

Destination North Coast

The year that was
The year ahead



Destination
North Coast NSW

North Coast Domestic Visitation

Day Trip Visitation

Region	Day Trippers	Year on Year
New South Wales	65.6M	9%
North Coast NSW	7.1M	-7%

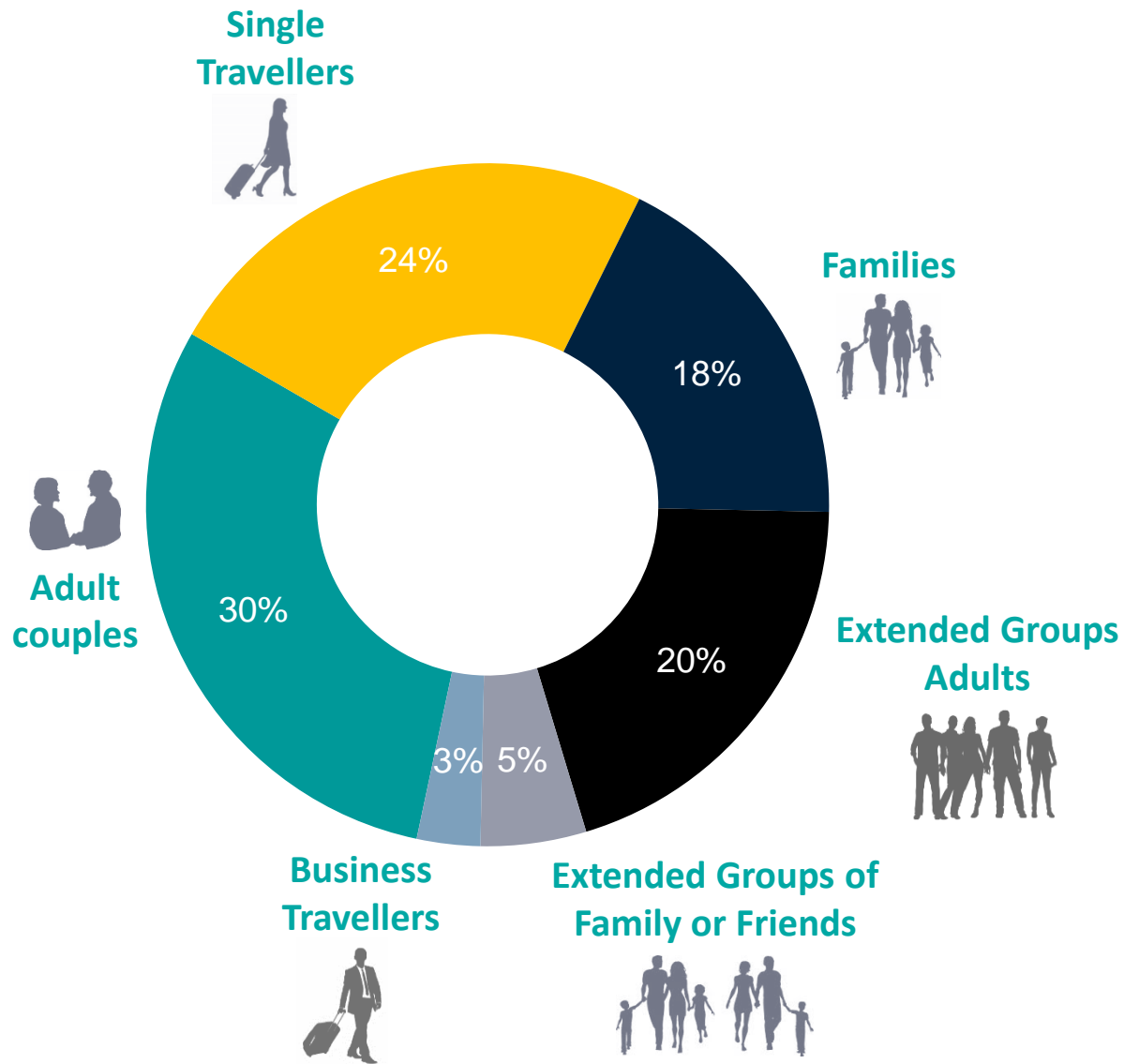
Overnight Visitation

Region	Visitors	Nights	Average Length of Stay
New South Wales	35.6M (8%)	111M (8%)	3.1nts (-)
North Coast NSW	5.8M (12%)	22M (11%)	3.7nts (2%)

