



Destination
North Coast NSW

North Coast News & Views No. 36

2019 Travel Trends

Global technology provider Sabre has released a new report predicting the top consumer trends for 2019. According to the report, "Virtual Companions" or digital assistants will be important to travellers, while a trend for brands to launch "unique partnerships" to build "immersive brand experiences" will also be a priority. Augmented reality and virtual reality are also becoming an important trend in the industry, while Sabre also notes it is seeing an increase in "digital nomads", or those who are "embracing alternative lifestyles" that don't tie them down to one company or location. View the [full report here](#).

Jacarandas Bring Home Insta Ratings

Travel Today NZ recently reported that NZ has been snubbed in a recent ranking of the world's most Instagrammable countries by travel site Big 7 Travel.

First place went to Australia thanks in part to its stunning jacaranda trees

making a good back-drop for an Instagram photo. Whilst Sydney's lower north shore has some trees, we're claiming Grafton should take credit for this accolade!



Grant Opportunities

Visions of Australia grant supports regional access to cultural materials of historic, scientific, design, social or artistic significance by way of funding arts and cultural heritage organisations to develop and tour exhibitions.

[Find more information here](#)

NAIOC Week Grants are open and support communities to celebrate the histories, cultures and achievements of Aboriginal and Torres Strait Islander peoples during NAIDOC Week.

Activities should be held during NAIDOC Week - 7-14 July 2019 with applications closing Monday 25 February 2019 at 5pm.

[Find more information here](#)

Night Time Economy Support & Promotion

The NSW Government is committed to growing a vibrant, safe and diverse New South Wales night-time economy, enhancing Sydney's standing as a global city and making NSW a safe and great place to live, work and visit.

To support artists, musicians, businesses and their local communities, you are invited to leverage the NSW Government communication channels including the [sydney.com](#) and [visitnsw.com](#) websites to participate in developing a night-time economy directory to increase community awareness of night-time related events and activities.

To list your event, free of charge, please complete the form in the following link:
<https://www.visitnsw.com/nighteventsdirectory>

Also attached is a Media Release from Paul Toole, Minister for Racing and Don Harwin, Minister for Arts which outlines new investment in the night time economy and a new on-off \$1 million Music NOW fund to support live music events across the state.

More information can be found at <https://www.nsw.gov.au/nighttimeeconomy>

New North Coast Product

[Montem Bike Tours – Coffs Harbour](#)

This new operator provides daily guided sunrise and other tours with mountain bikes and helmets provided.

[Reflections Holiday Park Evans Head](#) and [Shaws Bay](#), East Ballina get a make-over with the addition of ultra-modern and architecturally designed Premium Cabins for couples and families - adding valuable stock to the North Coast accommodation offering.

[Behind the Barrel – Byron Bay](#)

Take a behind the scenes look at 3 craft breweries and a distillery to see how the magic is made – pick-ups in Ballina, Lennox Heads and the Rails Hotel, Byron Bay.

[Salt Surf Life Saving Club - Kingscliff](#)

A new era in surf club design has been unveiled at Salt, Kingscliff NSW this month with the opening of the new Salt SLSC.

With the support of a one-million-dollar grant from the Australian Governments Community Development Programme, over \$400,000 from State Government Sports and Recreation fund and an interest free loan from the Tweed Shire Council, this new-look contemporary clubhouse fits perfectly into the surrounding environment and will be a meeting place for club members and community alike.



[The Garden Café and Restaurant – Frederickton](#)

A new dining experience has opened in the Macleay, with talented young duo Megan Walker and Tom Reid opening The Garden Bar & Restaurant at The Old Cheese Factory, Frederickton on 23rd January 2019.

Open for breakfast and lunch from Wednesday to Sunday and for 'Sundowners' on Friday and Saturday night, with bookings for events and weddings also available.

[Mont Sapphire Luxury Retreat – Coffs Harbour Area](#)

With an incomparable ocean-view home featuring seven bedrooms and seven full baths and two half baths this property is ideal for corporate retreats, multi-family getaways, and gatherings of friends and all just a five-minute drive from the beach.

