

Destination Management



What is Destination Management?

Sometimes called responsible tourism.

Destination Management is about

'taking care of a place that people visit' – so that it's good for the people that live there, enjoyable for the people that visit and makes sure that the natural assets we all love are well maintained for the future.

It's a commitment to care for the place we live in and share with visitors, and makes sure it stays special, welcoming, and well-managed for future generations.

What Noosa's DMP is not about:

- ✗ Visitor growth for growth's sake.
- ✗ A tourism marketing plan.
- ✗ Loss of character through over-development.
- ✗ Focusing on visitor needs only.

Why does Noosa need a *Destination Management Plan?

Noosa is a much-loved holiday destination, known worldwide for its natural beauty and relaxed lifestyle. But today, many locals feel we are being "loved to death."

Tourism supports local jobs and services and has helped build Noosa's strong brand both within Australia and overseas. But rising visitor numbers, population growth, and changing travel habits—like more drive tourism and short-term rentals—are putting more pressure than ever before on our environment, lifestyle, and community.

A Destination Management Plan (DMP) will help protect what makes Noosa special – maintaining the well-being and quality of life for locals and keeping it welcoming and sustainable for the future.

How will the community benefit from a Destination Management Plan?

Tourism can be for good.

When managed, responsible tourism can bring real benefits to our community. Modest user-pay charges on visitors — such as a bed tax, paid parking, or a congestion levy could generate significant revenue that can be reinvested in projects that matter to locals.

This includes protecting our environment, expanding public transport, and encouraging short-term accommodation providers to return their properties to the long-term rental market, easing housing pressures for local workers.

A visitor user-pays approach could allow Council to invest in essential infrastructure and services (e.g. tourism marketing) without increasing the burden on ratepayers.

Noosa's DMP also commits to protecting neighbourhoods from the impacts of short-term accommodation, improving parking and connectivity for residents, and educating visitors to respect Noosa and its values, while holidaying here.

** For the purpose of this Destination Management Plan, the term 'Noosa' refers to all areas within the Noosa Shire.*

What is Regenerative Tourism?

Why is it important?

Regenerative tourism is about actively restoring and improving a place leaving it **BETTER** than you found it. This could mean helping to restore ecosystems (e.g., through native tree planting), supporting community projects (e.g., helping to clean up beaches), or contributing to cultural preservation (through support of programs that provide education on authentic traditions and storytelling).

Key Principles

- Encourage long-term thinking and stewardship.
- Empower and co-create the future with local communities.
- Restore ecosystems and biodiversity.
- Promote meaningful visitor experiences that align with community values.

While not yet there, through the draft Destination Management Plan, Noosa aspires to become a leading regenerative tourism destination, helping to heal and restore our special places for generations to come.



Regenerative Tourism

Leave it better than you found it

Why should I get involved?

During Phase 1 of the DMP process, we received significant feedback from locals across the shire, who told us these were the priority issues:

**Protect
and Steward
our Environment**

75%

**Improve
Management of
Short Term Accommodation**

72%

**Improve
Traffic Management
and Reduce Congestion**

69%

**Align
Tourism with
Community Values**

55%

Before we act on what we've been told, this is your chance to tell us if you agree with the proposed draft plan.

**Perhaps you hold different
views or have other views?**

**It is important that
your voice is heard too.**

