



Destination North Coast NSW

North Coast News & Views No. 18

Farewell Message

Dear Colleagues,

Today is my final week with Destination North Coast as I will be taking up a position with Regional Development Australia-Sunshine Coast to be closer to my family. It has been a real privilege to help establish the new organisation and to work with so many passionate people in what is a great part of the world. I am very confident that under the strategic direction of the Board and with a clear plan in place, the organisation will go from strength to strength.

I wish Jacquie Burnside, who will be Acting General Manager, all the best while the recruitment process is finalized.

I will certainly be back in the region from time to time as a visitor and I hope our paths will cross again!



North Coast Tourism Awards Closing Soon

Submissions to the North Coast Tourism Awards are rolling in fast - with the cut off date of **25 May 2018** - make sure you get your entry in on time.

Key submission dates and other pertinent information can be found on the [Regional Tourism Awards](#) website. Here you can also find the full list of [Award Categories](#).

And if, after reviewing these links and the additional resources available online, you still have doubts or any questions, please don't hesitate to reach out to Destination North Coast or your local Business Chamber as we want to encourage and support as many applicants as possible.

A reminder that on July 25, the same day as the Gala Dinner, the Inaugural North Coast

Tourism Symposium will be held. Destination North Coast are working with Nightcap Events to ensure the success of this event. The program and booking details will be released in the near future so stay posted!



Federal Budget Tourism Highlights

The Tourism Division of the NSW Business Chamber has assessed the Federal Budget's impact on tourism. Key points include:

- Funding for Tourism Australia is steady at \$148 million annually.
- Round Three of the Building Better Regions Fund includes \$45.0 million to improve tourism-related infrastructure. This appears to have replaced the Tourism Demand Drive Infrastructure (TDDI) which was of a similar size but also included the capital cities.
- \$2.6 million in 2018-19 to continue the Approved Destination Status (ADS) tourism scheme between the Chinese and Australian Governments
- GST to apply to offshore sellers of hotel accommodation in Australia to match local sellers from 1 July 2019. Sales that occur before 1 July 2019 will not be subject to the measure even if the stay at the hotel occurs after this date.

Byron Tourism Symposium

Tickets for the 5th Annual Destination Byron Tourism Symposium, being held on 1 June 2018, are on sale now with early bird rates still available until 17 May 2018. Ticket prices include the full day programme, morning tea, lunch and networking drinks supplied by Stone and Wood and Byron Bay Distillery.

The 2018 Destination Byron Tourism Symposium will discuss global trends, deep dive on challenges facing our industry on a local level, and explore solutions which may benefit all stakeholders into the future. The Tourism Symposium was created for accommodation houses, tour operators, transportation, activities, visitors centers, local government staff & officials, and anyone interested in the future of Tourism in the Northern Rivers.

More information about the program and to purchase tickets - visit <http://www.byrontourismsymposium.com/>



Final Flood Recovery Campaign Results

The NSW North Coast experienced a boost in tourism thanks to a \$300,000 NSW Government marketing campaign put in place to help support the area following devastating floods, which ripped through the region last year.

The campaign was a collaboration between the NSW Government, and the Office of Emergency Management in partnership with HotelsCombined, National Geographic, Stayz and Webjet.

Member for Lismore Thomas George MP said the initiative drove 56,800 visits to visitnsw.com, resulting in a 44 per cent year-on-year increase in traffic to the Byron Bay, Lismore and Tweed webpages.

"Not only did this campaign succeed in driving people to the visitnsw website, HotelsCombined saw a 49 per cent year-on-year increase in accommodation bookings, a phenomenal result for the region's local hotels, restaurants and tourist attractions," Mr George said.

Parliamentary Secretary for the North Coast, Ben Franklin MLC said, "The 2017 March floods took an enormous toll on the local community and we're so glad we could help the many local tourism businesses get back on their feet and drive overnight visitation back to the beautiful North Coast with the support of Destination NSW and our travel partners."



Hello Koalas Festival

The World's First Festival to celebrate Australia's iconic koala, [Hello Koalas Festival](#) (7 – 11 June 2018) is a brand new annual event first staged in June 2017, building on the success of the Hello Koalas Sculpture Trail in Port Macquarie. Festival highlights include the “Caring for our Koalas” conference on Thursday 7 June at Sails Hotel. In addition to conservation issues, the conference will be scoping the immense potential of nature-based tourism and the brand value of an iconic species such as the koala.



Fun and games are planned for the Hello Koalas Festival Foreshore Markets on Saturday 9 June and the Family Fun Day at Douglas Vale Historic Homestead and Vineyard on Sunday 10 June, complete with a novel Cars and Coffee morning. [Visit the website](#) for further information.

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