



5 July 2022

North Coast Tourism Symposium & Awards Gala Dinner 2022

The North Coast Tourism Symposium and Awards Gala Dinner will provide a very important opportunity to bring the tourism industry together after such a tumultuous period.

Joint-hosts Destination North Coast and Clarence Valley Council [invite visitor economy stakeholders](#), to the North Coast Tourism Symposium and Awards Gala Dinner being held in Grafton on Thursday 28th July 2022.

Grafton's heritage and history will be on display with the Tourism Symposium bringing key regional stakeholders, strategists and tourism experts to heritage-listed [Saraton Theatre](#) to discuss and consider issues, challenges and opportunities impacting tourism across the North Coast.

The evening Awards Gala Dinner will follow at another 'grand old dame', heritage-listed, the Barn, at the Grafton Showground.

Minister for Tourism and Sport Stuart Ayres said the NSW Government recognised the significant value that the regions provided to the State's visitor economy.

"Tourism is the lifeblood of many regional communities. It accounts for almost 300,000 jobs and 110,000 businesses and is integral to our State's success," Mr Ayres said.

"NSW is the largest visitor economy in Australia and as outlined in our Visitor Economy Strategy 2030, we are working to rebuild and grow it to \$65 billion by 2030 and deliver on our vision to become the premier visitor economy of the Asia-Pacific.

"The knowledge gained at the Visitor Economy Symposium will futureproof our visitor economy, ensuring that NSW continues to offer the best of the best for years to come."

Tourism Symposium

The theme of this year's Tourism Symposium is '**Evolution for Success**'.

Leading the speaker line-up and opening the event is [Steve Sammartino](#), Australia's most respected futurist and media commentator on emerging technology. His Keynote Presentation titled '**Rapid Fire Future**' will explore how the world has changed **without notice**. Steve believes the good news is people's minds and attitudes have never been as open as they are today. Post-COVID is the opportunity we've been waiting for. Finally, the world has realised that technology enables us to be location agnostic and participate on the global economy, at a corporate and entrepreneurial level.

In this talk Steve will focus on the changes and how to evolve with them and ride the wave to a new type of commercial success and growth by inventing new systems which match the world we now live in.

Buckle in for some insight and tools you can use the moment his talk is finished.

Joining Steve will be Dr Catriona Wallace who has been recognised by the Australian Financial Review as the Most Influential Woman in Business & Entrepreneurship. Catriona is an expert in the field of Artificial Intelligence and will no doubt deliver a thought-provoking session titled '***The Rise of AI, Web3 and the Metaverse and its role in Tourism'***.

Prepare for some delicious brain food all served up before the lunch break!

The Symposium Program will also deliver regional and national tourism updates and provide an opportunity for connection and networking with like-minded visitor economy stakeholders.

Awards Gala Dinner

The Awards Gala Dinner immediately following the Tourism Symposium and will be held at another of Grafton's historical classics, the heritage-listed Barn at the Showground.

This year's awards ceremony will again recognise and salute Local Tourism Heroes from across the region.

Michael Thurston, General Manager, Destination North Coast says: "As we rebuild our industry after the previous tumultuous years, we have an opportunity to review how we operate and how we can come back more efficient, customer centric and therefore more successful. The array of speakers that we have for the North Coast Tourism Symposium will both challenge and inspire our industry stakeholders.

In these dynamic times it is essential that we support each other, have a shared vision and celebrate our successes as an industry. The Tourism Symposium and awards event provide the much needed opportunity to come together and align our efforts to ensure that we achieve our potential."

[Early Bird/Combo Event Ticket - \\$145pp \(+ booking fee\) – BOOK NOW CLOSING SOON](#)

Destination North Coast invites all stakeholders of the visitor economy to join us for the annual North Coast Tourism Symposium and Awards Gala Dinner.

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