



# Destination North Coast NSW

---

Tourism Symposium 2021

---

# The Stress Test



HOW PRESSURE  
CAN MAKE YOU STRONGER  
AND SHARPER

---

# COMMUNICATING THE VALUE OF TOURISM

Every minute of every day, Tourism delivers \$9,787 of visitor spend to the North Coast region. That is almost \$14.1 million per day! A value that has grown by 13.5% in the last year alone.



SUPPORTS 7,394  
TOURISM BUSINESSES



9.5% OF THE  
REGION'S JOBS



6.8% OF THE REGION'S  
GROSS VALUE ADD



15.5 MILLION VISITORS

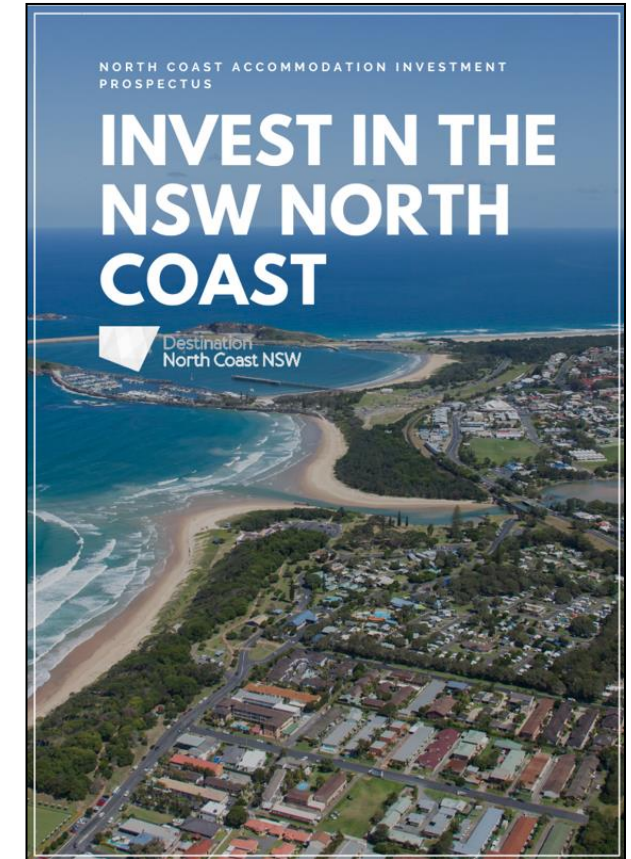


28.4 MILLION VISITOR NIGHTS



\$5.1 BILLION EXPENDITURE

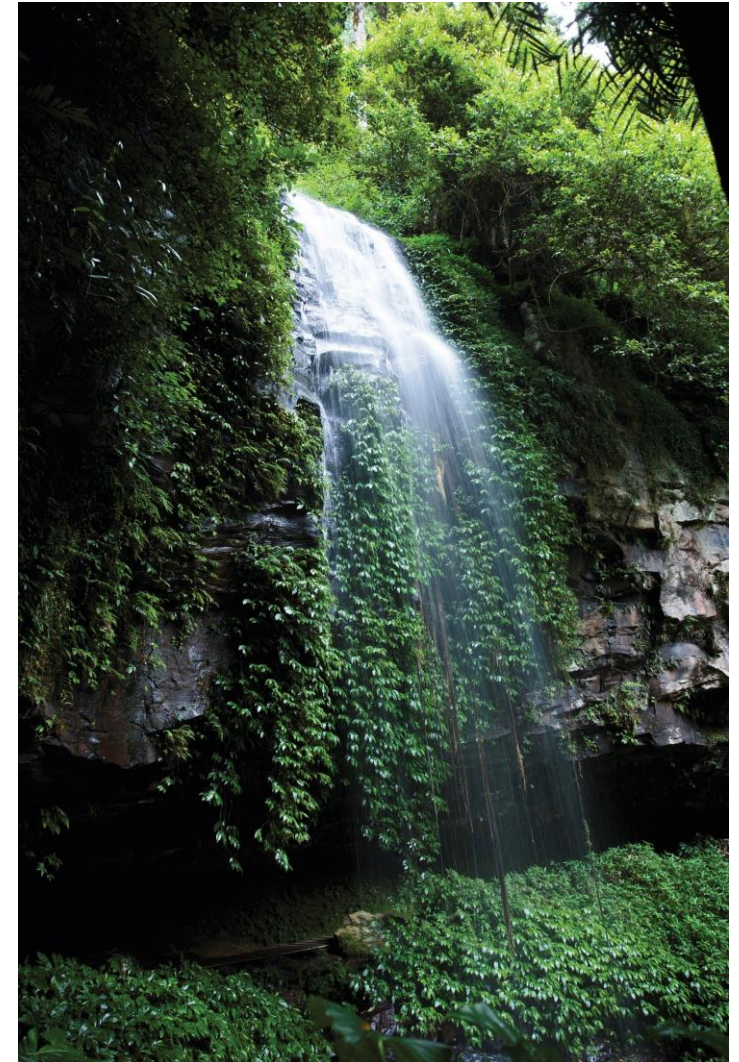
# RESEARCH



---

# TOURISM RESEARCH - EXPERIENCES

- The North Coast has 1,276 tourism attraction and experiences with 54% of operators listed on ATDW
- The most prominent experiences (paid or free) are 'walking and biking tracks' which made up 37% of all attractions
- There are relatively few adventure attractions/experiences, making up just 2.4% of product
- The North Coast offers a myriad of free experiences and attractions (70% are free)
- Without the corresponding commissionable product many LGAs will continue to find it hard to generate stronger visitor yield





# EXPERIENCES - WHAT'S MISSING

- A higher proportion of commissionable product
- All-weather tourism product and experiences
- Attractions which are focused primarily on families and children
- Evening-based experiences to encourage a longer length of visitor stay
- Aboriginal cultural product
- Agri- and farm-based tourism product

---

# EXPERIENCES – GAME CHANGERS



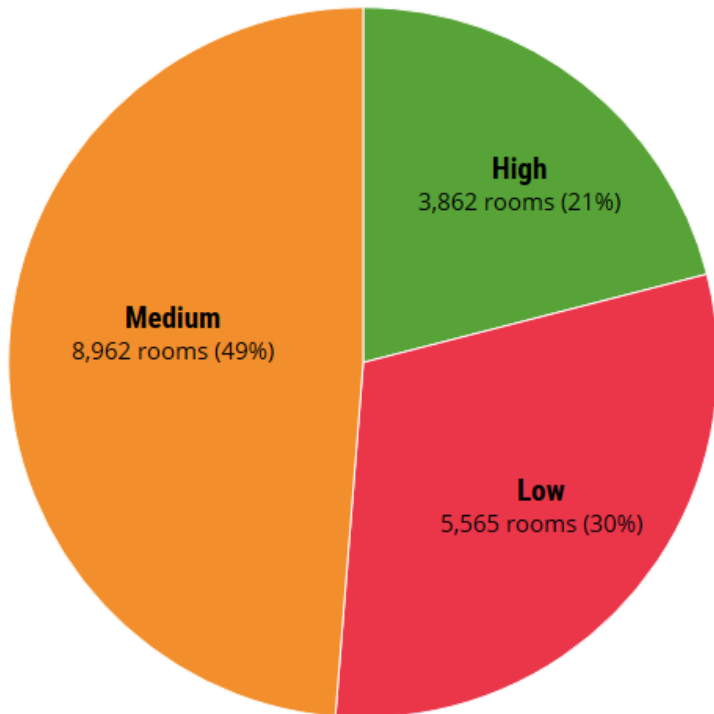
Creating a major visitor attraction with a nationally significant theme that has the following attributes;

- Cut across various LGAs
- Link various walking trails, mountain biking tracks, horse trails and drive circuits and tours
- Enabling stronger economic uplift to be generated from it to the benefit of a number of local communities, councils and other partner agencies and entities.



