MORNINGTON PENINSULA
REGIONAL TOURISM

2026 - 2029
STRATEGIC PLAN

Visit MP

Acknowledgement of Country

Mornington Peninsula Regional Tourism acknowledges the Bunurong/Boonwurrung people, the traditional custodians of these lands and waters. We pay our deepest respects to elders past, present and emerging.

MESSAGE FROM THE BOARD

The Mornington Peninsula is a place shaped by its natural beauty, entrepreneurial spirit and a community that understands the value of welcoming visitors. As a Board, we are proud to present this Strategic Plan, which sets a clear direction for the next phase of growth and stewardship of our region's visitor economy.

Tourism on the Mornington Peninsula is more than an industry. It supports thousands of local jobs, underpins small and family businesses, drives private investment and strengthens the vibrancy of our towns and villages. It is a $1.8 billion visitor economy that plays a vital role in the prosperity of both the Mornington Peninsula and Frankston communities, and contributes significantly to the broader Victorian economy.

This Strategic Plan reflects consultation with industry, local government and state partners. It is grounded in data, informed by market insights and aligned with our Destination Management Plan. It recognises both our strengths — world-class food and wine, coastal and natural experiences, spa and wellness, golf, and the challenges we must address, including dispersal, seasonality, infrastructure, and sustainable growth.

Our focus is clear: generate demand, strengthen industry capability, advocate for investment and ensure that growth is balanced and sustainable. We will continue to champion collaboration, elevate our brand in the market, and ensure that the Mornington Peninsula remains competitive, resilient and future-ready.

Together, we will continue to build a visitor economy that benefits our businesses, our community and future generations.

The Board
Mornington Peninsula Regional Tourism

WHAT IS THE VISITOR ECONOMY PARTNERSHIP

Who are we.

Mornington Peninsula Regional Tourism is the region's peak tourism authority operating as a Visitor Economy Partnership (VEP). The VEP is underpinned by strategic endorsement and funding from the Victoria State Government, Mornington Peninsula Shire Council, and Tourism Businesses, working to grow and sustain the local visitor economy.

VALUE OF THE VISITOR ECONOMY

A snapshot of Tourism on the Mornington Peninsula

Overview

This information provides insight into the annual economic value of tourism for Mornington Peninsula as a Region.

Direct Expenditure

Direct Expenditure is the amount of money generated because of tourism .

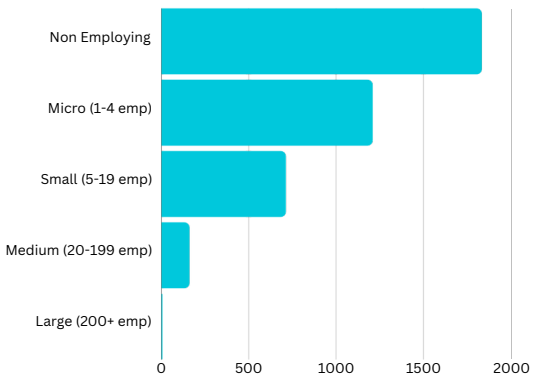
$2.0B

December 2025 Annual Expenditure

Tourism Businesses

3,924

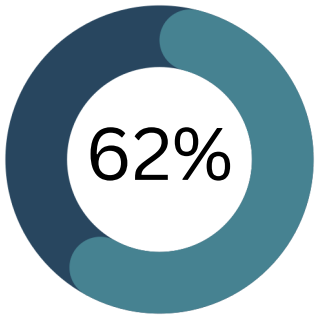
Tourism businesses in operation in June 2023 and supported by Tourism's Direct Expenditure



Tourism Employment

13,500

People employed by business and directly or indirectly supported by Tourism Expenditure



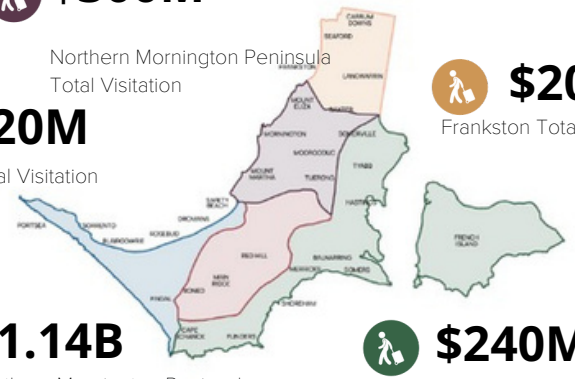
Of the 13,500 People employed by tourism 62% are directly employed in tourism jobs.

Direct Expenditure by Sub-Region

$300M
Northern Mornington Peninsula Total Visitation

$200M
Frankston Total Visitaton

$120M
Hinterland Total Visitation



$1.14B
Southern Mornington Peninsula Total Visitaton

$240M
Western Port Total Visitation

VALUE OF THE VISITOR ECONOMY

A snapshot of the Tourism on the Mornington Peninsula continued

Total Visitation

Visitation is travellers for any purpose over the age of 16 travelling more than 50km from home.

