional priorities

-  **Abrolhos Islands Eco accommodation & amenities**
-  **Kalbarri National Park iconic skywalk, road sealing, naturebank site, eco campground**
-  **Develop coastal nodes and campsites**
-  **Kalbarri to Shark Bay 4WD trail along Zuytdorp coast**
-  **Develop DPAW blocks (Karara, Muggon, Doolgunna Mooloogool, Dalgara) into tourism destinations**
-  **Develop geo tourism and a geo park**

subregional priorities

Abrolhos Islands maritime history and nature-based experiences
 Kalbarri National Park iconic 'skywalk' lookout, sealed roads, Naturebank ecocamp, campground and trail upgrades
 Kalbarri to Shark Bay 4WD trail along the Zuytdorp Coast
 Develop coastal campsites and day use visitor nodes from Greenhead to Kalbarri
 Headworks and preapprovals for a conference facility in Geraldton

Develop tourism infrastructure on DPAW's conservation blocks (Muggon, Doolgunna Mooloogool & Dalgara)
 Develop a Geo Park across the subregion
 Develop prospecting reserves for visitors
 Support pastoral properties to develop tourism infrastructure
 Develop lookouts and safe viewing sites for flash rain events

Develop DPAWs Karara block into a tourism destination
 Develop half & full day self drive routes with rest & overnight areas, signage, interpretation, Artbelt strategy Installations, eco amenities, lookouts
 Create wildflower self-drive loop along the Wildflower Way & Midlands Rd
 Audit potential campsites and develop 4-5 eco campgrounds
 Upgrade trails to multi use (ie walk, bike & horse), create new trails at popular sites

Batavia Coast

Murchison

North Midlands