

Destination North Coast Tourism Symposium 2024



Destination
North Coast NSW

Our Vision

The North Coast is world renowned for thriving, sustainable visitor experiences that celebrate our nature and culture.

Our Mission

We use our expertise to influence, advocate and help visitor economy participants shape sustainable, world-class destinations.



How Are We Placed

Total Visitor Economy*



Visitors

13.3m



Visitor Nights

23.9m



Total Expenditure

\$6.1b



Avg. expenditure per visitor

\$456

Domestic Day Trip



Visitors

7.3m

(+17.6%)



Total Expenditure

\$1.1b

(+0.1%)



Avg. expenditure per visitor

\$148

(-4.9%)

International Overnight Visitation*



Visitors

275k



Visitor Nights

3.9m



Total Expenditure

\$262.7m



Average Length of Stay

14.2 nights



Avg. expenditure per visitor

\$954

Domestic Overnight Visitation



Visitors

5.7m

(+2.1% YOY)



Visitor Nights

20m

(-3.9%)



Total Expenditure

\$4.7b

(-4.1%)



Average Length of Stay

3.5 nights

(-4.1%)



Avg. expenditure per visitor

\$822

(-6.1%)



Market Shifts

Domestic Overnight

- Intrastate visitation market share increased to 58% (+2%) and nights increased to 62% (5%)
- Visitation increased from NSW, QLD and ACT, declined all other states
- NSW, SA and ACT generated increases in nights stayed
- NSW and Qld account for 92% (2%) of domestic overnight visitation
- Biggest increases – NC (137k/19%) and Brisbane (128k/16%)

Domestic Day Trip

- Both Intra (22%) and Interstate (5%) increased. Intra state market share increased to 76% (3%)

International

- Significant increases across most markets. Largest – UK (62k), NZ (36k), Germany (24k) and USA (21k)

DNC – Last 12 Months

The last year has been a dynamic period for DNC incorporating a huge amount of activity including;

- Onboarding of new Chair and two new Directors – The new Board have travelled to the Tweed, Bellingen Shire, Coffs Harbour, Port Macquarie, Barrington Coast, Richmond Valley, Macleay Valley and Lord Howe Island
- Completed two infrastructure feasibility studies
- DNC BE program – Recorded breaking year
- Delivered training for - digital ready/trading, event management and accommodation revenue and yield management



DNC – Strategic Pillars for FY24/25

1. Helping to grow the visitor economy around iconic infrastructure investments.

2. Elevating vibrant and emerging world-class experiences, precincts and products.

3. Building an engaged community of visitor economy participants and partners including via our facilitation of events and business events.



Strategic Pillar

Helping to grow the visitor economy around iconic infrastructure investments

This will be achieved through the following;

- Working with our stakeholders to advocate for and support the development of targeted infrastructure projects
- Advocate for, deliver and assist in the creation of world-class experiences that leverage these key infrastructure investments
- Promote and support the implementation of EV charging stations at new and existing key infrastructure





