



Stuart Ayres

Minister for Jobs, Investment, Tourism and Western Sydney
Minister for Trade and Industry

MEDIA RELEASE

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NSW GOVERNMENT SUPPORT TO REIGNITE VISITOR ECONOMY

The NSW Government will invest more than \$8 million in a suite of grant programs to accelerate the recovery of the NSW visitor economy as the state reopens to visitors.

Minister for Jobs, Investment, Tourism and Western Sydney and Minister for Trade and Industry Stuart Ayres said the funding would be a significant boost to the visitor economy as travel restrictions lifted.

“This funding will create jobs, enhance the visitor experience, support the return of lifestyle and business events in regional NSW and promote our regions as ‘must-visit’ destinations, generating hundreds of millions in visitor expenditure,” Mr Ayres said.

“These grants are all about assisting NSW tourism operators and event organisers to develop and deliver the best possible visitor experiences and ensure we are the number one state to visit as we reopen to the world post COVID-19.

“Whether it’s to upgrade the standard of accommodation, develop an entirely new visitor experience, stage conferences and regional events, or deliver a compelling destination marketing campaign, these grants will ensure NSW remains top-of-mind for all types of visitors.

“Supporting our tourism operators is a top priority. They are the backbone of the visitor economy – their passion and resilience and incredible diversity of offerings are key to the state’s success.”

The \$8.35 million will be delivered through the following programs:

- **\$4.1 million Tourism Product Development Fund** – to support regional accommodation renewal and new visitor experiences
- **\$1.5 million Regional Event Fund** – to support new and flagship regional events
- **\$2 million Co-operative Marketing Program** – leveraging Destination NSW’s new Feel New marketing campaign
- **\$750,000 Regional Business Event Development Fund** – to create, attract and support new business events for regional NSW

The NSW Government, through Destination NSW, will deliver the grants and support recipients to best manage their project delivery.

For more information on these funding programs and all other support available to businesses, go to www.destinationnsw.com.au/funding.

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