



## North Coast News & Views Issue 198

### NSW Visitor Economy Forum

Destination NSW is proud to host the upcoming NSW Visitor Economy Forum on Thursday, 3 October 2024 at the International Convention Centre (ICC) Sydney.

This full-day event offers a unique opportunity for visitor economy stakeholders, including operators, trade partners, industry representatives, and government colleagues, to convene and gain valuable insights that will shape the sector's future. The forum will feature keynote speakers, expert panels, and networking sessions designed to foster collaboration and innovation.

Event Highlights:

- In-depth sector-focussed panel sessions
- Operator case studies showcasing best practices
- Networking opportunities with industry leaders

This is a FREE event with [registration required](#).

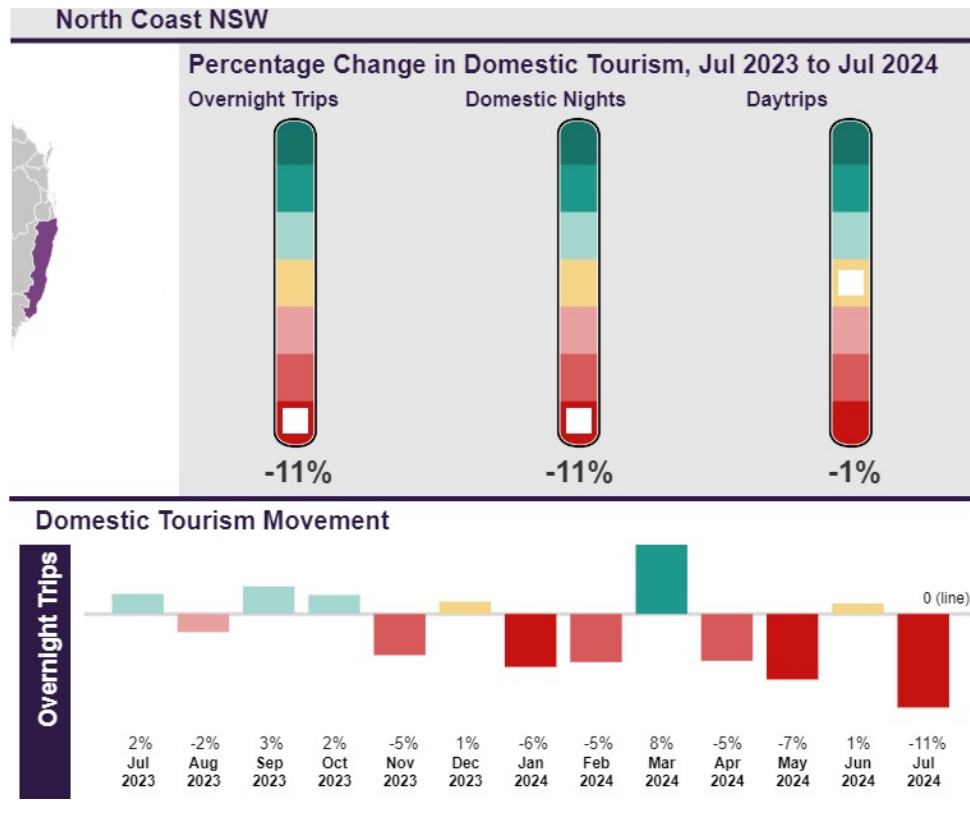


### New Regional Mobility Data by Tourism Research Australia

A new data resource that provides timely, high-quality insights about regional visits has been launched by Tourism Research Australia (TRA). It uses de-identified and aggregated data from several million mobile phones to provide insights on domestic travellers. Mobility data will be published monthly.

These new data sources offer insights traditional surveys can't, or bring other benefits such as significantly

larger and deeper datasets that allow more detailed analysis. They can strengthen or complement official statistics, like TRA's National Visitor Survey (NVS). [Find more information here.](#)



### North Coast Tourism Symposium Wrap

The North Coast Tourism Symposium is done and dusted for another year. For those who couldn't make it and for those who could, but wish to revisit and review, those presentations we are able to share are available on the [Symposium Program page](#) and recordings of presentations from the day [are available here](#). Images from the event [can be accessed here](#).

#### Event and Sustainability Surveys

We would really appreciate your feedback on our event by way of this quick [Event Survey](#) as this is the best way for us to assess that we are delivering relevant content for you, our stakeholders. Please also add your [travel details here](#) so we can assess the carbon impact of your attendance at our events.



