



Albany Local Tourism Planning Strategy (2007)



This study is borne out of the recognition by the City of Albany of the need to preserve and plan tourism infrastructure into the future to promote Albany as a viable tourism investment and visitor destination that has the capability to attract and cater for a broad range of tourism market segments. Of primary importance is the planning for a range of accommodation styles and star ratings throughout the City to facilitate tourism growth and the recognition that the development of these sites for tourism purposes is complicated by the potential

competing land uses for key sites.

Outcomes

Pracsys created a dynamic accommodation supply and demand model which has enabled the City to predict the future demand for specific categories of accommodation relative to market trends and to identify gaps in the accommodation market to be addressed by the local tourism planning strategy. Furthermore a site assessment methodology was produced that will provide a transparent, internally consistent framework for assessing the relative tourism value of identified sites and the preferred development options for each. Finally applying the site assessment methodology to a shortlist of sites to arrive at a determination of the priority tourism development sites in the City and refer the analysis and findings back to the supply and demand analysis. A review of the City's planning policy and strategy environment with a view to providing recommendations on planning scheme amendments and mechanisms to enable the optimal protection and planning guidance for prospective tourism sites in the city.

Client: City of Albany

Pracsys team involved in this project: Michael Chappell & Michael Knight