



Tourism Plan 2026–2031

The City of Swan acknowledges the Traditional Custodians of this region, the Whadjuk people of the Noongar Nation and their continuing connection to the land, waters and community. We pay our respects to Elders past and present, and their descendants.



The Plan

Six pillars, driving ten outcomes

The six strategic pillars outlined in this Plan collectively deliver ten outcomes that guide destination development, visitor experience, marketing and industry growth.

Vision

A thriving, welcoming destination where Aboriginal culture, migrant heritage, rural landscapes and world-class food and wine experiences come together — celebrating the Swan Valley as Western Australia's oldest wine region, protecting its agricultural foundations, and creating authentic visitor journeys that strengthen the local economy and enrich community life.



Introduction

Tourism plays an important role in the economic and social fabric of the City of Swan, contributing to local employment, business growth, cultural vibrancy and community wellbeing. The City offers a diverse mix of rural landscapes, heritage townsites, natural assets, arts and culture, and a distinctive food, wine and produce offering within close proximity to Perth and Perth Airport.

The Swan Valley is Western Australia's oldest wine region, with vineyards dating back to 1829, and its viticultural and agricultural heritage forms a central part of the City's identity and visitor appeal. Viticulture, table grapes, seasonal roadside stalls, family-owned vineyards and long-standing agricultural traditions create a strong sense of place valued by residents, industry and visitors. Migrant heritage — particularly Italian and Croatian influences — alongside enduring Aboriginal connections to Country, land and waterways, further shape the region's character.

Viticulture also contributes to the landscape character and setting that underpins many visitor experiences, beyond its direct economic role.

Beyond the Swan Valley, destinations such as Guildford, Midland, Gidgegannup

and Bullsbrook each contribute distinct experiences and opportunities. Together, these places form a connected but differentiated visitor offering that supports dispersal, longer stays and repeat visitation.

While the Swan Valley remains the anchor of the City's visitor economy, the Plan also recognises emerging, opportunity-led tourism potential across other parts of the City as demand, industry readiness and feasibility evolve.

This Tourism Plan outlines the City's strategic direction for strengthening the visitor economy in a way that supports sustainable economic growth while protecting and preserving the City's natural, cultural, agricultural and heritage assets, and aligning tourism activity with community expectations over the next five years.

Purpose of the plan

The purpose of this plan is to provide a coordinated framework to guide tourism development, visitor servicing, marketing direction, infrastructure advocacy and industry collaboration.

The Plan aims to:

- Support sustainable economic growth through tourism
- Protect and preserve natural, cultural, agricultural and heritage assets
- Strengthen the quality and distinctiveness of visitor experiences
- Clarify the City's role within the broader tourism ecosystem
- Align local tourism activity with regional and State strategies.

This is not an operational delivery plan. Detailed implementation, including marketing campaigns and annual activity, is delivered through the City's Tourism Marketing approach and annual business planning processes.

Our place and identity

The City of Swan's identity is shaped by its rich agricultural legacy, diverse landscapes and historic townsites. Viticulture and agriculture underpin the Swan Valley's reputation and sense of place, supported by fertile soils, the Swan River system and a long history of family-owned vineyards and produce businesses.

Migrant heritage, particularly Italian and Croatian influences, has played a significant role in shaping the region's food, wine and cultural traditions. Aboriginal knowledge, stories and cultural practices provide deeper layers of meaning and connection to place, offering important opportunities for respectful interpretation and future tourism experiences.

Together, these elements define a destination that is authentic, productive and deeply connected to land, culture and community.





City of Swan tourism destinations

Mature destinations

Swan Valley

A world-class food-and-wine destination and Western Australia's oldest wine region. Defined by viticulture, fresh table grapes, cellar doors, produce, weddings, concerts and festivals, including Entwined, and the Swan Valley Show.

Guildford

A nationally recognised heritage town and home of the Swan Valley Visitor Centre, offering historic streetscapes, walking trails, markets, dining and events such as the Medieval Fair.

Emerging and opportunity-led destinations

Midland, Gidgegannup and Bullsbrook each contribute distinct landscapes, heritage and experiences. Tourism activity in these destinations will be exploratory and opportunity-led, responding to demand, industry readiness and feasibility as destinations mature.

What we heard

Extensive consultation was undertaken to inform the Tourism Plan, ensuring it reflects local priorities, aspirations and opportunities.

Consultation occurred in two phases and included engagement with tourism operators, community members, internal stakeholders and government partners.