### Night-Time Economy Toolkit For Councils

The Office of the 24-Hour Economy Commissioner has launched a [digital toolkit for councils](#) to develop or refresh their local night-time economy strategies. The online toolkit helps councils to map the maturity of their local night-time economies. It sets out assistance to progress night-time economies, recognising every local area is different. Workshops were held with councils to familiarise them with the platform. Additional webinars on the toolkit and how the NSW Government is supporting vibrancy will be available soon.

### North Coast Take 3 For The Sea Ground Swell Workshop

Ground Swell is a [Take 3 for the Sea](#) program created to inform and empower the NSW tourism industry to collaborate to reduce litter impacts in our beautiful holiday locations and to work towards and maintain litter-free destinations.

In this free online workshop, the Take 3 team will introduce the identifiable underlying causes of littering, provide recommended solutions and coach participants to develop a tailor-made action plan. 12pm, 10 September 2024. [Register here.](#)

## VISITOR LITTER IS EVERYONE'S BUSINESS

### Ground Swell Online Workshop

Ground Swell, Take 3's Litter Prevention Program for the Visitor Economy

[Tuesday 10 September at 12pm \(1hr\) Register here](#)



This project is a NSW Environment Protection Authority Waste and Sustainable Materials Strategy initiative, funded from the waste levy.



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## Australian Restaurant & Cafe Association Launch

The Australian Restaurant & Cafe Association (ARCA) officially launched in Australia, as the Industry Association representing the Restaurant & Cafe Segment of the Accommodation & Foodservice Industry. Members can access data and insights, training & development, events, resources and exclusive offers.

[Find out more here.](#)

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## Industry Insights

### NSW Leads The Nation For Wine Tourism

NSW is Australia's top destination for international visitors seeking wine tourism experiences. NSW welcomed 252,200 international visitors who visited a winery during the period. These visitors stayed 9.1 million nights and spent \$1.3 billion, up 13.8% compared to the same period in 2019. [Learn more here.](#)

### Overseas Visitor Recovery In June

New Australian Bureau of Statistics (ABS) data shows short-term visitor arrivals to Australia recovered to 85% of 2018-19 levels in June 2024. There were 587,760 short-term visitor arrivals, up 8.4% year on year. The three leading source countries were New Zealand, China and the United States. [View NSW results here.](#)

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## Around The Region

### The Slim Dusty Centre Nulla Nulla Gallery Becomes A Regional Gallery

The [Nulla Nulla Gallery](#) now a Regional Gallery, is hosting the Saltwater Freshwater Art exhibition until 22 September 2024. The exhibition celebrates local indigenous artists, with artists from the Worimi, Biripi, Dunghutti and Gumbaynggirr Nations on the Mid North Coast.



### Exploring Giidany Miirlarl ('Moon Sacred Place')

Muttonbird Island has been an iconic destination because of its incredible 360-degree views and the sanctuary it offers for endangered shearwaters. But it's also a sacred place for the Gumbaynggirr People, with a deeply significant story to tell. Discover this rich history when you join the Giidany Miirlarl Cultural Tour, led by knowledgeable Aboriginal custodians. [Find more information here.](#)

### Lismore Regional Gallery To Re-open

Following the devastating 2022 floods, [Lismore Regional Gallery](#) officially re-opens on Friday, 27 September 2024. The Gallery looks forward to welcoming visitors to its newly transformed building when it opens to the public this spring. The reopening program across the five galleries highlights the diverse and extensive artistic talent from the region and beyond.



### Cycling Without Age Joins The Tweed Rail Trail

Tweed Shire Council recently announced its collaboration with Cycling Without Age (CWA) to bring an innovative and inclusive service to the Northern Rivers Rail Trail. The collaboration will provide free trishaw rides for elderly individuals, people with disabilities, and those with reduced mobility, fostering community connections and enhancing access to the award-winning trail operating between Burringbar and Mooball for now. [Bookings are encouraged.](#)

### Raes On Wategos Expands Footprint In Byron Bay For Its 30th Anniversary

[Raes on Wategos](#), one of Australia's foremost boutique travel destinations, has proudly announced the opening of a second property in Byron Bay, featuring 10 new suites, set to open in late 2024. The second property, situated in the former Victoria's at Wategos site, a mere one-minute stroll from Raes on Wategos, creates increased amenity and opportunity for guests to experience Raes world-class hospitality and style.

