

OVERARCHING STRATEGIC OBJECTIVES

1. To change the nature of visitation along the Great Ocean Road from a day trip to a multi-night journey
2. To grow visitor yield in Surf Coast and Great Ocean Road region through increased length of stay and expenditure
3. To Create an experience and brand that compels visitors to start their Great Ocean Road journey in Torquay
4. To integrate and express the unique surf history and culture of Torquay into the Great Ocean Road Experience in a way that complements 'Surf City'



GOR GATEWAY POTENTIAL

- Opportunity to change the way visitors tour the Great Ocean Road
- Establishment of Torquay as the must experience 'starting point' of the GOR
- Potential to add significant value to the GOR journey by creating a unique, informative and unmissable immersive experience of:
 - Surfing and surf culture
 - The region's culture(s), heritage, flora and fauna
 - Options to explore (Walk, cycle, drive)
 - Surprising visitors with the unknown gems
- Benefits not only Torquay but the broader GOR Region
- Value add to the Surf City, Bell St & Gilbert St precincts
- Strong potential for RDV, Tourism Victoria and Parks Victoria to support the project if it demonstrates substantial regional benefit

