



Welcome to the free Destination Audit Tool! You are now on your way to more fully understanding the different factors that create a successful tourism destination. This is the start of thinking about how you can turn your neighbourhood, site or region into a more attractive place for visitors by understanding how each of the '5 As' of a destination work together; Access, Accommodation, Amenities, Attractions and Activities.

'Destination Development' is a sustainable tourism development approach for new and alternative sites to be developed to take pressure off popular destinations being degraded or impacted by over-visitation. It is a way to spread economic development benefits more broadly, encourage regional exploration and stays and attract new businesses and services. It's worth noting, *not all destinations want or need to be heaving, popular places!* Not all destinations will have or need accommodation to be successful, and that's OK. We are 100% for sustainability and micro-level destinations are valid. It's all about what your community or team can realistically manage with time, people and resource limits.

Who is it for?

This tool has been adapted and developed by Clear Vision Consulting to be used by tourism business owners, managers of attractions like an art gallery, theme parks or National Parks. Councils can use it to review how neighbourhoods rate for tourism readiness, and to prioritise investment for visitor projects.

It is a first step, indicative only and not a comprehensive planning tool. It can be done in a team exercise, or solo. The idea is that a destination with 3 out of 5 As with scores of 3 or above are ready to take to market. Final scoring will determine if a destination is Dormant, Emerging, Established or Developed. For a more tailored approach and deep dive, CVC can undertake a site or multi-site assessment for a fee.

Destination Audit

Name of the site being audited:

Location:

Your name and contact details :

Instructions:

1. Pick a single destination, site or place you would like to assess.
2. Answer each of the questions under the 4 As
3. Circle the score that best correlates to your answer in the tables provided
4. View the scoring sheet below and come up with an overall Destination Audit 'score' for each 'A'.
5. You will have a score under each 'A'
6. Email me your score and I will complete the evaluation and book you a free consult about your destination.
7. Book into the **Product Development Masterclass** online or you might like to use the next Destination Development tool our **Product Experience Audit**.

1. ACCESS

We tackle the most complex first! Access is how visitors arrive at your destination or region. It could be a combination , so fly and then drive, or train and then walk, or hike from node to node. This section is in 3 parts. To get the score, you will need to add up and average the total score



1.1 Access Types

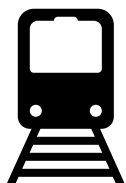
What types of access currently exist for people to access the destination you are assessing? Circle those that apply, count them give yourself a score in the table below

- 1) Ship or boat
- 2) Drive (including buses and cars)
- 3) Cycle Trails
- 4) Tram/Train
- 5) Flights
- 6) Animal transport - e.g. horseback or camels
- 7) Hiking trails
- 8) Other

Number of access types	Score
1	1

2	2
3	3
4	4
5 -8	5

Access Types Score:



1.2 Access Infrastructure

What is the quality of supporting infrastructure for the transport required to get to your site?

For example, are there sufficient docking facilities for boats? Are bike tracks maintained and signed? Is there a reception area at the airport? Do long range walking trails have good signage or huts? Is there public transport or parking nearby?

You can do just one access type or up to 3.

Infrastructure rate for Access Type 1 :

Quality of Infrastructure	Score
Non-existent	1
Poor	2
Fair	3
Good	4
Excellent	5

Infrastructure rate for Access Type 2 :

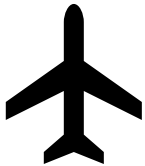
Quality of Infrastructure	Score
Non-existent	1
Poor	2
Fair	3
Good	4
Excellent	5

Infrastructure rate for Access Type 3 :

Quality of Infrastructure	Score
Non-existent	1
Poor	2
Fair	3
Good	4
Excellent	5

If you had multiple access infrastructure types, add up your infrastructure scores and divide by the number you assessed. Write the final average score below (Hint: should be 5 or less 😊)

Access Infrastructure Score:



1.3 Ease of Access

How long does it take your main markets to arrive to your site from the closest major hub? Circle your score.

Tip: If you have multiple markets, you can score for each market and their access type. Add the scores up and divide by the number of markets you assessed to get an average score, and it should come to 5 or less.

Time to Get There	Score
<1 hr	5
1-2 hrs	4
2-5 hrs	3
5 hrs	2
1 day +	1

Ease of Access Score:

TOTAL ACCESS SCORE:

To work out the score for **Access** add up

- 1) Access Types Score +
- 2) Access Infrastructure Score +
- 3) Ease of Access Score

and divide this by 3 to get your overarching score.



2. AMENITIES

What amenities are available for visitors?

