

From the Tweed Tourism 2007 – 2010 Strategic Plan.

1. Tweed Tourism Inc

Tweed Tourism Governing Values

In all of our activities Tweed Tourism shall:

- Promote sustainable tourism to ensure continued maintenance of existing tourism resources;
- Promote viability of Tweed Tourism members and provide assistance and direction in achieving it;
- Maximise the benefits to the whole Tweed community through visitor dispersal and overcoming seasonality; and
- Utilise leading edge research to support industry development strategies.

Core Business Definition

Maximising the value of tourism to the Tweed

Key Success Factors

- Understanding the region's tourism industry and maintaining strong working relationships with tourism stakeholders within and outside the region;
- Developing and maintaining exceptional skills in all elements of tourism promotion, including:
 - comprehensive understanding of target tourism markets, the way they plan travel, use tourism information and make travel bookings;
 - comprehensive understanding and development of destination marketing;
 - tourism product packaging;
 - regional branding;
 - matching products to markets;
- Providing regional tourism information and processing travel bookings quickly, efficiently and cost effectively;
- Cost effective access to local product;
- Keeping costs as low as possible; and
- Excelling in service delivery.

Vision and Mission

Vision

To provide leadership, and an industry development framework, for tourism in the Tweed which will provide the community with sustainable tourism growth and members with viable businesses

Mission

To provide a leading source of business for our members, to enrich the skills, knowledge and experience of our staff and volunteers and to promote the dispersal of benefits from tourism throughout the regional community