North Coast News & Views Issue No. 40

2018 International Visitor Survey Update

For the 2018 calendar year the North Coast received over 355k international visitors who stayed for a combined 3.8 million nights. Total international visitor numbers for the year were up by 2% year on year whilst nights stayed were down by -4%. This resulted in the average length of stay reducing by -5% to 10.6 nights.

Below is the list of top five international markets for the North Coast:

<table>
<thead>
<tr>
<th>Country</th>
<th>Visitors</th>
<th>Nights</th>
<th>ALOS (Nights)</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>68,095 (-2%)</td>
<td>606k (-15%)</td>
<td>8.9 (-13%)</td>
</tr>
<tr>
<td>Germany</td>
<td>39,975 (+4%)</td>
<td>309k (+2%)</td>
<td>7.7 (-3%)</td>
</tr>
<tr>
<td>New Zealand</td>
<td>34,860 (-8%)</td>
<td>238k (-2%)</td>
<td>6.8 (+7%)</td>
</tr>
<tr>
<td>United States of America</td>
<td>33,265 (-6%)</td>
<td>261k (-26%)</td>
<td>7.9 (-21%)</td>
</tr>
<tr>
<td>France</td>
<td>19,067 (+13%)</td>
<td>259k (+57%)</td>
<td>13.6% (21.3%)</td>
</tr>
</tbody>
</table>

^ Average Length of Stay

Below are the five fastest growing international markets for the North Coast:

<table>
<thead>
<tr>
<th>Country</th>
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<th>Nights</th>
<th>ALOS (Nights)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hong Kong</td>
<td>3,893 (+677%)</td>
<td>24k (+625%)</td>
<td>6.3 (-7%)</td>
</tr>
<tr>
<td>Japan</td>
<td>7,829 (+77%)</td>
<td>127k (+52%)</td>
<td>16.2 (-14%)</td>
</tr>
<tr>
<td>Singapore</td>
<td>6,126 (+70%)</td>
<td>28k (+23%)</td>
<td>4.6 (-28%)</td>
</tr>
<tr>
<td>China</td>
<td>13,284 (+25%)</td>
<td>84k (+60%)</td>
<td>6.3 (24%)</td>
</tr>
<tr>
<td>France</td>
<td>19,067 (+13%)</td>
<td>259k (+57%)</td>
<td>13.6% (21.3%)</td>
</tr>
</tbody>
</table>

^ Average Length of Stay
Working with Tourism Australia

Tourism Australia have updated their 'Working with Tourism Australia' guide. The revised version includes updates on their Target Consumers which now references the High Value Traveller and additional information on their social media pages with information on Weibo and WeChat in China.

The team at Tourism Australia have also prepared international market update presentations for key source markets. These updates are a fantastic resource and all the reports can be found on the Market Regions page on the Tourism Australia site.

Entries now open for the 2019 Regional Tourism Awards

Tourism operators and event organisers across the state are invited to enter the 2019 Regional Tourism Awards with submissions in the annual awards program now open.

The North Coast Tourism Awards will be held on Thursday 1st August 2019 in South West Rocks.

The reintroduction of the North Coast Awards in 2018 led to increased representation of North Coast businesses at the NSW Business awards which the region dominated with 37 finalists overall.

Interested operators can find out more and enter the Awards online at regionaltourismawards.com.au.

Submissions close on Friday 24 May 2019.

Meet in Regional NSW - Conferencing Supplier Directory - Free Listing

Businesses who supply products and services to the conference industry in regional NSW are now able to list on the Meet in Regional NSW website for free! The Meet in Regional NSW website is the premier directory for venues and services for this sector in regional NSW.
All you need to do is complete the Create Your Supplier Listing form on the website

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**Destination Australia Conference**

The Destination Australia Conference in Brisbane provided insights into the evolving nature of global tourists and how Tourism Australia have adjusted their focus accordingly. The approach has enabled Tourism Australia to better segment their target markets with a clear goal of pitching to high value travellers. This adjustment in strategy, that has been happening over recent years, focuses on the value of tourism rather than on mass tourism. This strategic directive aligns well with the desired positioning of the North Coast.

Looking for inspiration to ignite your international tourism marketing? Watch recordings of the incredible line up of speakers at the Destination Australia Conference [Destination Australia Presentations](#).

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**Data to help address skill shortages**

RDA Northern Rivers has partnered with RDA Mid North Coast to undertake a skills audit of the North Coast region. A vibrant economy is based on businesses having the right skills at the right time. The [North Coast Skills Audit](#) will allow us to identify what skills are in demand across the North Coast region and provide valuable data to support strategies to address shortages.

