



Destination
North Coast NSW

Visitor Economy News



Tourism To Become \$91 Billion Dollar Cornerstone Of NSW Economy

Millions of extra airline seats, tens of thousands of hotel rooms and a focus on experience-led tourism will transform the state's visitor economy into a \$91 billion powerhouse as set out in a government review of the NSW Visitor Economy Strategy.

The Government will adopt a more ambitious goal of \$91 billion in annual visitor economy expenditure by 2035 - a 40% increase on the previous goal. The accelerated growth is expected to provide a big economic windfall for regional communities, with \$44 billion (48%) of the \$91 billion expected to be spent in regional NSW.

This ambitious growth trajectory will further cement tourism as a critical pillar of future growth in the NSW economy, driving up to 150,000 new jobs by 2035.

[Find Out More](#)

NSW VISITOR ECONOMY FORUM



Experience Tourism In The Spotlight At NSW Visitor Economy Forum

More than 600 industry leaders, experts and stakeholders gathered at ICC Sydney on 3 October for Destination NSW's 2024 Visitor Economy Forum (VEF24).

The full-day event focused on the theme of 'Experience NSW' and explored growing visitor demand for authentic, interactive experiences that enable people to connect with local culture, natural landscapes and vibrant communities when travelling.

The event discussed the latest trends, strategies and visitor experiences that will accelerate sector growth in the coming years.

[Find Out More](#)



EV Charger Site Hosts Opportunity

The NSW Government is investing \$199 million in growing the EV charging network across NSW and calling for regional businesses and councils to [register their interest](#) to host electric vehicle (EV) chargers. These sites may then be considered by EV charging companies to install chargers in regional areas with Government co-funding.

NSW EV ownership increased by 83% over the previous financial year. Sites that provide convenient charging options in regional NSW are well-positioned to attract more customers, enhance tourism presence and stand out from the competition. EV drivers plan their trips around charging stops, using them as opportunities to rest, eat, or explore.

[Find Out More](#)

Australian Regional Tourism Ltd. Updates

ART Aims To Explore Social Impact Of Tourism In The Regions

Australian Regional Tourism (ART) is excited to offer regional tourism organisations and local government areas an opportunity to embark on their social impact assessment journey. As tourism grows, it's becoming increasingly important to not only measure economic benefits but also to understand how tourism impacts local communities—the people, culture, and the region's liveability that make a destination unique.

Through this opportunity, ART and project partner, Nourish Group, will work with regions to develop a [social impact framework](#) that helps regions assess how tourism is contributing to local wellbeing and community engagement. By focusing on areas such as local employment and community and social wellbeing, our assessment tools give RTOs and LGAs the insights they need to make informed decisions and develop strategies that benefit both visitors and residents. [Find out more.](#)

ART And Institute of Excellence To Enhance Regional Tourism Education

ART and Institute of Excellence (IOE) have announced their strategic collaboration, which brings together a shared commitment to advancing regional tourism through innovative educational resources and professional development.

Under this new partnership, IOE will produce bespoke, online education courses, and feature dedicated monthly podcast episodes highlighting the strategic minds and passionate contributors to Australian regional tourism with these initiatives to be integrated into ART's Tourism Hub and available for members. [Find more information here.](#)

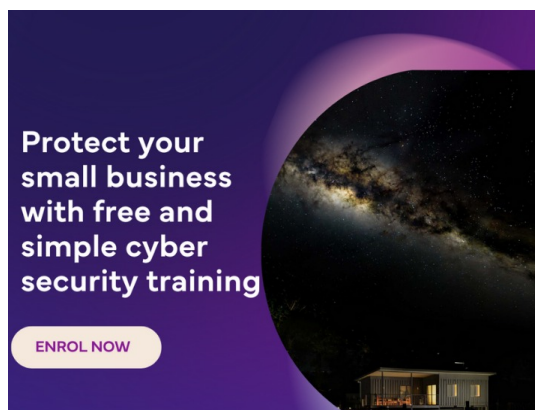
ART Partners With Australian Institute Of Company Directors