[Inclusive Arts Trail – Mid North Coast](#)

As part of its ongoing commitment to cultural tourism and in time for the 3rd Mid North Coast Creative Ageing Festival, Arts Mid North Coast has developed its 15th Cultural Trail which will be of value among others to many older residents and visitors. The Inclusive Arts Trail highlights those services that distinguish them as inclusive along with visiting key art and cultural venues.

North Coast in the News

The wider **Port Macquarie** region has been in the news with article in **The Weekend Australian Magazine** (with an adapted version of this article also online); *'Sea Change, an old school coastal haven takes a new tack'* with a gorgeous double page travel feature of the region includes a review of Sails Resort, Port Macquarie's 200 year history, the coastal walk and dolphins, The Koala Hospital, Bar Florian, dining at The Stunned Mullet, a scenic tour with Port

Macquarie Helicopters, adventure at Stoney Park and mentions of Cassegrain and Bago wineries. See attached article.

Oz Tag World Cup Championships

Held in Coffs Harbour recently, the Bularri Muurlay Nyanggan Aboriginal Corporation has seen their opening dance and cultural performance go viral. If you haven't seen it, [check it out online](#)

From Tourism Australia

National Tourism Strategy Consultation

Consultations are open until Friday 8 March on Australia's next [national tourism strategy](#), with industry stakeholders encouraged to have their say on a draft report developed by the Beyond Tourism 2020 Steering Committee. The Report outlines six pillars to further grow the tourism industry beyond 2020.

National Travel Industry Awards

Nominations have opened for the [2019 National Travel Industry Awards](#), which will celebrate industry excellence across 44 categories.

Professional & Business Development Opportunities

Developed by the Tweed Tourism Company to support capacity building in region, is the Tweed Tourism Academy, a suite of industry and professional development offerings.

See attached flier for full details.



Upcoming Events

Take a moment to review the new North Coast Events calendar on our [website](#) which should aid in your planning and for event organisers, highlight gaps and opportunities across the region.

Below are some upcoming events across the region...

[Creative Ageing Festival 2019 – Mid North Coast - 10 – 24 February](#)

This innovative annual event which acknowledges the valuable role that seniors play in our community and highlights the importance of engaging in the arts and creative activities to foster good health and wellbeing as people age.

Australian Ladies Classic – Bonville, 18 - 24 February

In partnership with Golf NSW and Destination NSW, Bonville Golf Resort will welcome back golf champions from all over the world. Golf NSW CEO Stuart Fraser said he is excited to again be partnering with the NSW Government to bring this event to life. "The confirmation of the 2019 tournament is a testament to the success of the 2018 event. Once again, Bonville will play host to a number of the world's best female athletes in a professional competition that is sure to see some very exciting golf."



See attached Media Release for more information.

Eat the Street Lismore – Lismore, 09 March 2019

Eat the Street is a food, arts and music event celebrating the cosmopolitan and eclectic culture of Lismore. Going into its fifth year the event attracts 'foodies' and 'culture' buffs from far and wide and is fast becoming a highlight on the North Coast's event calendar as an event not to be missed!



National Touch Football League – Coffs Harbour, 13 - 16 March 2019

This event tournament aims to showcase representative Touch Football on a national stage, as well as provide an opportunity for the country's best athletes to come together and compete against each other.

Eat Street Grafton – Grafton, 23 March 2019

Join in for a night of outdoor dining, street food and live entertainment in Turf Street where a variety of food trucks and food stalls will tempt all taste buds.

Kyogle Fairymount Festival – Kyogle, 29 March - 6 April 2019

Kyogle Fairymount festival is a family friendly, authentic country festival full of contemporary activities that get you out into the local environment and exploring the regional villages.



Boomerang Festival @ Blues Fest – Byron Bay, 19 - 21 April 2019

Bundjalung country's very own world-class Indigenous Arts & Culture Festival, Boomerang Festival is back for 2019 with a stellar line-up including Yothu Yindi & The Treaty Project, Young Australian of the Year – Baker Boy, DOBBY and many more.