### Wildskin 2024 - A Fresh NORPA Production

Explore the evolution of Wildskin through local writer Sonya Voumard's insights as she delves into NORPA's bold reimagining of this bush thriller. This September, NORPA is turbo-charging their experiential staging and spatial theatrical powers again on an even more epic destination scale. In a vast rural warehouse space at the iconic Lismore Showground, they will be the reimagining and reconstructing the bush thriller/road trip play *Wildskin* (originally staged in 2018). [Book Now](#) for **12 - 28 September 2024, Lismore. [Read media release.](#)**

### Hello Koala Festival Treasure Hunt

Inspired by the Hello Koala Trail and the 2.5m "Big Koala" at Gulabaa in the new tourism precinct in Cowarra State Forest, this outdoor nature-based cultural event is one not to miss. **25 - 28 September 2024.**



### Destination Byron Industry Speed Networking

- Quick fire networking to introduce yourself and your business
- A round robin format where you'll get one on one time with other like-minded visitor economy enthusiasts, followed by some general networking
- A chance to explain what your business is; who your target customers are; and seek out opportunities for potential collaborations and mutually beneficial relationships

**5-7pm Thursday, 5 September at the North Byron Hotel.** [Book here.](#)

## Industry Development And Other Opportunities

### Inbound Strategy Workshops

Destination NSW is hosting a series of practical Inbound Strategy Workshops designed to provide visitor

economy businesses with the necessary steps to develop and sell export-ready products to international visitors via the inbound travel trade.

To register, businesses must:

- Offer bookable experiences
- Have a presence in the domestic market, with at least one year of operational experience
- Be currently connected with or considering working with an online travel agent
- Exploring opportunities in the international market.

The workshops will offer insights and tips on:

- Understanding international markets
- Tailoring visitor experiences
- How to work with distributors to sell internationally
- Business processes, sales tools and steps to get started

[Online Workshop](#) - 10am - 4pm, 19 September

### **Accommodation Revenue And Yield Management Workshops**

Destination North Coast invites North Coast accommodation operators and staff to join them for a series of 2-hour workshops (+30 min Q&A) with Switch Hotel Solutions. Enhance your skills in revenue management, pricing policy, and yield management to boost business competitiveness and sustainability.

The workshops cover:

- Understanding the Guest's Pathway to Booking
- Advanced Market Segmentation and Distribution Strategies
- Revenue Strategy and Profit Optimisation
- Forecasting, Inventory Management, and Performance Monitoring

Workshop participants will also have access to our Switch Hotel Solutions consultants for up to 30 days post-delivery of the workshop series to provide additional support, answer questions and provide feedback on pricing strategy if requested.

[Register for a workshop near you here.](#) **Please note the addition of an online session for those who cannot attend in person.**

### **ATEC's Accessible & Inclusive Host**

ATEC's Accessible and Inclusive Host is a diversity focused business development program with practical learning resources to help you upskill and prepare your business to successfully welcome guests from all life stages, backgrounds and abilities. The program is for tourism operators large or small, with or without experience in the accessible and inclusive market. [Find more information here.](#)

### **Free Mentoring Support for First Nations Tourism Businesses**

The [First Nations Tourism Mentoring Program](#) provides First Nations tourism businesses with access to free, tailored and one-on-one mentoring services from experienced tourism industry professionals.

There is a range of support available, including:

- A business diagnostic to help identify your needs
- One-on-one mentoring tailored to your specific needs and goals
- A suite of learning supports and resources developed for and tailored to the First Nations tourism sector
- Specialist support and advice from Intrepid Travel advisors
- Exit support when you complete the program.

The program is flexible and can fit around your commitments. You can choose how often and how long you meet with mentors and whether you meet face-to-face or online.

### **Tourism Australia Webinar**

Tourism Australia's next industry webinar will take place on Friday 30 August at 11am. The webinar will include a Tourism Australia update along with industry guests. [Register here.](#)

### **Registrations Are Open For Tourism Australia's 2024 Industry Briefings**

Industry stakeholders are invited to register for the event nearest to them. The free of charge briefings will

include an update from Tourism Australia. [View the list of event dates and register here.](#)

### **MTB Symposium**

Outdoors NSW & ACT is facilitating the first MTB Symposium for all stakeholders in mountain biking. Extending over 2 full days to be held in Merimbula 25-26 October 2024. Earlybird tickets close 25 August 2024. [Find more information here.](#)