Total Visitation

Region	Visitors	Year on Year
New South Wales	101.2M	9%
North Coast NSW	12.8M	-1%

Domestic O/N – Travel Party



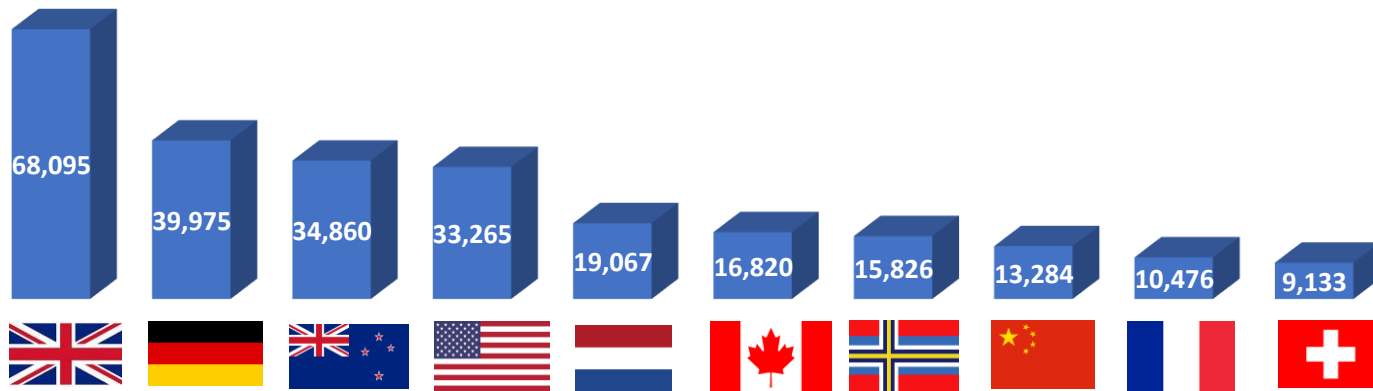
International Visitation

Region	Visitors	Nights	Average Length of Stay
Australia	8.5M (3%)	270M (1%)	32nts (-2%)
New South Wales	4.3M (-)	97M (3%)	22nts (3%)
North Coast NSW	360K (2%)	4M (4%)	11nts (2%)

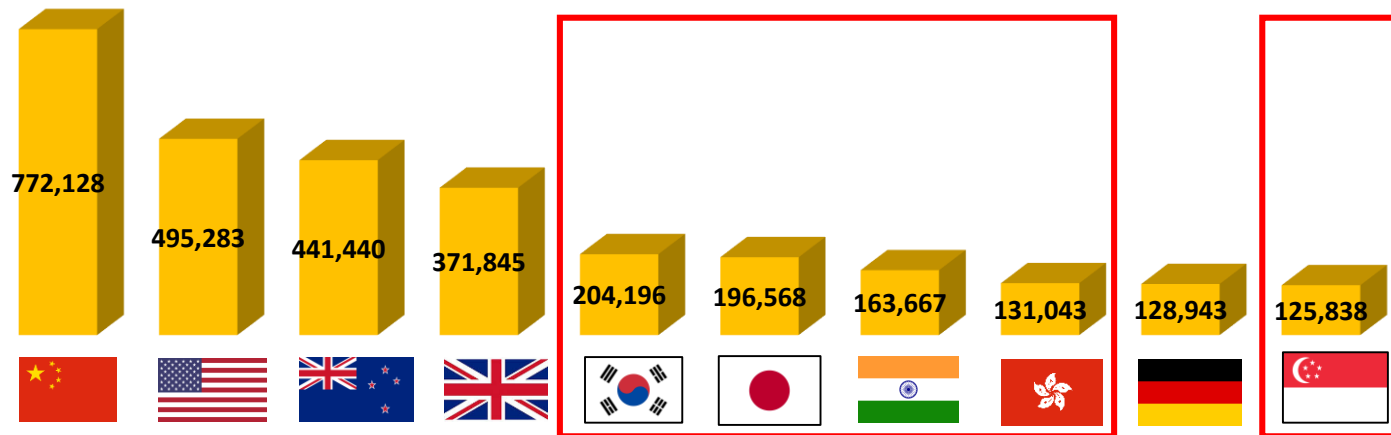
Above statistics based on IVS YE MAR 2019