Circle and count:

- Toilets
- Showers
- Bike racks /lockers
- Shelters/shade
- BBQs
- Outdoor furniture
- Sewerage drain points
- Carparking for trailers/vans
- Wheelchair and pram access
- Free wifi
- Visitor Information Centre or service
- Signage
- ATMs
- Fuel
- Supermarkets
- Cafes/pubs

Number of Amenities	Score
None	1
<3	2
3-6	3
6-10	4
More than 10	5

TOTAL AMENITIES SCORE:



3. ACCOMMODATION

Not all destinations need accommodation, on site, but look around the wider area say 20km radius. Some type of accommodation is normally necessary for a site to be considered a destination, even as a day trip destination. In this assessment we rate existence of *variety* of accommodation types not just the number of hotels, for example, and in a full paid assessment by CVC we would also assess the price points, distance and star ratings.

Circle the kind of accommodation currently in your destination, from the list below.

- 1) Campgrounds

- 2) Caravan Park
- 3) Hotels/Motels
- 4) AirBnBs
- 5) Resorts/Retreats
- 6) Eco cabins
- 7) Lodges/Specialist eg ski resorts or wellness retreats
- 8) Backpackers (dorm style)

Number of Accommodation types	Score
None	0
2	2
4	3
6	4
8	5

TOTAL ACCOMMODATION SCORE:



4. **ATTRACTIONS**

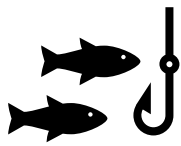
Attractions include national parks, or commercial paid experiences like Exhibitions or Showgrounds, or can be free man-made attractions like Galleries, Cultural Centres, bike tracks, or places with paid entry such as golf courses, shopping, bars and restaurants or access to 4WD tours on a farm.

What kind of attractions are there that would bring people to your destination? circle the number for the following list:

- 1) Shopping/retail
- 2) Food/wine experiences
- 3) Cycle and hiking trails
- 4) Art trails
- 5) National Parks and Reserves
- 6) Public Gardens (other)
- 7) Events/Festivals
- 8) Galleries
- 9) Conference /Exhibition Centre
- 10) Theme Parks

Number of Attractions	Score
None	0
<3	2
3-6	3
6-8	4
8- 10	5

TOTAL ATTRACTIONS SCORE:



5. ACTIVITIES

What can people actively do or participate in when in your destination?

- 1) Run, hike, cycle, ride, climb, surf (outdoors activities)
- 2) Yoga classes/wellness
- 3) Cooking classes/skills and learning
- 4) See bands/music/theatre
- 5) Shopping
- 6) Eat and drink incl. wine tasting
- 7) Visit cultural sites, museums, galleries, heritage
- 8) 4WDing/off-road moto-cross
- 9) Fishing, boating
- 10) Farm based activities
- 11) Visit theme parks and other attractions

Number of Activities	Score
None	0
1-2	2
3-6	3
6-8	4
8- 11	5

TOTAL ACTIVITIES SCORE:

OVERALL SCORE

Number of Activities	Score
Access	
Amenities	
Accommodation	
Attractions	
Activities	
<i>Total</i>	
<i>Divide by 5</i>	
Total 5A Destination Audit score	

Destinations scoring 0-10 are considered Dormant.

Dormant destinations likely need further development in at least 3 of the 5 As to be considered 'ready' to attract further financial investment.

Destinations scoring 10-15 are considered Emerging.

Emerging destinations may have strengths in a number of areas but be careful the emphasis is spread across the 5As not just one or two. High scores in two areas is still not enough to be a likely candidate for government or private sector investment.

Destinations scoring 15 - 20 are considered Established

Established destinations show maturity in 3 or more As showing that a site can facilitate access, attract, accommodate and entertain visitors for a night or more to leverage tourism spend. Accommodation, Access and Activities are the most fundamental of the As, to attract greater visitors, for longer, encourage dispersal and economic activity in and around the destination. An Established destination is a favourable candidate for investment as a baseline is in place, assuming the local community accepts the space as a viable visitor destination.

Destinations scoring 20 - 25 are considered Developed

Even though developed, destinations with high scores may warrant a closer analysis. As with Established destinations, the baseline across Access, Accommodation and Activities needs to be in place. Higher scores in one 'A' might reflect an imbalance in the 'mix' potentially leading to unsustainable practises. A developed destination can benefit from an *Experience Audit* - fine tuning the intangible aspects of a visitor experience that makes a destination memorable for the right reasons.

For an analysis of the total overall score, or to have a Destination Audit or an Experience Audit of your site, call Susan Lee, Principal at Clear Vision Consulting tourism and destination development specialists on 0466 090600.