

## Item 3: Optimal Visitation Councillor Briefing

**SESSION TYPE:** Briefing

### **PURPOSE/DESIRED OUTCOME:**

---

Professor Suzanne Becken from Griffith University will provide background information and an overview of progress on the Optimal Visitation Project – including destination context and priorities, tourism demand model, and dynamic model proof of concept.

### **DATE/TIME:**

---

Tuesday, 25 February 2025 at 1.00pm

### **TIME BREAKDOWN:**

---

Presentation: 30 minutes  
Questions or Discussion: 30 minutes

---

#### **Prepared by:**

**Name:** James Mulcahy  
**Title:** Senior Economic Development Advisor



17 February 2025

#### **Reviewed and Authorised by:**

**Name:** Michelle Morss  
**Title:** General Manager Strategy and Policy



17 February 2025

### **ATTACHMENTS:**

---

A	OVP Councillor Workshop – summary slides (to follow)
---	--