

**Mr. Chris Buckingham**  
Chief Executive, Destination Melbourne

## **BIOGRAPHY**

Chris leads Destination Melbourne, the regional tourism organisation for Greater Melbourne. Chris is passionate about the tourism industry and optimistic about the future of Melbourne and Victoria as an outstanding global visitor destination.

His priorities are:

- The sustainable development of tourism industry,
- Effectively communicating the significance of tourism,
- Ensuring that we grow effective leaders in the tourism industry
- Enhancing the working relationship between Melbourne and regional Victoria.

Chris is a Certified Practising Marketer through the Australian Marketing Institute and a Graduate member of the Australian Institute of Company Directors.

Chris lives in Moe with his family. His latest obsession is surfing (which does not occupy enough of his time) and blogging on [www.destinationmelbourne.com.au/blog](http://www.destinationmelbourne.com.au/blog)

## **ABSTRACT**

### **Driving Dispersal: can touring bridge the city vs. country divide?**

This paper explores how touring in Victoria has developed and examines some of the critical success factors in regional tourism development.

Melbourne is the Ugly Duckling that has just grown up. Roy Morgan Research has recently declared Melbourne the nation's most desirable domestic tourism destination.

We have seen sustained growth in visitation and yield in the face of a contracting Global Tourism Market. As the nation's leading destination we have a responsibility to help grow the cake, not just fight for our rightful share.

Now Melbourne is well positioned internationally, the importance of collaboration and partnership between City and Country is even more pronounced.

"The relationship between city and country is symbiotic....by linking Melbourne's rich urban experiences with Regional Victoria's diverse stories and landscapes we have the opportunity to create a world class visitor experience..." Destination Melbourne Blogsite.

How do we ensure that the regions share the benefits? The trickledown theory is unconscionable. This paper will examine the idea of compact diversity and its impact on Victoria as a compelling destination. By taking a sustained approach to touring, we are actually focussing on one of the foundations of successful regional tourism development. Great touring routes link experiences in a way that makes them more accessible and enjoyable. The critical success factor is making sure the journey is as good as, if not better than the destination.

Like every great touring experience, this journey starts at the beginning. If regional Australia is to enjoy the true benefits of touring and tourism we have to get the basics right first, and that starts with community.