

North Coast Tourism Symposium

Belinda Boyce
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Tourism Policy and Programs

Responsible to formulate policies and strategies to support the NSW Government's immediate and long-term visitor economy priorities.

We work to integrate visitor economy outcomes into wider NSW Government policies, initiatives and programs to realise the benefits of tourism for the community.

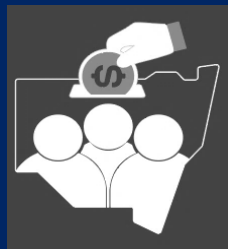
Following the March 2019 state election, we moved from the NSW Department of Industry and are now part of NSW Treasury.

The Hon. Stuart Ayres MP is the Minister for Jobs, Investment, Tourism and Western Sydney. We provide advice and support to the Minister and his office on tourism-related matters.

Working alongside **Destination NSW**, who focus on events, marketing and destination management, to drive the NSW visitor economy.



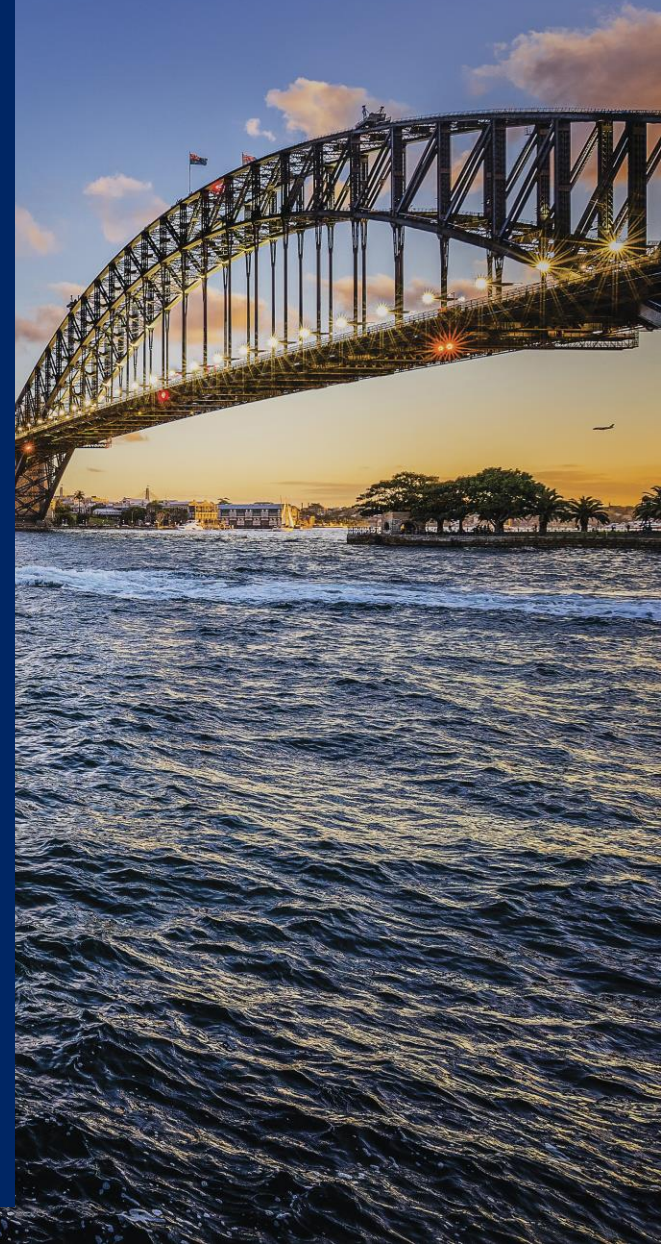
Sustaining the conditions for economic development



Support to increase jobs and investment in NSW



Skills development programs for employment



Key statistics



4,200,000
international
visitors in 2017



50.4%
GROWTH
in the sector
since March '11



\$24.8 BILLION
domestic
visitor spend '17



\$34.2
BILLION
GSP to NSW
economy



\$10.4 BILLION
international
visitor spend '17



\$29.1 BILLION
overnight
expenditure



171,100
people directly
employed
in tourism sector
in 2016/17



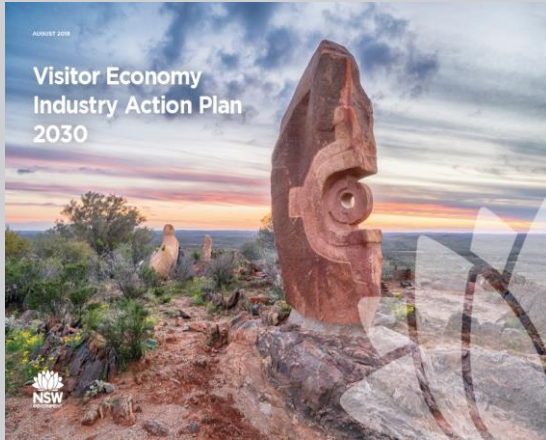
194.5
MILLION
nights per yr
57.9M day trips



588
EVENTS
= \$3 billion
visitor spend



Our Work and Enablers



Visitor Economy Industry Action Plan 2030

New OVE targets:

- NSW: \$45b by 2025 and \$55b by 2030
- Regional NSW: \$20b by 2025 \$25b by 2030
- 43 Actions



The Cruise Development Plan

Strategic Business Case for potential port sites

Investigate funding to support calls to regional ports

In Progress

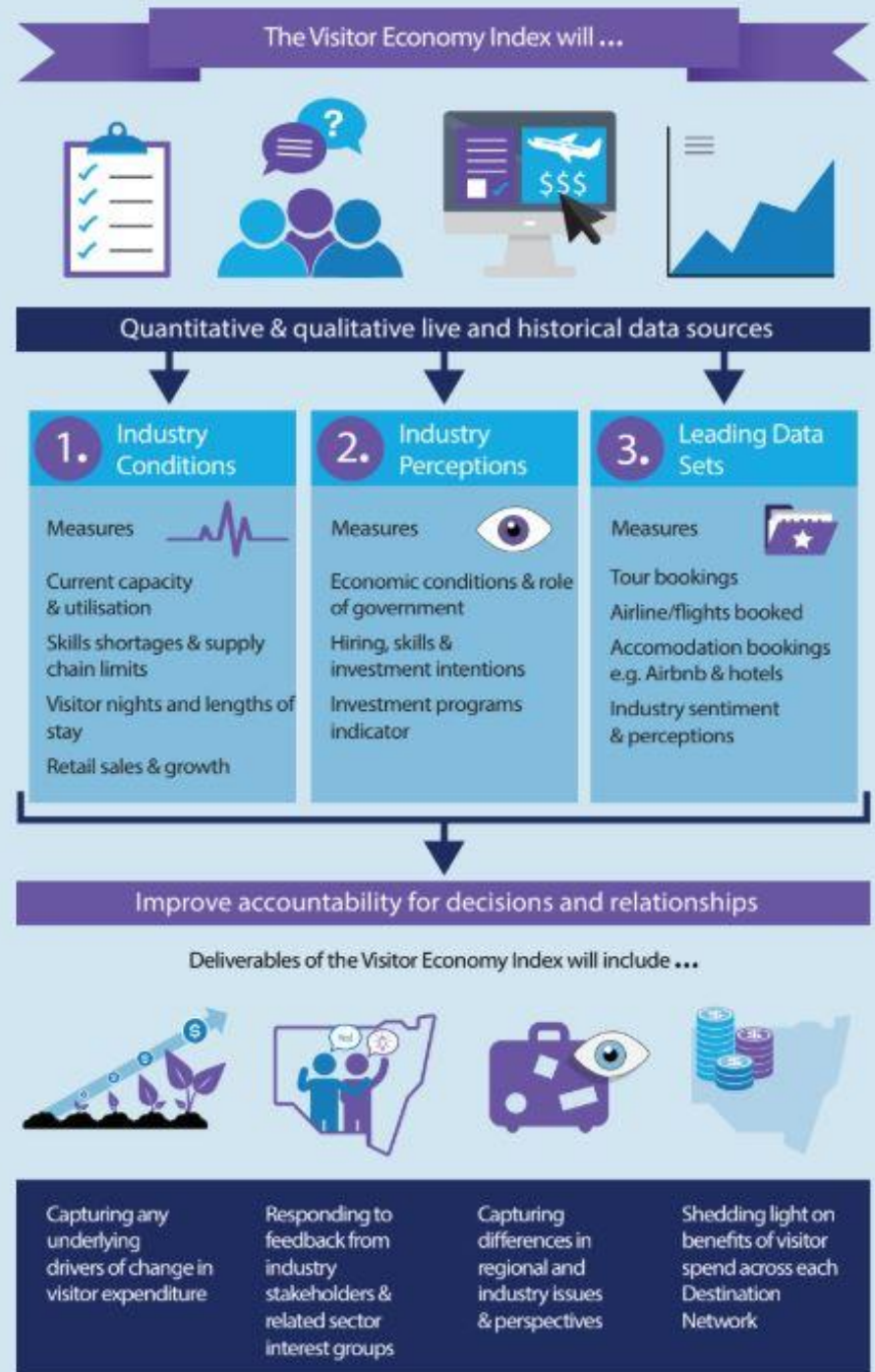
- Visitor Economy Index
- Tourism Infrastructure Strategy
- Nature-based Tourism Strategy

VEIAP 2030 Action 3:

Establish Visitor Economy Index of complementary measures to support the overnight visitor expenditure target.

Visitor Economy Index (VEX)

Visitor economy business conditions and market sentiment for the NSW tourism industry to improve decision-making and relationships.





VEIAP 2030 Action 19:

Develop and release a statewide tourism infrastructure strategy.

NSW Tourism Infrastructure Strategy

Guiding investment in state owned tourism and nature based, scientific, education, cultural, inclusive recreation and entertainment facilities

VEIAP 2030 Action 9:

Develop a nature-based tourism strategy.

Nature-based Tourism Strategy

Identifying and delivering new nature and heritage tourism opportunities to increase the diversity and accessibility of experiences available to visitors.



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