International – Source Country

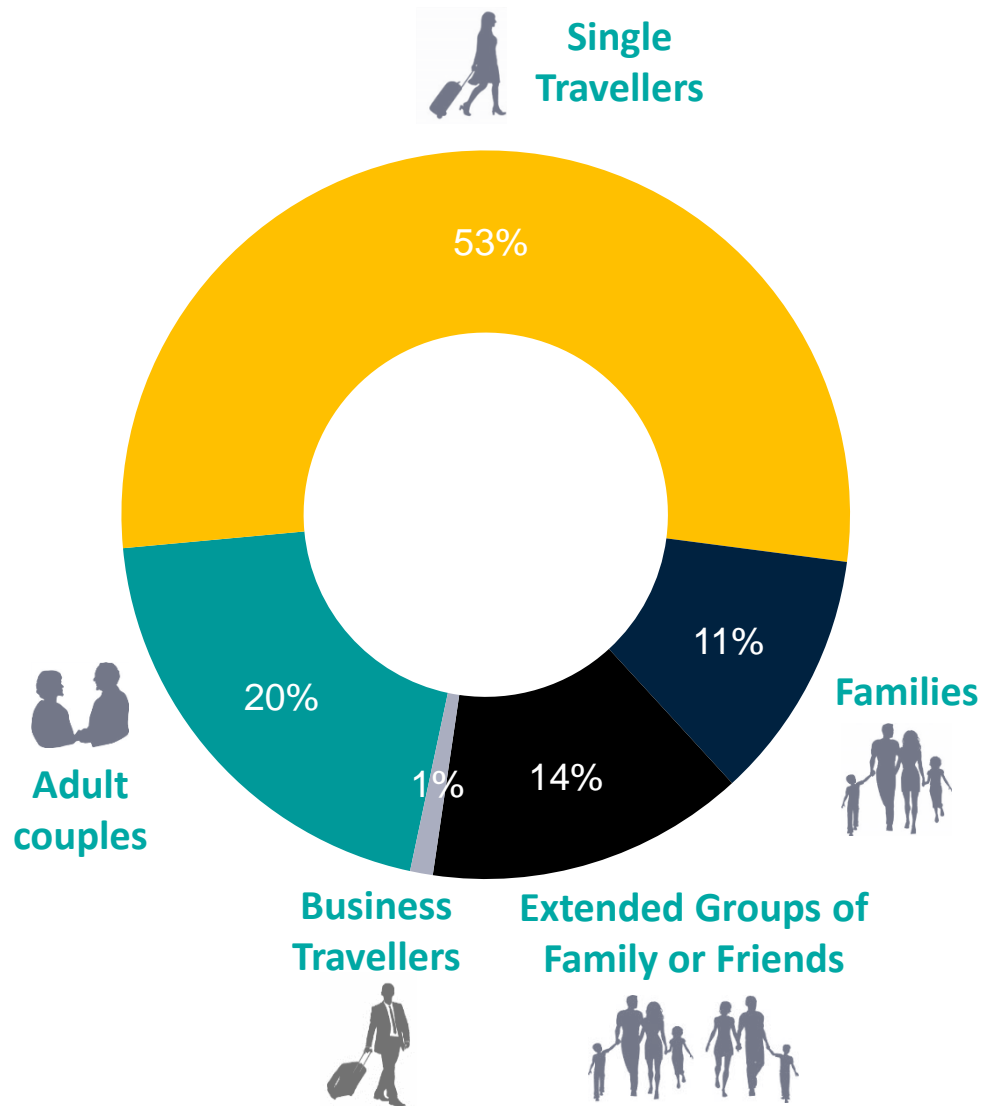
North Coast – Top 10 International Markets



NSW – Top 10 International Markets



International – Travel Party



Nature-Based Tourism Investment

Aim - Develop a North Coast Nature-based Tourism Investment Activation Plan that Identifies and delivers to market three high priority nature-based projects

Progress

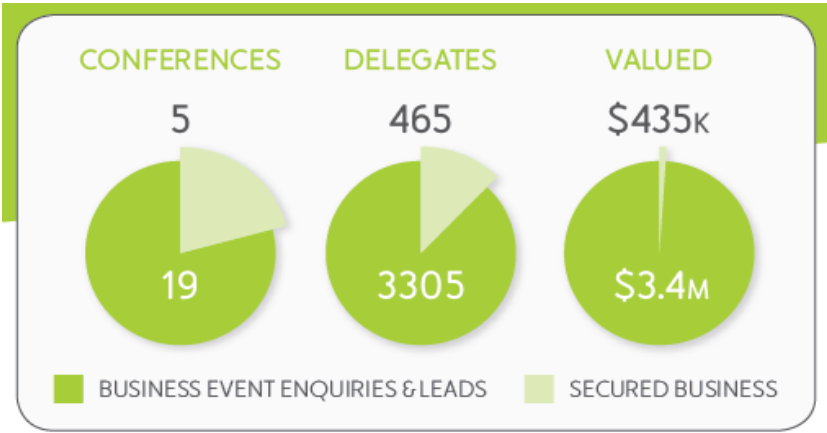
- Selected three projects to support
- Stakeholder engagement and planning commenced across all three projects
- Two projects have draft recommendations under review with stakeholders



