

Visitor Economy News



Image: Little Nobby, Crescent Head. Courtesy of Destination NSW.

New News

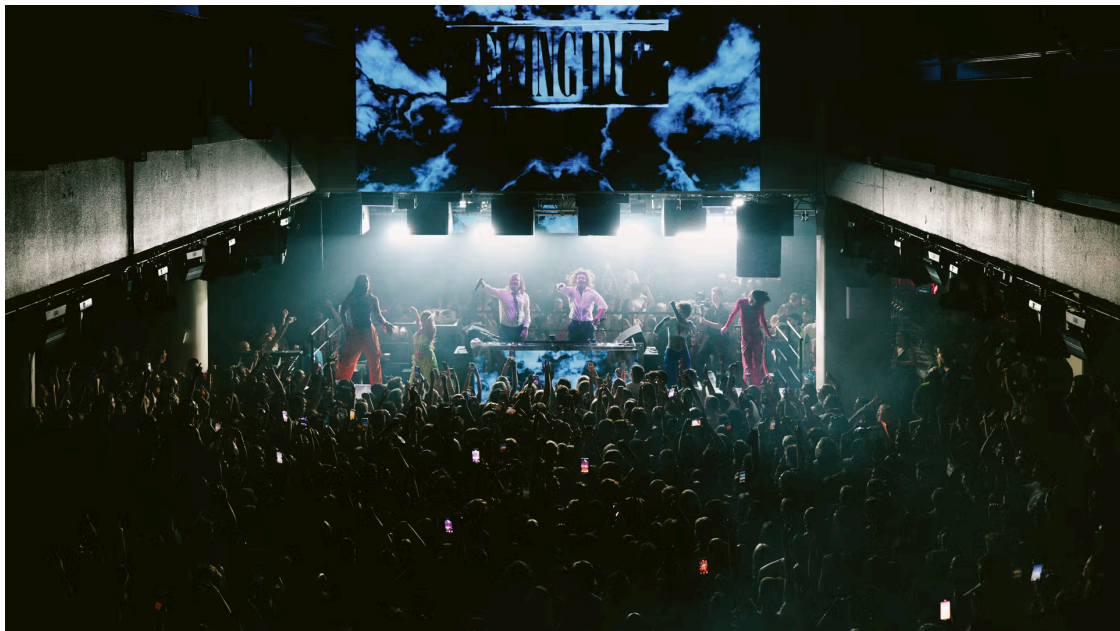


Image: Great Southern Nights, Courtesy of Destination NSW.

Great Southern Nights to Deliver Live Music to the North Coast

Great Southern Nights 2026 will bring more than 300 live gigs to venues across NSW, shining a spotlight on local music scenes from Byron Bay to Brunswick Heads as well as destinations like Bowraville, with more to be announced in the coming weeks.

From 1–17 May, established and emerging Australian artists will light up regional stages in intimate pubs, bars and halls, adding vibrancy to these North Coast precincts and supporting local businesses.

[2026 Gig Guide Here](#)

DNC Out & About



Business Events Team Reporting from AIME 2026

Destination North Coast had a strong presence at AIME 2026, holding 33 qualified buyer meetings and generating solid interest across conference, incentive and corporate markets. Buyers responded positively to the region's diverse venues, accommodation and immersive experiences that enhance delegate wellbeing.

Business Events on the North Coast

Around the Region

northern rivers artist exchange

A residency program, connecting creatives with the Clarence.

ARTS
NORTHERN
RIVERS

GRAFTON
REGIONAL
GALLERY

Image: Courtesy of Arts Northern Rivers.

Arts Northern Rivers 2026 Core Programs

Arts Northern Rivers has launched its 2026 Core Programs, delivering a coordinated suite of initiatives across sector development, creative development, events, artist opportunities and grants, designed to strengthen creative capacity and support sustainable growth across the region.

[View the Programs Here](#)

Industry Insights

Busiest Year on Record for Sydney Airport

Sydney Airport's T1 International terminal recorded its busiest year on record in 2025, with more than 17 million passengers passing through as global demand strengthened and airlines expanded services. This milestone underscores Australia's recovery as an international travel destination and the growing opportunities for inbound visitation.

[See the Top 5 International Markets](#)

Stage Set for Travel

New data from the Tourism and Transport Forum (TTF) shows that Australians are increasingly willing to travel – including interstate – to attend live theatre productions, highlighting performing arts as a growing driver of travel demand and visitor spend. This trend presents opportunities for the North Coast's venues, festivals and cultural events to attract audiences and enrich the region's arts-led visitor experiences.

[Read More](#)

Sustainability Spotlight



Sustainable Aviation Gains Momentum

Global experts at the Tourism & Transport Forum highlighted how renewable fuels and sustainable aviation fuel are shaping the future of long-haul travel and connectivity – vital for attracting visitors and supporting the broader tourism economy.

This focus on decarbonising transport underscores growing industry momentum towards sustainable travel solutions that benefit destinations, operators and local businesses alike.

[Learn More](#)

Industry Development

Destination Australia 2026

Tourism Australia will host the annual Destination Australia Conference in Melbourne / Narrm on 19 March 2026.

Under the theme *Accelerating future growth, competitiveness and sustainable tourism*, the program will explore strategies to strengthen commercial performance while delivering long term environmental and social outcomes.

[Get Tickets Here](#)

Global Sustainable Tourism Summit

The Global Sustainable Tourism Summit, held on the Gold Coast from 2 to 5 June, is a leading international forum exploring how Australia's visitor economy can advance the four pillars of sustainability through environmental stewardship, cultural protection, socio economic benefit and resilient, future focused business practice.

[Get Tickets Here](#)

Product Development

Have a new product or experience (or just a great update on an existing product or experience) you'd like to tell us and DNSW about? **Submit it now via the link below.**

[Submit Here](#)

Mie Mie's Restaurant

Inspired by the flavours of Asia, re-imagined with premium local produce and served by the water.

[Learn more >](#)

Grants & Funding

Looking for Grants?

Government agencies and organisations offer grants and funding programs, designed to assist with improving your business or product offering. Review the latest opportunities for **grants in NSW** and **nationally via Austrade**.

Destination North Coast may be able to provide a Letter of Support (LOS) for your project if it aligns with the **Destination North Coast Destination Management Plan (DMP)**. Letters of Support requests can be made **via the online form** found on our website.

North Coast Events

To aid your planning and to support local events, please note these upcoming events on the North Coast or [find all events on DNSW's website](#).

The Championships

C.ox Coffs International Stadium - Coffs Harbour, 4-7 March 2026

[Learn more >](#)

Werrikimbe National Park 50th Anniversary

Mooraback Cabin - Werrikimbe National Park, 14-15 March 2026

[Learn more >](#)

Chinderah Chilli and Chocolate Festival

Seagulls Club - Tweed Heads, 22 March 2026

[Learn more >](#)

Ride the Wave Festival

Town Beach - Port Macquarie, 24-28 March 2026

[Learn more >](#)

Destination North Coast NSW, The Professional Centre Park Avenue, Level 1/9 Park Avenue,
Coffs Harbour, New South Wales 2450, Australia
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