

Destination North Coast Tourism Symposium 2023

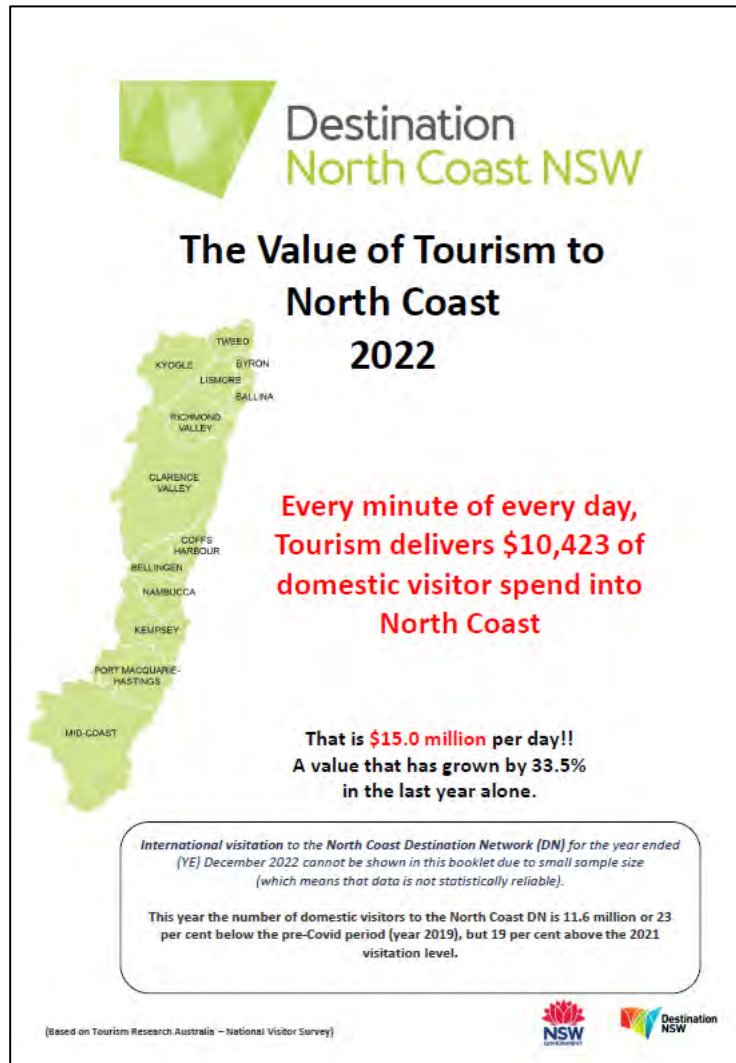


Destination
North Coast NSW




Vision

To sustainably grow yield of visitors to North Coast NSW supporting the regional NSW goal of generating \$25 billion by 2030, without compromising the distinct natural beauty and communities that makes the region so unique.













How Are We Placed

	2019	2022
	15.5M	11.7M
	28.4M	21.2M
Per minute	\$9,787	\$10,423
Per day	\$14.1M	\$15M
	Total	\$5.7B*
% North Coast Jobs	9.5%	10.8%
% Regions GVA	6.8%	5.9%

* International expenditure has been estimated by DNC

Shifts in Visitation

		2019	2022
International		375K	107K
		4.2M	1.1M
		\$265M	\$166M*
Dom. O/N		6.5M	5.6M
		24.2M	21.2M
		\$3.9B	\$4.6B
Daytrip		8.7M	6.1M
		\$981M	\$895M



* International expenditure has been estimated by DNC



Market Shifts

Domestic Overnight

- Intrastate visitation market share down by 7% to 64%
- Queensland increased its market share by 6% whilst all other states remained stable
- Biggest increase was GC, +217K and 4% market share

Domestic Day Trip

- Similar scenario with intrastate market share down by 6% with Qld increasing by the same amount to 27% market share
- Biggest increase again from GC growing their market share to be 68%

International

- Type of visitors consistent with 2019 - 36% backpackers (2019 - 41%)
- Biggest shifts in market share – UK +6% (29%), China -6% (0.3%)