Business Events

Aim - Deliver a whole of destination approach to lead generation, skills development, and familiarisation visits.

Working in partnership with Destination NSW to deliver incremental Business Events, visitation and revenue for the North Coast.

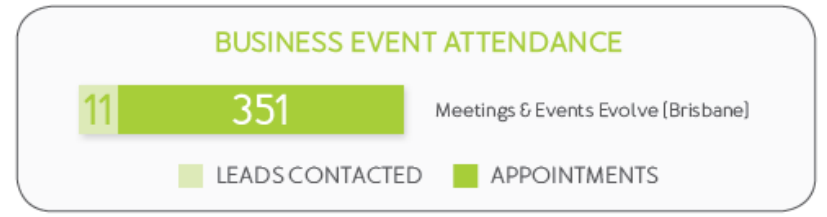


FUTURE EVENTS - QUARTER THREE

Your Business is My Business
Industry Events

Industry Famils
GREATER PORT MACQUARIE
COFFS HARBOUR

BYRON BAY | NORTHERN RIVERS



Event Organisers Summit

8 AUGUST 2019 - STARSHIP SYDNEY



Tourism Symposium & NC Awards

Aim - To provide a platform for the sharing of ideas and intel to inspire, whilst celebrating the success of the industry

Progress

- NC Tourism Awards relaunched in 2018 in conjunction with symposium
- Led to 37 finalists, 8 gold and combined 8 silver & bronze winners at NSW awards. Over a 50% increase on previous years results.



Echo NETDAILY

ballinar sl MONDAY 31 DECEMBER
Doors 6.30pm Dinner 7.30pm 2 COUR
Tickets: \$69.90 CLICK FOR MORE INF

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← Local News | December 4, 2018 | by Echonetdaily

North Coast big winners at State Tourism Awards

The North Coast recently had a night to



AUG 18

Far North Coast winners at the North Coast Tourism Awards

Posted on 18 Aug 2014 in Business and industry, Food, Government news, News, Tourism

Far North Coast tourism was well represented among the winners in the North Coast Tourism Awards with local businesses winners in 12 of 19 categories. Regional Development Northern Rivers congratulates



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Hastings brings home silver and bronze at 2018 NSW Tourism Awards

Value of Tourism



The Value of Tourism to North Coast 2018



**Every minute of every day,
Tourism delivers \$8,710 of
visitor spend into
North Coast**

**That is almost \$12.5 million per day!!
A value that has grown by 9.8%
in the last year alone.**

(Based on Tourism Research Australia - International & National Visitor Surveys)



Jobs and Businesses

Tourism delivers **9.4%** of our jobs, supports **7,072 businesses**
And delivers **7.1%** of our region's **Gross Value Add** which has
Grown every year since 2010/11 at an average of **3.5% p.a.**

Economic Impact

Economically, these tourism businesses deliver almost **\$1.5 billion (7.1%)** of the region's **Gross Value Add** – nearly half of which is delivered directly by our Accommodation, Food Service, Retail, Transportation and Education establishments

How Does Tourism Compare

The **NSW Visitor Economy (3% direct share of state total GDP)** is worth more than Agriculture, Forestry & Fishing combined (2% share) and just behind mining (3.2% share).

Tourism is the **2nd largest NSW industry** in terms of exports:

1. Mining (\$17.5 billion)
2. Tourism (\$13 billion)
3. Manufacturing (\$9.8 billion)

Research

Aim - Working with LGA's as part of a Tourism Research Group to identify and deliver critical research identified by stakeholders.

