



Destination
North Coast NSW

News & Views No 31

Year Ending June 2018 - International Visitor Survey Summary

The North Coast welcomed over 348k international visitors for the year ending June 2018. This collective figure represented modest growth of 1% which was below the 6% growth for NSW for this sector.

Over this period international visitors stayed for over 3.5 million nights on the North Coast (-5% year on year) with an average length of stay of 9.9 nights (-6%). These results were again below the statewide figures which saw a 2% increase in total nights and -4% decline in average length of stay.

The modest growth for the North Coast region was primarily due to a downturn in international visitation for Byron Bay. Byron received over 14k (-7%) less visitors, resulting in over 225k (-15%) less visitor nights. To give some perspective to the latest results for Byron, even with this decline for the last year, international visitation has grown by 9% over the last 3 years and 34% for the last 5 years.

Excluding Byron Bay the remaining North Coast destinations achieved 13% growth in visitors and 2% growth in visitor nights.

Regional Business Event Development Fund

The NSW Regional Business Event Development Fund is designed to help stakeholders create, attract and support exciting business events for regional NSW and to support new business

event initiatives aimed at enriching the events with opportunities offered by iconic towns and regions while helping secure successful conferences and business events for their future.

The four streams of the program are:

1. **Creation of a New Business Event** – To encourage towns and regions to create their own new conferences and business events
2. **Attraction of an Existing Business Event** – To assist rural and regional NSW to secure conferences, business events and major expos.
3. **Support for an Existing Business Event** – To support events that are held in regional NSW and may rotate between locations with funds used to drive increased visitation.
4. **Support for a Business Event Project** – To assist rural and regional NSW implement business event projects or initiatives aimed at driving growth in the visitor economy of regional NSW. This may take the form of a business event series or roadshow; a specific element of a business event where the main event is being held in a capital city or interstate; or a small scale infrastructure project specifically designed to support growth in business events.

The funding is open to local government, local tourism organisations, convention organisers, chambers of commerce, business events industry operators, associations, corporations and professional conference organisers looking to create or host a business event in regional NSW.

Check the Destination North Coast [website](#) for full details.

Introducing The Tweed Tourism Company

Recently contracted by Tweed Council, The Tweed Tourism Company (TTC) will manage the destination's marketing, tourism experiences, product development, industry events and visitor information services across the Tweed region.

General Manager Bradley Nardi said, "we will be fostering innovation, driving industry growth and ultimately boosting visitor expenditure through building relationships, experiences and a strong destination brand. I am fortunate to have grown up in Northern NSW and am thrilled that I have been given the opportunity to come home to promote this wonderful region."

Also joining the TTC team is Kylie Mitchell-Smith (PR/Media), Shona Fuller (Industry Development Officer) and Tracy Moschogianis (Executive Assistant) - all local tourism professionals who have experience working in the Tweed region.

Destination North Coast looks forward to working closely with the team at the Tweed Tourism Company. Full Media Release attached.



Reports Released and Strategies Developed

Find a quiet corner, pour yourself a cuppa and catch up on the



recent release of tourism strategies and reports...

New Food & Wine Tourism Strategy

Last week the NSW Government launched its NSW Food & Wine Tourism Strategy & Action Plan 2018-2022 aimed growing this vibrant sector of the industry and attracting more food and wine lovers to the State.

The Strategy & Action Plan includes five key strategic pillars – Product Development, Industry Development, Event Development, Marketing & Public Relations, and Research & Insights with 27 actions to support the sector soon to be rolled out. [View the plan.](#)

Tourism and Transport Plan Launched

Minister for Transport and Infrastructure Andrew Constance has released the final NSW Tourism and Transport Plan, which outlines how transport will contribute to the NSW Government's target of tripling overnight visitor expenditure in the Visitor Economy Industry Action Plan 2030.

The NSW Tourism and Transport Plan includes initiatives relating to ticketing, information, services, infrastructure and planning. For more details, [click here.](#)

Tourism Drives Business and Job Creation In NSW

A key industry report revealed NSW holds more than a third of the country's tourism businesses, reinforcing NSW's position as Australia's premier tourism State.