NORTH COAST CONVENTION CENTRE

Evaluation of the Viability of a North Coast
Convention and Exhibition Centre

Prepared for Destination North Coast NSW

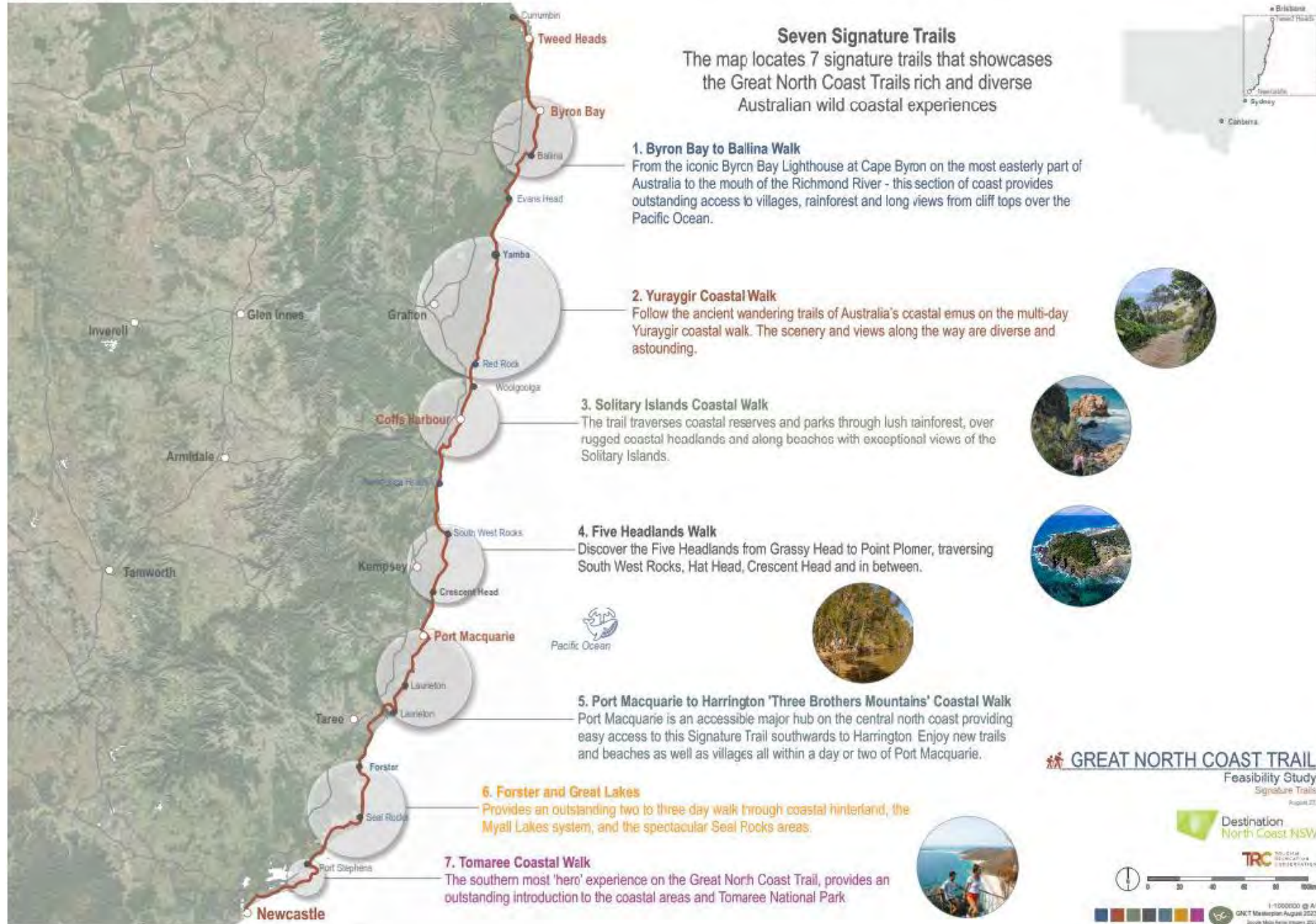
North Coast Convention and Exhibition Centre

- The project commenced with a comprehensive feasibility study that analysed current capacity, market opportunities, and potential locations.
- Four sites were identified as potential hosts:
 - Ballina CBD,
 - Port Macquarie Civic Precinct,
 - Pacific Bay Resort,
 - former Coffs Harbour Council chambers.
- The Cost Benefit Analysis projected that the centre would generate net financial benefits ranging from \$135 to \$185 million and create 270 jobs over a 10-year period.

Great North Coast Trail

- The GNCT project involves the proposed development of a 700km walk that connects seven “Signature Trail”, each lasting 2-5 days, stretching from Newcastle to the Queensland border.
- Total projected users 209K in year 1 increasing to 240K in year 10. Overnight visitors projected to account for around 45% of trail users
- This initiative is estimated to generate \$251 million in incremental income and create 83 construction jobs as well as 285 new jobs over a 10-year period.

Figure 1. Proposed Great North Coast Trail and Associated Seven Signature Trails



Strategic Pillar

Elevating vibrant and emerging world-class experiences, precincts and products

This will be achieved through the following;

- Assisting in activating our waterways for exceptional experiences
- Utilising DNC's annual Tourism Symposium and Awards to elevate stakeholder knowledge and aspirations, particularly in developing world-class attractions
- Implement pilot programs to enhance the nighttime economy of precincts, emphasising stronger connections with arts and culture communities.
- Promote and enhance the North Coast Flavour Trails digital platform to expand its outreach and usage



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



Strategic Pillar

Building an engaged community of visitor economy participants and partners including via our facilitation of events and business events

This will be achieved through the following;

- Supporting leisure and business events as catalysts for collaboration and development
- Bringing stakeholders together through networking events and the North Coast Tourism Symposium and Awards
- Identifying and addressing training needs
- Conducting stakeholder surveys to strengthen industry relationships
- Promoting destination eco-certification and the integration of sustainable initiatives across the visitor economy