Progress

- Research working group established - Identifying needs of region
- Identified a genuine lack of localised intel which will guide the research decisions
- Topics identified for research essentially fall under three categories: what does future demand look like, we do we need to do to service the demand and how are our destinations and tourism as industry perceived
- Currently tendering for a research consultant to fulfil stated needs



Short-Term Holiday Letting Study

Aim – To provide data based analysis on the size of the sector and impacts (both positive and negative) of the short-term holiday letting industry to both the tourism sector and local community

Progress

- Replicating a study of Byron conducted by Southern Cross University (SCU) across mainland LGA areas of North Coast
- Twelve LGA's have confirmed participation
- SCU team liaising with LGA representatives, formulating surveys and launching the surveys imminently

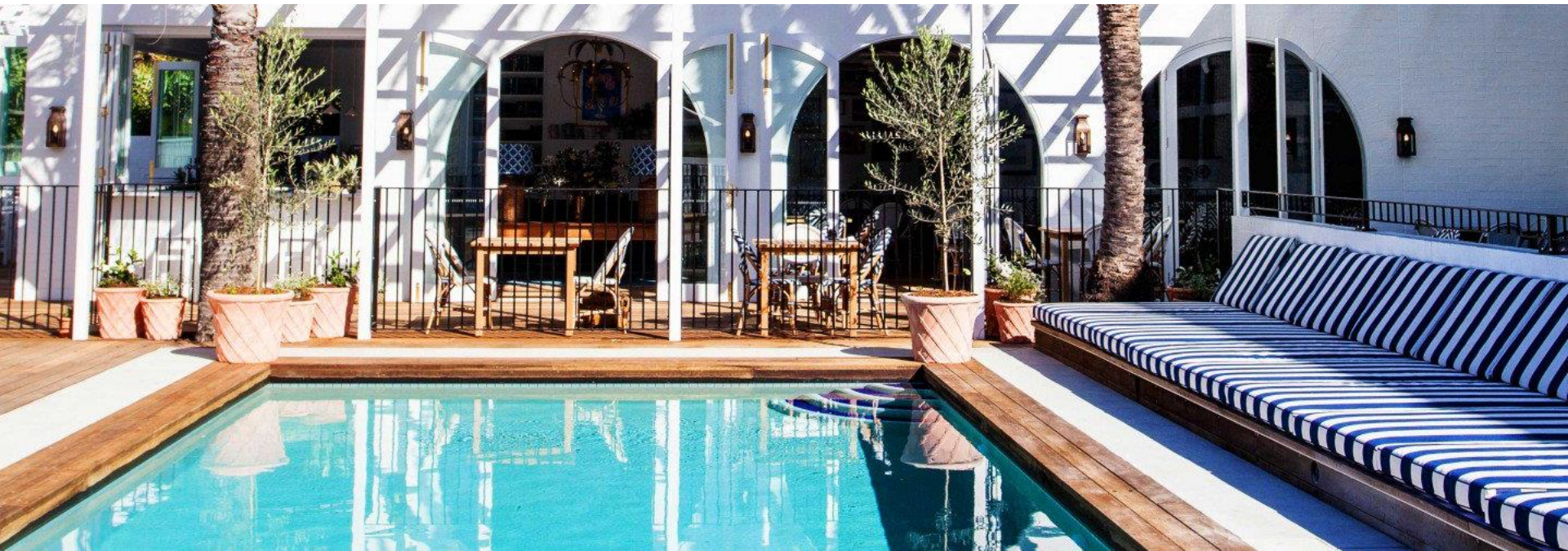


Accommodation Investment

Aim - Commission research into accommodation gaps across the NC to identify and outline current and future demand, priority investment locations, case studies on ROI for hotel/motel refurbishment, best practice on environmental management and use of renewable energies.

Progress

- Currently shaping project plan
- Liaising with potential supporting agencies including Austrade and DPC



Northern Rivers Branding Review

Aim – The desire for a Northern Rivers brand was identified during the stakeholder engagement sessions for the creation of the DMP.

Progress

- DNC is a member of the steering committee with representatives from – DPC, RDA, Business Chamber, SCU, Northern Rivers Food, NCMC
- Four stakeholder sessions conducted
- Project presented at Destination Byron Symposium
- Phase 1 agency recommendations delivered 19th July



Future Experience Initiatives

Food, Arts and Culture Trails

Create and promote new and existing food, arts and culture trails and experiences. Capitalising on this emerging market whilst providing primary producers with alternate revenue streams.

Aboriginal Tourism Product Development

Work with partners to identify ways to enhance existing, and promote market ready Aboriginal tourism experiences across the North Coast including linking current Indigenous product

North Coast Tourism Training & Skills Program

Focusing on export ready and inclusive tourism