Key themes that consistently emerged included:

- Clearer recognition of the Swan Valley's food, wine and agricultural identity
- Stronger place-based differentiation across destinations
- Improved first impressions, access and amenity
- Clearer marketing intent and coordinated promotion

- More events and experiences that encourage repeat visitation
- A balanced approach to tourism growth that protects community and environmental values.

This feedback directly shaped the structure, language and focus of the Plan, ensuring it responds to what matters most to industry and the community.

How we will measure progress

Progress will be tracked through a clear monitoring and evaluation framework, aligned with the City's corporate performance systems and relevant industry benchmarks.

Economic and visitor outcomes:

- Visitor numbers, satisfaction, spend and overnight stays
- Tourism return on investment benchmarks (industry evidence indicates every \$1 invested delivers a \$6–\$10 return)
- Visitor Centre return on investment, with approximately \$5.40 generated for every \$1 invested.

Business and industry development:

- Growth in tourism business participation
- Participation in training, capability-building and industry development opportunities.

Collectively, these measures ensure the Plan remains focused on outcomes, accountability and continuous improvement over the life of the Plan.

Strategic context and alignment

This Tourism Plan sits beneath the City of Swan Strategic Community Plan and Economic Development Strategy and aligns with:

- Tourism Western Australia's THRIVE 2030
- Western Australian Visitor Economy Strategy 2033 (WAVES 2033)
- Destination Perth's Tourism Destination Management Plan.

The Plan is informed by State planning frameworks prepared by the Western Australian Planning Commission, including:

- Swan Valley Planning Strategy (draft)
- Swan Valley Tourism Plan (draft).

Marketing delivery is guided by the City's Tourism Marketing approach, which translates the strategic intent of this Plan into annual campaigns and activity.



Key stakeholders and roles

Tourism in Western Australia operates within a shared ecosystem.

State level

- Tourism Western Australia (TWA)
- Western Australian Indigenous Tourism Operators Council (WAITOC)
- Department of Biodiversity, Conservation and Attractions (DBCA).

Regional level

- Destination Perth (DP)
- Tourism Council Western Australia (TCWA).

Local level

- City of Swan
- Local tourism alliances and operator networks.

Strategic pillars

How the City contributes

Tourism outcomes are delivered through a combination of City leadership, advocacy, collaboration and investment. Depending on the initiative, the City may act as an Advocate, Partner, Service Provider, or Funder to support a thriving visitor economy across Swan. These roles help clarify that some actions are City-led, while others rely on partnerships with industry, government, Traditional Owners and the community.

The City's Role



Advocate

Represent tourism priorities to State and Federal government, peak bodies and regional organisations, and support settings that benefit local operators and destination development.



Partner

Co-deliver initiatives with agencies, industry and community, including trails, events, business support programs and joint marketing activity.



Service Provider

Deliver visitor servicing, City-led destination marketing and promotion, and selected tourism infrastructure and event initiatives.



Funder

Support tourism through City investment, grants, sponsorships and infrastructure planning where appropriate.

Our six strategic pillars

Pillar One

Visitor experiences and attractions

Pillar Two

Infrastructure and accessibility

Pillar Three

Visitor servicing and engagement

Pillar Four

Sustainable and regenerative tourism

Pillar Five

Marketing and promotion

Pillar Six

Industry development, partnerships and investment

Visitor experiences and attractions

Outcomes

- Deliver signature events and experiences that reflect local strengths, including food, wine, produce, culture and place
- Support diverse, high-quality visitor experiences across the City, encouraging longer stays, increased spend and repeat visitation.

Examples of how the outcomes may be delivered

1. Deliver Entwined as a flagship annual event celebrating wine, food, produce and place
2. Deliver seasonal campaigns and events celebrating wine, food, grapes, produce and agriculture
3. Develop iconic experience opportunities, such as the Bells Rapids return walk and the Yagan Park to All Saints interpretive boardwalk, subject to feasibility, approvals and external funding

4. Strengthen Aboriginal cultural tourism experiences through guided walks, storytelling, bush foods, art and performance-led experiences in partnership with Traditional Owners.

Key supporting opportunities

- Support for agricultural and community events, including the Swan Valley Show
- Weddings, concerts and event tourism utilising agricultural and viticultural landscapes
- Artisan, maker-led and small-batch producer experiences that complement wine tourism
- Nature-based and adventure tourism experiences, including trails, river-based activities and outdoor recreation
- Golf tourism opportunities, particularly leveraging The Vines Resort as a destination asset
- Experience-led opportunities in areas such as Gidgegannup and Bullsbrook where demand, industry readiness and feasibility exist.