Tourism Research Australia's Tourism Businesses in Australia June 2012 to June 2017 Report examines the stability and health of Australia's tourism. The report can be found [here](#)

New Tourism Investment & Accommodation Research Reports

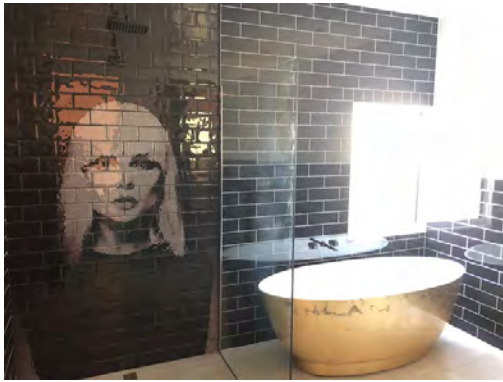
New research reports have been published including the [Tourism Investment Monitor 2017-18](#) which reports on the number and value of significant projects (valued at over \$20 million) in Australia's tourism investment pipeline and [The Australian Accommodation Monitor 2017-18](#) which presents detailed information on occupancy rates and business takings.

The report follows similar principles to the previous Survey of Tourist Accommodation and includes participation from hotels, motels and serviced apartments across metropolitan and regional Australia.

Age Limit Increases Working Holiday Makers

The age limit for Irish and Canadian citizens wanting to spend a year working and travelling in Australia has been increased by five years – from 30 to 35 years of age.

This change is aimed at supporting rural and regional communities.



Winning North Coast Product

Old Bar's [Boogie Woogie Beach House](#) has been named the best music hotel in the world, according to a new list compiled by the travel team at Uproxx. With music-themed rooms and a carefully curated live music scene, the Boogie Woogie Beach House truly rocks!

Check out the competition they came up against [in the full article](#).



Whilst still on the Mid Coast, [Beach Street Seafood](#) has been judged to have the best Fish & Chips in the state!

A summer coastal holiday isn't complete until you've sampled the local fish and chips and the Barrington Coast can now lay claim to the best in the state in [The Australian Fish & Chips Awards 2018](#), topping the list of 165 fish and chips shops.



New Product at Clarkes Beach

[Reflections Holiday Parks Clarkes Beach](#), Byron Bay has received more than \$2 million in upgrades with bespoke architect-designed cabins taking advantage of the outstanding views. The new accommodation is environmentally and dog friendly and will be a great addition to Byron's accommodation stock.

Destination North Coast was pleased to do a site inspection recently and what a site it is. Check out the views to The Pass!

Industry Events

Destination North Coast will hold their next Board Meeting in Macksville on Wednesday 28th November and afterwards, invite tourism industry stakeholders to an afternoon tea networking event.

The Board and team at DNC welcome this opportunity to meet with our industry peers.

What: Afternoon tea and industry networking

When: 28th November

Time: 4pm – 5.30pm

Where: Council Chambers, Macksville Council

Please advise your attendance by Friday 23rd to admin@dncnsw.com for catering purposes including any dietary restrictions.

Destination Branding Workshops

Destination Barrington Coast branding workshops will be held across the Mid Coast next week when the new brand strategy and creative concepts will be discussed.

Mon 19 Nov - 5pm to 7pm, Bent on Food, Isabella Street, Wingham

Tues 20 Nov - 5pm to 7pm, The Hub, 1 Sundeck Plaza, Wallis Street, Forster

Wed 21 Nov - 5pm to 7pm, Visitor Centre/Library, 27 Denison Street, Gloucester

Thur 22 Nov - 10am to 12pm, Visitor Centre, 27 Denison Street, Tea Gardens

For more information and to RSVP please email marketing@midcoast.nsw.gov.au or call 02 6554 8799

Recent Events

Destination North Coast were pleased to attend a networking breakfast hosted by the Yamba Chamber of Commerce earlier this week. Over 60 business owners gathered to hear from the NSW Chamber of Commerce, Clarence Valley Council and Destination North Coast about opportunities for collaboration and working together to benefit the community of Yamba and more broadly, the Clarence Valley.



The Tweed Experiences Network (TEN), a group of passionate entrepreneurs, event organisers, food and beverage suppliers, creatives, tourism operators and suppliers in the Tweed also gathered this week. Updates were presented from Tourism Australia's Industry Relations Manager Dominic Mehling, Brad Nardi, GM of the new Tweed Tourism Company and Michael Thurston, GM of Destination North Coast among others.



Made Deadly

Saltwater Freshwater Arts Alliance and Grow the Music with the support of the NSW Local Aboriginal Land Council partner up with a program of events to discover new Aboriginal talent on the Mid North Coast, NSW.

In the lead up to Saltwater Freshwater Festival 2019, communities from Coffs Harbour to Taree will host a series of open-mic sessions called Made Deadly.

Made Deadly will be in a community near you soon!

- Bowraville Grants Hall – Saturday 17 November
- Port Macquarie LALC- Sunday 18 November
- Coffs Harbour LALC – Saturday 8 December

Full Press Release attached.

Destination North Coast
PO Box 146
LISMORE NSW 2480
admin@dncnsw.com
www.dncnsw.com