ART and Australian Institute of Company Directors (AICD) have recently announced their partnership, aimed at elevating governance and professional development for Australia's regional tourism industry. By providing ART members with access to relevant short courses and notably, the AICD *Company Directors Course™*, this partnership ensures our regional tourism community is aptly upskilling in a range of areas. [Read media release.](#)



EOI For Operators - Gidjuum Gulganyi Walk

NSW NPWS is inviting Expression of Interest submissions from suitably qualified operators to deliver guided multi-day walking tours, guided day tours and transport service to and from the Gidjuum Gulganyi Walk in Mount Jerusalem and



Cyber Protection For Small Businesses

Did you know that 43% of cyber attacks target small businesses? And that a single attack can cost you an average of \$46,000? To help protect you and your small business, Destination North Coast is partnering with Cyber Wardens, a free

Nightcap National Parks and Whian Whian State Conservation Area. The 4-day walk winds through some of the region's most spectacular rainforest and ridgelines and features three new campgrounds where walkers can camp overnight.

[Find Out More](#)

online learning program designed to simplify cyber security for your small tourism business. It is free and self-paced. By taking the course, you will be taking the first step towards making your business cyber-safe.

[Find Out More](#)

Industry Insights



Expedia Report on Servicing Asia's Mass-Affluent Travellers

Expedia Group recently presented the results of a study highlighting the travel preferences of the growing Asian middle class, particularly those who make up the group of upper income or mass-affluent travellers.

Australia is a top destination choice among mass-affluent Asian travellers who are planning their next overseas trip. Four in five (81%) mass-affluent Asian travellers report that travel is still a priority despite inflation, with this segment planning to spend an average of 23% of their income on a holiday in the next 12 months. On average, these travellers intend to visit four destinations over 10 days for their next international holiday, with Australia, Japan, the US, Canada, France, South Korea, and Germany leading the list.

The survey also found that mass-affluent Asian travellers seek out premium amenities and high-end accommodations, with 93% intending to splurge on luxuries such as flight and room upgrades, and private tours.

[Find Out More](#)

NSW Ranked Top State For Road Trips

NSW was the number one destination in Australia

The Evolving Role Of Experiences In Travel

Travellers increasingly plan trips around activities.

for road-tripping visitors, nights and expenditure in the year ending December 2023, the [latest TRA data reports](#). There were 3.4 million domestic overnight road trip visitors to NSW during the period, up 2.8% year on year. These visitors stayed 18 million nights and spent \$4.9 billion during their trips.

GetYourGuide Travel Experience Trend Tracker

The free [GetYourGuide Travel Experience Trend Tracker](#) provides a resource to get a snapshot of how different markets might book an experience, what the trends are and how you can leverage those trends to convert more bookings.

How can the travel industry make it easier to discover and book the magical experiences that travellers crave? [This report](#) examines the world of travel experiences-ranging from stadium rock concerts to guided nature hikes to in-home culinary gatherings and everything in between.

The report offers an assessment of the experience industry as it stands today, presents ideas that could help address current dissatisfactions, and looks at opportunities for various players to capitalize on growing interest.

Industry Development And Other Opportunities



Symposium To Tackle Skills Shortage In Brisbane

The Australian Tourism and Hospitality Skills Symposium will be held on 26 November 2024. Convened by the Independent Tertiary Education Council Australia, it will bring together key players from across the visitor economy to explore solutions to workforce gaps in the hospitality sector.

[Find Out More](#)

ATE Applications Now Open

Applications have opened for Tourism Australia's largest annual business-to-business event, the [Australian Tourism Exchange \(ATE\)](#). ATE25 will be held in Brisbane/Meenjin..

The [New Product Pathway program](#), delivered by DNSW, will reimburse up to 12 NSW businesses to attend ATE as new sellers. Successful participants will receive a \$4500 reimbursement of their primary ATE25 registration fee valued at \$5912 (inc GST).