North Coast business and industries are encouraged to take the short [Skills Audit survey](#). This input from local businesses will help identify any shortages. It will also assist in the development of effective, locally based policies and programs.

The survey closes **Sunday 28 April 2019**.

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**Destination Byron 2019 TOURISM SYMPOSIUM**

Destination Byron will host their 6th annual Tourism Symposium on Friday, 7 June 2019 at Elements of Byron. The symposium is designed to bring industry professionals, local council and business operators together to discuss and workshop the future of Northern Rivers Tourism.

The Symposium will feature local and national keynote speakers, panel discussions, networking opportunities, and more. Early-bird tickets are now on sale at [www.trybooking.com/BBBYG](http://www.trybooking.com/BBBYG)
Find out more [here](#).
New Product

NRMA’s First Pop Up Glamping Installation comes to Coffs Harbour
NRMA Parks and Resorts has pitched stylish bell tents around their Darlington Beach Holiday Resort for holiday makers to enjoy for a limited time. Throughout April, those looking to get closer to nature without the hassle of pitching a tent, can book one of five standalone bell tents erected in the picturesque coastal forest near Arrawarra Beach.

Complete with king or twin beds, outdoor furniture, solar powered lights, cooking utensils and friendly wildlife, glamping is a chance for visitors as well as locals to have a unique experience, without compromising on creature comforts. Guests will also have access to all other resort amenities, entertainment and dining.

Find out more about the [glamping installation and Darlington Beach Holiday Resort](#)

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Events

**8th Annual Lord Howe Island Rockfest**
The 8th Annual Lord Howe Island Rockfest was held from the 23rd to 29th March. The event provides a showcase of free concerts and entertainment, as well as music tuition for Lord Howe Island school students.

Rockfest was the brainchild of Big Music CEO David Berkman, whose love of Lord Howe Island saw him introduce the only thing he identified as missing from the island – music and nightlife.

The event is very popular with locals and visitors alike and accommodation on the island usually books out well in advance. What are your plans for March 2020? Dates for next year will be announced soon so stay tuned! For
Multiple dates | National Parks Guided Tours for Kids
NSW National Parks runs guided tours for kids and families to discover the hidden mysteries of our national parks. Explore our wonderful coastline on a sea creatures treasure hunt, become a waterbug detective, or join an Aboriginal Guide on a bush tucker workshop.

24 April-5 May | Northern Rivers Food Harvest Festival
The Northern Rivers Food Harvest Festival is all about connecting people with real food on real farms. The 2019 Harvest Festival has expanded this year to 12 days featuring a variety of events across the region.

28 March-30 April | Plunge Art & Culture Festival
The Plunge Art and Culture Festival is a month-long program of events right across the Clarence Valley. From exhibitions, local art and craft, workshops, live music, theatre, film and shows there is something for everyone.

27 April 2019 | Bottlebutt Bash Trail Run
The BottleButt Bash Trail Run is in its inaugural year in 2019, giving you three different distances (21km, 10km and 5km) to experience this beautiful area. The different distances provide opportunities for the new trail runner, to the trail runner that just wants to race or challenge themselves on the trails. Old Bottlebutt is located near Port Macquarie and Wauchope.

22-29 April 2019 | Shine Festival
A Festival over the period of April 22 to 29 when dozens of museums will open their doors in the evening and showcase their stories and collections. From ghost stories to light shows, parlour games and Victorian dinner settings new audiences will gain a new insight into the cultural heritage of the Mid North Coast.

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**Funding and Grants**

The **Regional Cooperative Tourism Marketing Program** is available to undertake Cooperative Tourism Marketing led by Destination NSW.

The **Regional Tourism Product Development Program** offers between $15,000 and $150,000 for eligible projects that satisfactorily meet the assessment criteria. The funding must be, at least, matched dollar-for-dollar.

**My Community Project** is all about local ideas, local projects and local decisions. Have you got a great idea to improve your local community? It might be new playground equipment or sports facilities for the kids, paths or ramps to improve access, an art installation to rejuvenate an empty space or a community transport service. Grants between $20,000 and $200,000 are available.
Your idea could receive funding through My Community Project and now is the time to apply. Do not forget to confirm support from a local organisation as the project sponsor. The project sponsor will deliver the project if it is funded, and could be your local council, community group, sports club, charity or school.

Both you and the project sponsor will need to submit the application before 2pm on 15 May 2019.