Business Events Prospectus
July 2024 - June 2025



Destination
North Coast NSW

THE TRUE NATURE
OF BUSINESS EVENTS

DNC Business Events Program

Key results for 2023/24:

- Record breaking year for leads, events secured and revenue
- Winner of national Meetings & Events Australia – 2023 National Awards, Destination Marketing Organisation or Bureau
- Secured 28 events, that will deliver 13K delegate nights and generate over \$5.4M in economic impact
- Conducted 248 sales calls and have built a database of 1,365 qualified buyers
- The 2024/25 program will see the team represent the region at a minimum of 8 conferences/trade shows



Business Plan FY25

**Business Plan
2024-25**

Destination
North Coast NSW

Destination North Coast Role

The Destination North Coast (DNC) role is to facilitate visitor economy growth at the local level and to represent and co-ordinate the Region's visitor economy leading strategy.

Visitor economy and local government engagement is a shared responsibility and a priority for Destination North Coast.

Development and promotion of visitor economy products and services is a shared responsibility and a priority for Destination North Coast.

Identifying and supporting visitor economy opportunities for local government and business is a shared responsibility and a priority for Destination North Coast.

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Strategic Pillar

Building an engaged community of visitor economy participants and partners including via our facilitation of events.

The DNC Business Events Program has received strong feedback from participants and partners in the region, with the program being a key driver of visitor economy growth and a key focus for the DNC in 2024-25.

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Destination North Coast's Vision and Mission

Vision
"The North Coast is world renowned for driving sustainable visitor experiences that celebrate our nature and culture"

Mission
"We use our visitor economy expertise to influence, advocate and help visitor economy participants shape sustainable, world-class destinations."

DNC aims to achieve this by:

- Providing leadership, support and advocacy for the North Coast visitor economy
- Developing world-class visitor economy products and services
- Supporting the North Coast visitor economy participants in growing and developing their businesses
- Working to ensure the North Coast is a leading regional destination for visitors

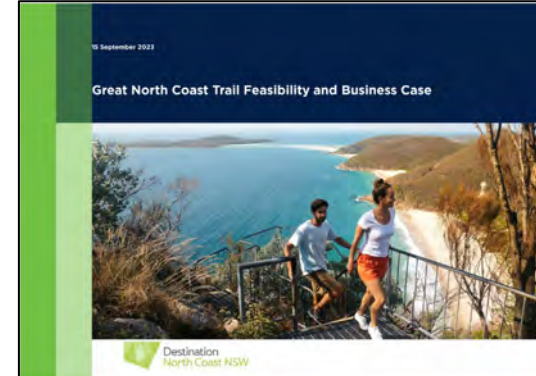
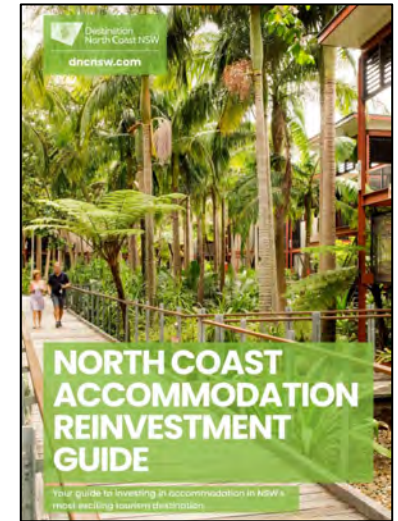
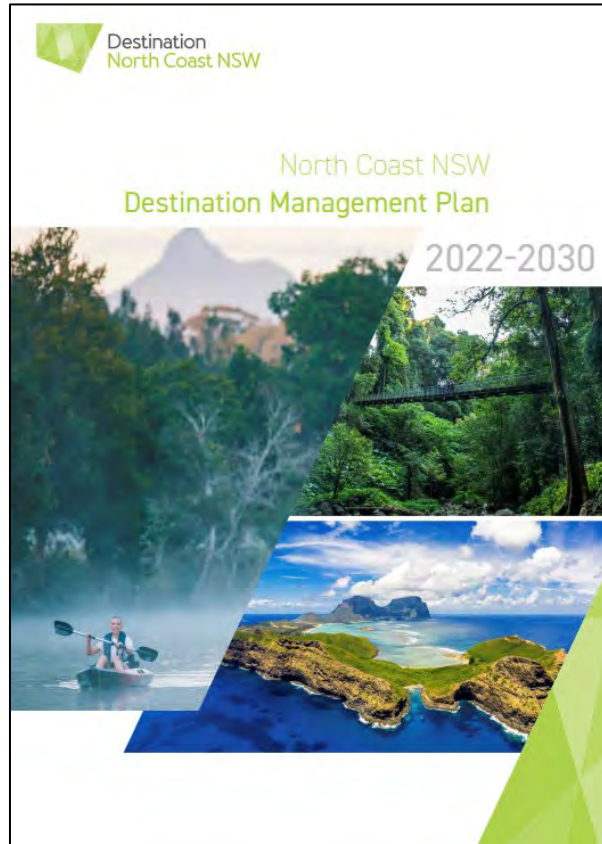
DNC Strategic Pillars FY24-25