Infrastructure and accessibility

Outcomes

- Inclusive, accessible visitor infrastructure that improves access, amenity and first impressions across key destinations
- Coordinated and sustainable visitor amenities that support safe, enjoyable and well-functioning visitor environments.

Examples of how the outcomes may be delivered

1. Deliver a Swan Valley Signage Review and implement a staged program of consistent, high-quality signage and wayfinding
2. Establish a Swan Valley Enhancement Taskforce to coordinate beautification, streetscape improvements and presentation along key routes and visitor nodes

3. Improve access to and interpretation of the Swan River through trails, lookouts, signage and amenity upgrades
4. Investigate opportunities to improve visitor transport access and connectivity across the region in partnership with relevant agencies and industry.

Key supporting opportunities

- Entry statements and gateway treatments to improve first impressions
- Parking, safety and pedestrian improvements in high-visit areas
- Coordination with State agencies on road upgrades and transport planning
- Improved digital wayfinding and visitor information to complement physical infrastructure.

Visitor servicing and engagement

Outcome

- Visitors can easily plan, navigate and enjoy their visit through high-quality, accessible and consistent visitor information and support.

Examples of how the outcome may be delivered

1. Maintain and enhance high-quality face-to-face visitor servicing through the Swan Valley Visitor Centre
2. Expand digital visitor servicing tools to support trip planning before, during and after visits
3. Improve on-site visitor information beyond the Visitor Centre through signage, kiosks and digital access points
4. Support operators with accurate, up-to-date information to enhance visitor referrals and experiences.

Key supporting opportunities

- Digital content, itineraries and self-guided experiences
- Industry education and resources to improve visitor readiness
- Integration of visitor feedback into service improvement
- Use of data and insights to inform visitor servicing priorities.

Sustainable and regenerative tourism

Outcome

- Tourism development that protects environmental, agricultural and community values while contributing positively to place.

Examples of how the outcome may be delivered

1. Advocate for the protection of viticulture, agricultural land and rural landscapes in planning and decision-making
2. Support nature-based tourism that aligns with conservation objectives and land management responsibilities
3. Encourage tourism experiences that promote education, stewardship and respect for Country
4. Align tourism initiatives with broader sustainability and climate resilience objectives.

Key supporting opportunities

- Partnerships that support conservation, biodiversity and environmental education
- Promotion of low-impact, responsible visitor behaviour
- Support for regenerative tourism practices where appropriate
- Collaboration with land managers and Traditional Owners.

Marketing and promotion

Outcomes

- Annual tourism marketing approaches developed in collaboration with industry, aligned to the strategic intent of the Tourism Plan
- Strengthened destination branding and storytelling that builds awareness, drives demand and aligns with regional and State marketing activity.

Examples of how the outcomes may be delivered

Marketing and promotional activity will be delivered through the City's Tourism Marketing approach, which translates the strategic intent of this Tourism Plan into annual campaigns, partnerships and targeted promotional initiatives.

The Tourism Marketing approach will align with regional and State strategies, industry priorities and evidence-based visitor insights to ensure coordinated and effective destination promotion.

Industry development, partnerships and investment

Outcomes

- Improved industry capability and resilience through training, collaboration and support
- Stronger regional collaboration and partnerships that support investment readiness, coordinated delivery and a sustainable visitor economy.

Examples of how the outcomes may be delivered

1. Strengthen partnerships with regional and State tourism organisations
2. Support industry capability-building and networking opportunities

3. Advocate for planning, approvals and governance settings that support tourism investment
4. Facilitate collaboration between operators, community and government.

Key supporting opportunities

- Industry engagement forums and information sharing
- Support for investment-ready tourism projects
- Collaboration with education and training providers
- Alignment with economic development and place-based initiatives.

Monitoring and review

Progress will be monitored through:

- Visitor numbers, spend and satisfaction
- Visitor servicing performance
- Campaign performance and engagement
- Industry participation and confidence
- Community sentiment regarding tourism impacts
- Indicators relating to viticulture health and agricultural land retention.

Implementation and governance

The Plan will be implemented through:

- Annual business planning
- The Tourism Marketing approach
- Cross-functional internal coordination
- Ongoing engagement with regional and State partners.



Conclusion

The Tourism Plan 2026–2031 provides a clear, place-based framework for strengthening the City of Swan’s visitor economy while protecting what makes it distinctive. Through partnership, advocacy and targeted investment, tourism will support economic growth without compromising agricultural land, heritage or community values.

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