

Capability statement

Tourism Product Development

Vision

Innovation and creativity are used to develop new tourism products which bring sustainable benefits to Australian communities.

Services

- Project Development
- Feasibility and Business Planning
- Market Research
- Heritage Development

Case Studies

Outback Way, 2007-2008

NBD in conjunction with a team created and implemented a Tourism Development Plan, including creating new products, marketing strategies and a sustainable governance structure for the Outback Way, Australia's Longest Shortcut. Outcomes include a Guide Book, 32 Interpretation Panels, Geocache Way Finder Trail and Carbon Neutral project.

Bibbulmun Track Foundation 2001-2002

A series of initiatives were researched and designed in order to enhance the profile of the Bibbulmun Track amongst a tourist and visitor audience. Outcomes included the creation of the Annual Bibbulmun Team Challenge and the award winning Bibbulmun Breaks packaged tours on the Bibbulmun Track, a Local Services Guide.

Baiyungu Aboriginal Corporation, 2001

Working with members of the Baiyungu Aboriginal Corporation, native title claimants of the Coral Bay region, NBD wrote a Tourism Development Plan including identifying new business opportunities and preparing strategies. Businesses identified include accommodation, 4WD bike tours, camping grounds and Indigenous Cultural Tours. Numerous tourism businesses are now operating as a result of the project, including Indigenous run-accommodation, tours and camping grounds.