DNC – Last 12 Months

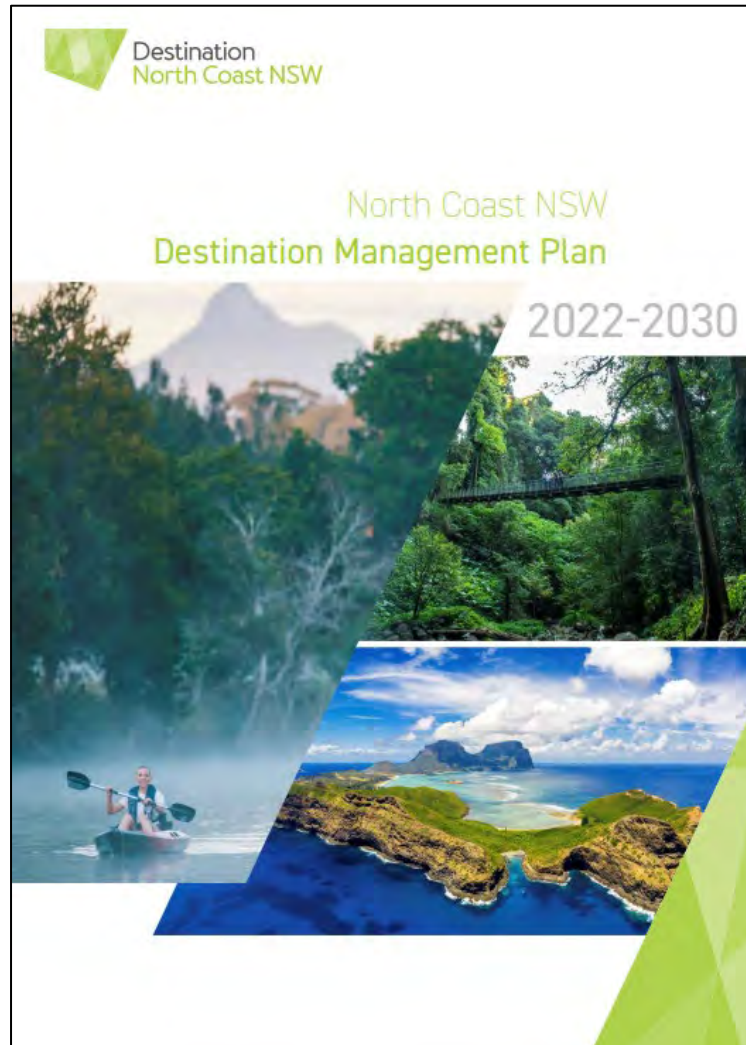
Recovery for Regional Tourism Programs

The following RRT funded programs were delivered

- Four mentoring programs
- Digital Refresh program
- Creation of an Accommodation Reinvestment guide aimed at owners and operators
- Provided financial assistance to secure 17 incremental business events for the region
- Business Event roadshow events in Sydney & Brisbane and two famils to MNC and NR
- Funded the execution of the Festival of Flavour
- Advertising campaigns with Trip.com and Ctrip



North Coast DMP



- North Coast DMP has been launched covering 2022-30
- The document aligns with NSW Visitor Economy Strategy 2030 and incorporates the following;
 - Whole of region vision and positioning
 - Strategic pillars driving progress
 - Trends influencing visitor demand post-Covid
 - Regional Priorities
 - Action plan to 2030
- The document outlines actions that DNC will lead or facilitate in our core areas of responsibility

North Coast DMP – Mission & Positioning

Mission

To maximise the benefits of the visitor economy and ensure the sustainable future of North Coast NSW's visitor economy



NC DMP – Areas of Focus & Ambitious Goals

- Support growth of wellness, food & beverage, aboriginal product
- Identify innovative support programs to better engage the night-time economy
- Facilitate growth of paid nature-based experiences
- Advocate and support development of experiences and infrastructure that will improve access to and activation of the region's waterways
- Support family friendly destinations to address the shortage of contemporary and creative family focused product
- Position North Coast NSW as the premier participative sporting event host in regional NSW





Business Case & Feasibility Studies

Funded through the Regional NSW Business Case & Strategy Fund, DNC are undertaking the following projects;

Great North Coast Trail

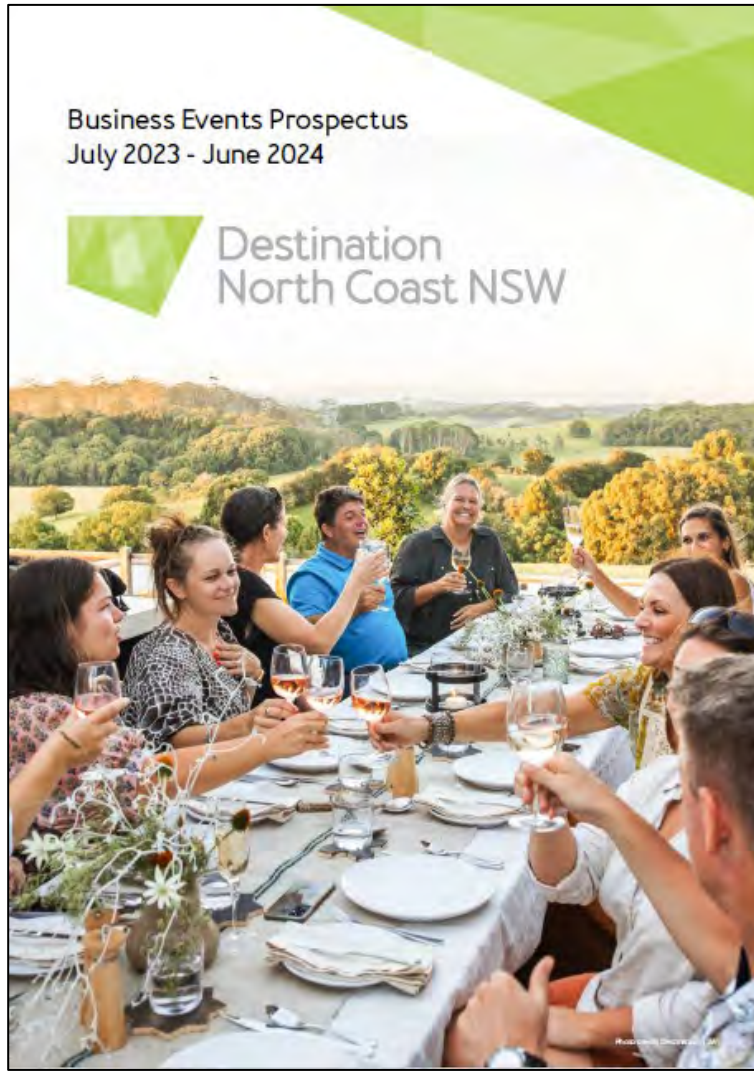
Assess the feasibility of developing a regionally significant Great North Coast Trail (GNCT) that would link existing well-known and developed walking with lesser-known, under-developed stretches of the coastline to become a true long-distance walking track.

