



# Destination North Coast NSW

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## News & Views No. 26

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### **Visitor Economy Action Plan 2030**

DNC attended the launch of the Visitor Economy Industry Action Plan 2030 (VEIAP) in Sydney on the 29<sup>th</sup> August.

The launch of the VEIAP 2030 reinforced the strong performance of the tourism sector as one of the fastest growing and best performing industries within NSW. The overarching aim of the plan is to more than triple 2009 overnight visitor expenditure by 2030, ultimately delivering \$55 billion per annum for NSW, of which \$25 billion would be spent in regional areas.

A strong theme throughout the 43 actions included within the plan was the increased focus on regional tourism and growing the 65% share of all visitors to NSW that regional areas currently receive. The increased focus and resulting targets for regional areas will be addressed by strengthening the roles of the Destination Networks which DNC is one, increased training for tourism staff and operators, investing in infrastructure and removing barriers to business.

Overall, we believe the VEIAP 2030 provides a strong endorsement for regional tourism and clearly states that our growth is vital for the ambitious targets to be reached.

View and download the full [Visitor Economy Industry Action Plan 2030](#)

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### **NSW Road Trippers Report Released**

Destination NSW has released a new visitor profile snapshot on Road Trippers which we know to be a strong market segment for the North Coast...and this report more than proves it.

Road trippers are defined as fully independent overnight holiday visitors who had at least 2 stopovers on their trip. They travelled by private vehicle, company car, rental car, self-drive

motorhome or campervan.

[View or download the report](#)

Top regions visited in NSW

Region	Visitors		Region	Nights	
	('000)	%		('000)	%
North Coast NSW	558	34.3%	North Coast NSW	3,025	32.6%
South Coast NSW	291	17.9%	South Coast NSW	1,313	14.1%
Sydney	267	16.4%	Sydney	933	10.0%
Central NSW	251	15.4%	Central NSW	838	9.0%
New England North West	221	13.6%	New England North West	571	6.1%

'North Coast NSW' (34.3%) was by far the most visited region in NSW by domestic road trippers. 'South Coast NSW' (17.9%) was the 2<sup>nd</sup> most visited, followed by 'Sydney' (16.4%) and 'Central NSW' (15.4%).

Domestic road trippers spent more **nights** in 'North Coast NSW' (32.6%) than any other region in the State. 'South Coast NSW' (14.1%) had the 2<sup>nd</sup> most nights, followed by 'Sydney' (10.0%) and Central NSW (9.0%).

**Domestic Market** - NSW received over 1.6 million domestic road trippers being 5.2% of visitors. They spent nearly 9.3 million nights (9.3%) in the State. Domestic road trippers spent an estimated \$2.1 billion in NSW – up by 12.6% on YE Dec 16. On average, they spent \$1,293 per visitor and \$227 per night.

Top regions visited in NSW

Region	Visitors		Region	Nights	
	('000)	%		('000)	%
Sydney	270	57.7%	Sydney	3,491	59.8%
North Coast NSW	157	33.6%	North Coast NSW	896	15.3%
South Coast NSW	82	17.5%	South Coast NSW	270	4.6%
The Hunter	74	15.9%	np	np	np
Blue Mountains	65	13.8%	np	np	np

'Sydney' (57.7%) was by far the most visited region in NSW by international road trippers. 'North Coast NSW' (33.6%) was the 2<sup>nd</sup> most visited, followed by 'South Coast NSW' (17.5%).

International road trippers spent more **nights** in 'Sydney' (59.8%) than any other region in the State. 'North Coast NSW' (15.3%) had the 2<sup>nd</sup> most nights, followed by 'South Coast NSW' (4.6%).

**International Market** – NSW received 467,000 international road trippers up by 14.5% on YE Dec 16 who spent over 5.8 million nights (up 16.9% YoY). The average length of stay by an international road tripper is 12.5 nights in NSW. International road trippers spent an estimated \$1.7 billion in NSW (21.6% up on YE Dec 16) and on average, spent \$3,741 per visitor and \$300 per night.

## NSW Regional Events Conference in PMQ

Along with local government representatives, regional event organisers and industry participants from across the state, Destination North Coast attended the third annual NSW Regional Events Conference held last week in Port Macquarie.