---

# ACCOMMODATION RESEARCH



Number of rooms by quality category – North Coast region

- The North Coast has 2,024 accommodation properties and 18,624 rooms. Currently 955 (47%), properties are listed on ATDW
- Just under 46% of all commercial accommodation stock in the region is holiday homes and apartments
- Motels represent the largest number of rooms at 26%, followed by retreats and resorts (18%), holiday parks (17%) serviced apartments (11%), hotels (8.2%) and holiday homes and apartments (8%)
- A review of online assessments showed that 21% of rooms were categorised as higher quality, 49% as medium and 30% as low quality



# NEED FOR ASSISTANCE

As most of the new accommodation being sort is 4-star quality or higher, it is particularly important that councils & stakeholders are able to offer the accommodation sector:

- support to securing potential sites
- working closely with developers and investors to assist in getting council planning approvals through in realistic timeframes
- work with project proponents where state government and other approvals are required

A clear message from the development community is the desire for greater certainty from the government at all levels.

---

# ACCOMMODATION – INVESTMENT OPPORTUNITIES

The following investment opportunities have been identified by LGA's:

- Hinterland eco chalets and/or cottages in at least 3 LGAs
- Glamping style development in at least 3 LGAs
- Medium-to-larger hotel, serviced apartment complexes or resorts in 8 LGAs
- Destination holiday parks in at least 3 LGAs
- Boutique hotels/resorts in at least 2 LGAs; and
- Uniquely themed forms of commercial accommodation;
  - an art hotel,
  - a nature-focused commercial accommodation facility,
  - an Aboriginal-themed commercial accommodation facility



---

# RECOVERY FOR REGIONAL TOURISM PROGRAM

The North Coast was awarded \$1.25M through the Federal, Recovery for Regional Tourism program.