- Helping to grow the visitor economy around iconic infrastructure investments
- Developing vibrant and emerging world-class experiences, products and products
- Building an engaged community of visitor economy participants and partners including via our facilitation of events and business events

North Coast, Destination Management Plan - Actions Showcase Our Strengths

Action	Description	Target	Timeline (FY25)
A.1	Work with DMCs to deliver 100% of all programs that encourage and support development and packaging of new and emerging products and services	100% programs completed	1 2 3 4
A.1.1	Assess the progression of 100% of all programs to completion	100% programs completed	1 2 3 4
A.1.2	Proactively target relevant businesses to attend workshops	All programs achieve minimum attendance	1 2 3 4
A.2	Work with the Destination Network Project Management Group, DMCs and DMCs and partners to develop and deliver the North Coast Visitor Economy Strategy 2024-25	100% of all DMCs and partners engaged	1 2 3 4
A.2.1	DMCs to continue to review opportunities to improve and enhance their DMCs through joint branding	100% of all DMCs and partners engaged	1 2 3 4
A.2.2	Work with the Destination Network Project Management Group to support partners to further develop and enhance their DMCs through joint branding	100% of all DMCs and partners engaged	1 2 3 4
A.3	Utilise cultural and heritage agencies to develop and deliver the North Coast Visitor Economy Strategy 2024-25	Cultural and heritage agencies engaged	1 2 3 4
A.3.1	Utilise cultural and heritage agencies to develop and deliver the North Coast Visitor Economy Strategy 2024-25	Cultural and heritage agencies engaged	1 2 3 4
A.3.2	Work with the Destination Network Project Management Group to support partners to further develop and enhance their DMCs through joint branding	100% of all DMCs and partners engaged	1 2 3 4
A.4	Work with the Destination Network Project Management Group to support partners to further develop and enhance their DMCs through joint branding	100% of all DMCs and partners engaged	1 2 3 4
A.4.1	Work with the Destination Network Project Management Group to support partners to further develop and enhance their DMCs through joint branding	100% of all DMCs and partners engaged	1 2 3 4
A.4.2	Work with the Destination Network Project Management Group to support partners to further develop and enhance their DMCs through joint branding	100% of all DMCs and partners engaged	1 2 3 4
A.5	Work with DMCs to coordinate the delivery of DMCs 100% of all programs and services	100% of all programs and services delivered	1 2 3 4
A.5.1	Identify businesses to coordinate the delivery of DMCs 100% of all programs and services	100% of all programs and services delivered	1 2 3 4
A.5.2	Identify businesses to coordinate the delivery of DMCs 100% of all programs and services	100% of all programs and services delivered	1 2 3 4
A.6	Develop and deliver the North Coast Visitor Economy Strategy 2024-25	100% of all programs and services delivered	1 2 3 4
A.6.1	Develop and deliver the North Coast Visitor Economy Strategy 2024-25	100% of all programs and services delivered	1 2 3 4
A.6.2	Develop and deliver the North Coast Visitor Economy Strategy 2024-25	100% of all programs and services delivered	1 2 3 4
A.7	Work with DMCs to coordinate the delivery of DMCs 100% of all programs and services	100% of all programs and services delivered	1 2 3 4
A.7.1	Work with DMCs to coordinate the delivery of DMCs 100% of all programs and services	100% of all programs and services delivered	1 2 3 4
A.7.2	Work with DMCs to coordinate the delivery of DMCs 100% of all programs and services	100% of all programs and services delivered	1 2 3 4

DMP and Tourism Research





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NSW

 **NBN
NEWS**

DNC and NBN News Partnership

DNC and NBN News have developed a cooperative partnership to promote and grow the visitor economy across the North Coast of NSW. The partnership aims to deliver the following outcomes:

- Increased coverage for the North Coast visitor economy
 - Deliver greater promotional opportunities and value to North Coast visitor economy stakeholders
 - Increase coverage of key visitor economy events across the North Coast
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Thank you



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