North Coast Convention & Exhibition Centre

Review the feasibility, preferred location(s) and potential return on investment that the development of a permanent regionally significant Convention and Exhibition Centre would deliver.

Cruise Industry - Development Specialist Project

DNC partnered with 3 other DN's to secure funding to review how cruise can be better facilitated at NSW regional ports.

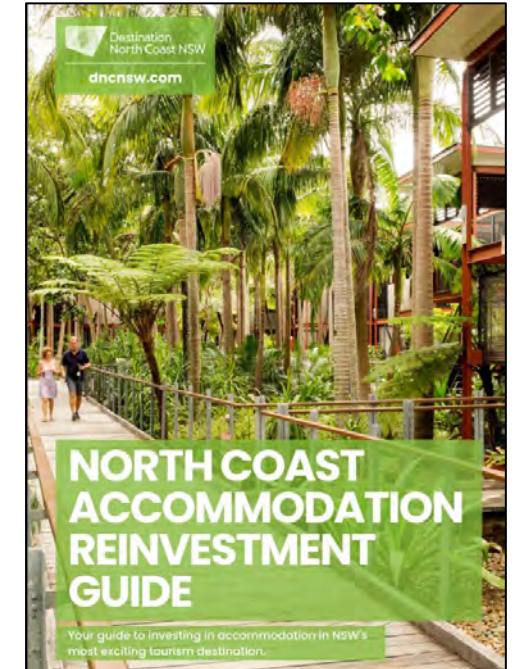
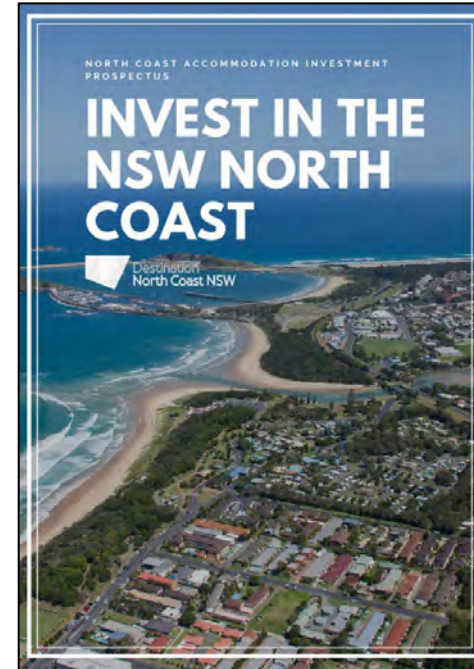


Business Events

Key results for 2022/23:

- Secured 20 events, that will deliver 7.7K delegate nights and generate over \$2.7M in economic impact
- The team are chasing a further 106 leads with the potential to deliver over 38K visitor nights and generate an economic impact of over \$13M
- Conducted 245 sales calls and have built a database of 1,365 qualified buyers
- The 2023/24 program will see the team represent the region at a minimum of 8 conferences/trade shows and host two buyer famils

Tourism Research & Accommodation Review



North Coast Flavour Trails

The North Coast Flavour Trails platform is a dynamic digital platform that delivers the following benefits:

- Consumer-centric solution to discovering food, beverage and agri-tourism businesses on the North Coast
- Build profile of the NC as F&B and agri-tourism destination
- Encourage visitors to stay longer and spend more in region
- Improve access to market at no cost to operators



Northern Rivers Brand

A unifying platform that enables the collective promotion of the Northern Rivers



Northern Rivers NSW
CONNECT WITH NATURE

EventCheck



EARTHCHECK
RESPONSIBLE EVENT
2023

Thank you



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North Coast NSW