Highlighting a program designed to inform, educate, and inspire ideas, the Conference kicked off with an entertaining case study on Port Macquarie's own Glasshouse followed by the keynote presentation by Leigh Carmichael of Dark Mofo fame. This got delegates in the mood to learn about the more practical elements of delivering regional conferences including advances in ticketing technologies, developing and delivering sponsorship programs, targeting and attracting conferences and events to your towns and how to overcome accommodation shortages when hosting events. There were LGA case studies and a presentation on the Bathurst Winter Festival.

The Conference provided opportunities to build strong networks and connections within the conferencing and events space and enjoy some amazing Port Macquarie hospitality at Bills Fishhouse and West Port Club.

The Event was delivered by King Events and supported by Destination NSW and Port Macquarie Hastings Council.




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## North Coast Nature-based Tourism Investment Activation Project

Work on the N-BTIAP is progressing well. EarthCheck are still in Stage 1 of the project which so far has consisted of:

- An introduction of the project at North Coast annual symposium;
- Preparation of a nature-based tourism product and experience audit;
- Preparation of an issues paper which was used to inform a series of workshops with local governments and other key stakeholders – workshop sessions were held in Lismore, Coffs Harbour and Port Macquarie;
- Follow up meetings and discussions which are now taking place regarding the opportunities identified during these sessions.

Initial stakeholder consultation has been valuable in starting the process of identifying potential game-changing nature-based investment opportunities for the region however, we are keen to stimulate further discussion and ideas. Our next newsletter will include details of how industry will have the opportunity to contribute their ideas.

STAGE 1: Market research and stakeholder consultation	Jul – Sept 2018
STAGE 2: Partnership development, opportunity identification & scoping of priority projects	Jul – Dec 2018
STAGE 3: Development of investment project plans	Jul 2018 – June 2019
Stage 4: Project plan implementation support	Jul 2018 – Jun 2019
STAGE 5: On-going ad hoc consultation	July 2019 onwards

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## Last Chance to Register – Destination NSW Workshops

### Tourism Manager Forum – Sept 12th, 1.00pm - 4.30pm

The Tourism Manager Forum, for Local Tourism Organisations, local government tourism

managers and destination marketers, provides an overview of the Destination NSW programs available to support regional tourism development.

[Full details and to register.](#)

### **Inbound Strategy Workshop – Sept 13th, 9.00am – 2.15pm**

The practical Inbound Strategy Workshop is designed to provide tourism businesses, such as tours, attractions and accommodation, with the necessary steps to develop and sell export-ready tourism products to the international travel trade.

[Full details and to register.](#)

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### **Skybus – Gold Coast Airport <> Byron Bay**

Destination North Coast recently attended the launch of the new SkyBus Airport Transfer Service between Gold Coast Airport and Byron Bay. Industry and Local Government representatives heard from Skybus co-CEO and Director Adam Begg that the new express service will commence operation from 16<sup>th</sup> September and see a 7 day service which will operate 19 times a day.



The signature luxury red Skybus coaches will be a welcome addition for commuters wanting to access Byron from Gold Coast Airport.

View the full [Media Release](#) online at Skybus.

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### **Upcoming Events on the North Coast**

To aid in your planning, keep in mind these upcoming events across the North Coast over the coming weeks.

#### **[Brunswick Nature Sculpture Walk](#) - 28 Sep – 2 Oct, 2018 - Brunswick Heads**

The Brunswick Nature Sculpture Walk follows the foreshore of Brunswick Heads, where the river meets the sea. Nationally recognised artists focus their craft on themes such as nature, the endangered environment and sustainability with the aim of raising awareness of these themes and connecting the community and visitors to art and nature.

#### **[Curryfest](#) - 29 Sep, 2018 - Woolgoolga**

Curryfest is a celebration of Woolgoolga's unique Punjabi heritage. The event features a week of community events culminating in the Curryfest Market Day which takes over the main street of town and features more than 100 food and market stalls offering curries from all over the world as well as other multicultural food.

#### **[Eat Street Yamba](#) - 30 Sep, 2018 - Yamba**

An international food market held on the first day of daylight savings that lasts into the evening twilight. Visitors enjoy locally crafted beer and wine, delicious locally sourced produce and listen to music.

#### **[Wingham Akoostik Festival](#) - 19 Oct – 21 Oct, 2018, Wingham**

Recognised as one of the Mid-North Coast's most vibrant community-based events, this annual celebration of music, culture and community is held over three days every October. The festival brings together musical performers, creative artists, local businesses and producers, volunteers, school students, regional media, tourists and locals alongside some of Australia's biggest musical icons.

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