Funds were allocated to the nine leading regions for international overnight visitation.

The funds can be spent marketing strategies or airline partnerships, product development, advisory services, capacity building, event creation and upgrading of visitor servicing.

All activity must be completed by 31<sup>st</sup> May 2022.



---

# PHASE ONE



The first funding agreement covers the following projects:

## **Business Accelerator & Mentoring Program**

The program aims to support 100 businesses to improve resilience, productivity, profitability and sustainability. The program will utilise NSW First assets increasing exposure to and use of this program.

## **Business Events**

Funding has been secured for an Incentive Fund, famil and roadshow support.



# PHASE TWO

Phase two will see funding applications lodged in July for the following programs;

## **Accommodation Reinvestment Guide and Guidance**

Creation of a best practice guide and provision of guidance for owners and managers of existing properties into reinvesting into their property

## **Rail Trail Development Project**

Communicate the opportunity the Rail Trail presents, how business can leverage the trail and work together to maximise economic impact

## **North Coast Food 'Open Weekend'**

Create an umbrella event that will celebrate the launch of the North Coast Food & beverage Trail.

---

# NORTH COAST FOOD AND BEVERAGE TRAIL

Funded by a \$145k grant awarded to DNC through the Federal, Regional Tourism Bushfire Recovery Grant Program.

The funds will be used to create a dynamic, digital food and beverage trail through the North Coast.

The trail will be housed on Visit NSW with differentiated branding for the trail pages.

Targeted to launch in November 2021.

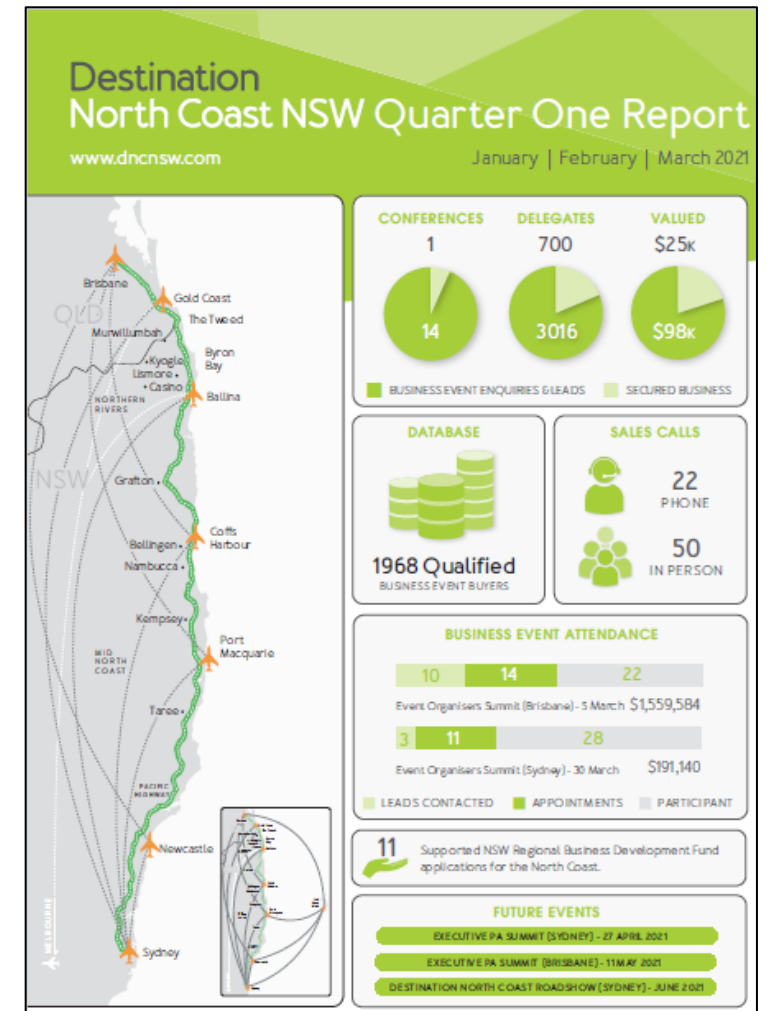


# ONGOING MAJOR PROJECTS – BUSINESS EVENTS

**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.

Program was awarded state and National awards by MEA for first year of operation.



---

# BACK TO THE STRESS TEST...



What have we learnt? What can we apply?

- Operators know their businesses like never before
- Crisis sometimes represent the beginning or a key point of change for businesses
- The various crisis have expedited the delivery of a variety of elements that we use or can leverage:
  - sustainable travel
  - regenerative travel
  - nature-based travel
  - technology



# Destination North Coast NSW

---