### **Australia's First Agritourism Summit**

Australia's first Agritourism Summit is set to take place on 29 August 2024 in the Southern Highlands of NSW. Sessions will cover a range of topics including how to deliver a visitor experience while running your day-to-day farming operations, regulatory considerations, marketing tips and sustainable practices. [Find more information and register here.](#)

### **Destination NSW 'Focus on North Asia' Trade Event**

Focus on North Asia 2024 is a structured trade event and familiarisation program that brings 55 - 60 key travel buyers (wholesalers, retail agents and online travel agencies) from China, Hong Kong, Taiwan and South Korea to NSW to showcase Sydney and NSW products and destinations through a two-day appointment-based B2B workshop, a networking gala dinner event and a NSW familiarisation program. It will be held 14 to 15 November 2024.

Eligible tourism businesses are invited to apply to attend as a seller to meet and connect with travel buyers from these source markets.

Find out about the [Destination NSW Focus on Asia](#) trade event. Review the [Focus on North Asia 2024 New Market Product Pathway](#).

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## **Funding And Other Opportunities**

Government agencies and organisations offer grants and funding programs, designed to assist with improving your business or product offering.

Review the latest opportunities for [grants in NSW](#) and [nationally via Austrade](#).

Destination North Coast may be able to provide a Letter of Support (LOS) for your project if it aligns with the [Destination North Coast Destination Management Plan \(DMP\)](#). Letters of Support requests can be made via the [online form found on our website](#).

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## **Sustainability & Eco-Tourism**

### **Ascott Initiative Gives Lifeline To Rainforests In Northern NSW**

A great sustainability initiative supporting tree planting on the North Coast. [Find more information here.](#)

### **Australian Tourism Industry Council's Emissions Reduction Program**

Over 150 Australian businesses have begun their journey to reducing their carbon emissions through participation in ATIC's Tourism Emissions Reduction program. The Tourism Emissions Reduction program provides businesses with an emissions estimate and a tailored emissions reduction plan. Additionally, more than half of the businesses who have made their Tourism Emission Reduction Commitment have either already adopted renewable products or programs for their energy needs or planned to complete the transition to renewable products or programs by 2030. [For more information and how to get involved.](#)

### **Free Sustainability Scorecard**

Sustainable tourism is central to the visitor economy's future success. According to Booking.com, 75 per cent of travellers want to travel more sustainably over the next 12 months.

Destination NSW has extended its partnership with Ecotourism Australia to provide free access to the pre-certification Strive 4 Sustainability Scorecard for eligible NSW visitor economy businesses.

The Strive 4 Sustainability Scorecard is part of the NSW First Program, delivered by Destination NSW to help

businesses embark on the pathway to sustainability and evaluate their business practices. [Find more information here.](#)



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## North Coast Product Development

### [Crescent Head Mini Golf](#)

New mini golf and gazebo at Crescent Head Country Club - 18-hole course in a beautiful setting with a BBQ/seating gazebo area.

### [Fisherman's Friend Cruise - Tweed Eco Cruises](#)

The New Fisherman's Friend Cruise offers a 1.5-hour sightseeing trip on Terranora Lakes with morning tea from a local baker and commentary from the Captain about the area's history and ecology. Thursdays and Saturdays, 9.30am - 11am.

### [Playa Bodega - Yamba](#)

Yamba welcomes a new Mexican Restaurant to its mix of dining options.

### [Crystal Creek Rainforest Retreat - The Tweed](#)

Crystal Creek Rainforest Retreat is close to finalising refurbishments with 70% of villas and lodges finished. With 13 luxurious villas and lodges guest are spoilt for choice with the incredible rainforest or mountain views offering the utmost in privacy and seclusion.

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## North Coast Events

To aid your planning and to support local events, please note these upcoming events on the North Coast or find [all events on DNSW's website](#).

### [Exhibition: 30 Years of Ferry Park Gallery](#)

To 31 August 2024  
Maclean

### [Grafton Motorfest](#)

25 August 2024  
South Grafton

### [Celebrate Wooli](#)

Wooli  
31 August 2024

### [Tweed Regional Museum Street Party](#)

31 August 2024





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## Stay Up To Date And Follow DNC On Social Media

Thank you for taking the time to read this update. Don't forget between our e-newsletters, you'll find us on the socials - head over to follow us on [LinkedIn](#) and [Instagram](#). We also encourage you to share our updates with your networks, simply forward this email and they can [register here](#).

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