8 million

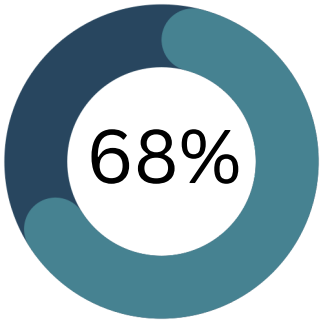
December 2025 Total Visitors

#1

Leading destination in Victoria for attracting the most visitors.

Day Trippers

Mornington Peninsula is the number 1 day trip destination for Regional Victoria with 5.4m day trip visitors pa,



Of people travel for a holiday, whilst the remaining travel to visit friends and relatives.

Overnight

2.921 million visitors stay the night on the Mornington Peninsula with 58% staying as part of their holiday.

7.209

Total domestic nights generated

2.5 nights

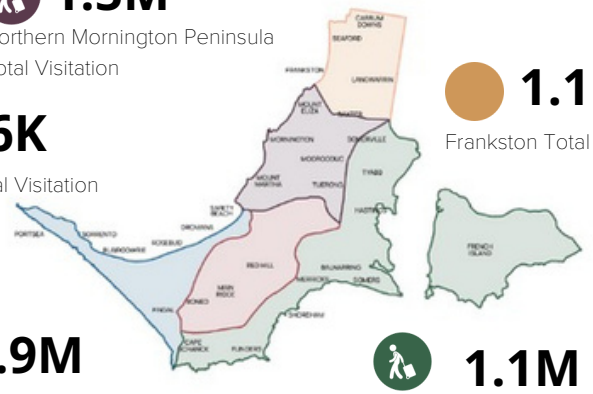
Is the average length of stay in region for an average spend of $437 per visitor for a single trip.

Visitation by Sub-Region

1.5M
Northern Mornington Peninsula Total Visitation

1.1M
Frankston Total Visitaton

586K
Hinterland Total Visitation



3.9M
Southern Mornington Peninsula Total Visitaton

1.1M
Western Port Total Visitation

OUR VISION

What we aspire to achieve.

To uphold our status as Australia's leading premium coastal destination, where we will continue to disperse visitors throughout the destination and expand shoulder and off-peak periods, ensuring a sustainable and thriving visitor economy.

OUR MISSION

What we do and who we do it for.

Mornington Peninsula Regional Tourism's role is to partner with industry and government to grow the capabilities and drive sustainable economic, environmental, and social outcomes for the visitor economy, including sustainable jobs.

OUR VALUES

What we stand for.

What We Strive For

Informed Decision-Making

We rely on consumer-based market research to guide our strategies.

ROI for Our Partners

We ensure our efforts deliver tangible value to stakeholders.

Leaving A Legacy

We strive for impactful, region-wide outcomes that endure over time.

How We Work Together

Sustainably

We focus on economic, environmental, social and cultural sustainability.

Continuous Improvement

We are committed to measuring and reviewing our performance to drive continuous improvement.

Central To What We Do

PARTNERSHIPS

We recognise the importance of working together in collaboration to achieve our goals.

Visit MP

OUR STRATEGIC PRIORITIES

How we are going to progress.

PRIORITIES	GENERATE DEMAND	ENHANCE VISITOR EXPERIENCE	HELP BUSINESSES GROW
Key Actions	Continue to deliver our always-on marketing strategy, launching key tactical campaigns, and partner with industry, State and National peak authorities to boost visibility.	Advocate for greater investment in the Visitor Economy for the Mornington Peninsula VEP region. Continuously inform and develop attractions to align with evolving consumer preferences.	Develop and deliver targeted training programs that directly relate to the Visitor Economy, and support local businesses.
Measures of Success	Increased Visitor Numbers, Campaign Engagement Rates with industry, and enhanced collaborating outcomes with State and National Tourism Bodies.	Improved visitor satisfaction ratings, increased usage of upgraded facilities, and positive feedback on attractions.	Enchanced business capabilities, measurable improvements in business performance, and increased participant satisifaction with training programs.

ENABLERS TO ACHIEVE SUCCESS

How we use our resources and assets to deliver on our priorities.

PARTNERSHIPS	ADVOCACY	FINANCE + GOVERNANCE	PEOPLE	TECHNOLOGY
We aim to strengthen and expand our network of partnerships across the industry, corporate sector, and government, including Government Agencies.	Our advocacy efforts will focus on influencing policies that support the overall Mornington Peninsula Visitor Economy.	To ensure our governance structures continuously evolve to allocate resources and ensure the best possible Return On Investment for the partners to the VEP.	We are committed to ongoing development and capabilities of our expert team and utilising experts to assist with emerging trends to strengthen our team.	We are commited to investing in digital infrastructure, automation, and AI to improve decision-making and operational agility.

MORNINGTON PENINSULA
REGIONAL TOURISM

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