Established visitor economy businesses such as

ACCOMMODATE US.

Development of an Inclusive Toolkit for Tourism Accommodation



A co-designed project facilitated by Autism Queensland with the support of Queensland Government's Accessible Tourism Enablers Grant.

Enhance the Accessibility of your Accommodation Business

The Accommodate Us project was facilitated by Autism Queensland's Community Inclusion team. It resulted in the development of the Accommodate Us Toolkit, a co-designed Toolkit designed to support accommodation providers in removing barriers and providing more inclusive travel experiences for neurodivergent patrons.

[Find Out More](#)

Local Government Regional Event Leadership Program

The Australian Centre for Regional Events has announced a new tailored program for local government teams who want to enable and support events within their community, enhance and streamline event approval processes and internal efficiencies and maximise the value they offer.

This program is built to empower council teams with the strategies, tools, and processes needed to streamline event approvals, enhance internal efficiencies, and maximise the social, economic,

tour, accommodation or attraction providers that are actively working with one or more inbound tour operators and have not previously attended ATE, can apply. [Expressions of interest](#) are open until **1 November 2024**.

and environmental value events can bring to local communities.

[Find more information here.](#)

Around The Region



Destination North Coast Attends Coffs Coast Champion's Breakfast

DNC recently attended the Coffs Coast Champion's Breakfast aimed at celebrating success, exploring new and revamped tourism offerings, upcoming events, and collaborative opportunities. Thanks Coffs Harbour City Council for bringing everyone together to learn from other operators and network for collaborative purposes.

[Find Out More](#)

Creatives Guide to Marketing

Service NSW is hosting a free marketing workshop for the creative industry in the Converge co-working space in Lismore from **4pm to 6pm on Thursday 21 November 2024**. With a focus on arts practice and creative industries, the workshop will cover the reimagining of traditional marketing, foundational elements of YOU marketing, digital marketing and more. [Learn more and book your place.](#)

2024 Travellers' Choice Awards

Tripadvisor has announced the winners of its annual [2024 Travelers' Choice Awards for Best of the Best Restaurants](#), with [The Stunned Mullet](#), Port Macquarie making number 8 on the list.

New Hannam Vale Distillery Wins Three Gin Awards

[Bush Bloom Distillery](#) at Hannam Vale is the newest addition to the award-winning brewers and distillers of the Barrington Coast, and they're



The Wonga Walk Reopens In Dorrigo National Park

The spectacular Wonga Walk, in the lush ancient rainforest of Dorrigo NP, has reopened after upgrades to improve access to its iconic sights with visitors of all ages and abilities able to enjoy this incredible rainforest experience. Find improved access to stunning Crystal Shower Falls, viewing platforms, plus a new Gondwana story circle and wildlife sculptures.

[Find Out More](#)

Regional NSW Triumphs At Distilling Awards

The Royal Agricultural Society of NSW has announced the recipients of Sydney Royal Distilled Spirit Show. Yamba Distilling Co won Champion Traditional Gin, Lord Howe Island Distilling Co took home Champion Other Gin, Lord Byron Distillery won Champion Cane Spirit or Rum. [See all the winners here.](#)

Women's Golf Event For Coffs Harbour

Golf NSW has announced Coffs Harbour Golf Club will be the venue for the [Australian Women's Classic](#) to be held from 13-16 March 2025. Supported proudly by Destination NSW, the event will feature more than 130 of the world's best female golfers from around 40 countries.

Byron Shire's Business, Industry and Visitor Economy Strategy

To define their role in supporting the economy, Byron Shire Council have developed a draft Business, Industry and Visitor Economy Strategy

already making headlines. At the recent 2024 Australian Gin Awards they took home three bronze awards: Full Bloom (Contemporary style gin), Bush Bloom (Classic dry style gin) and Dr Ginny with bush honey and warm spices (Traditional gin liquor).

8 Most Laid-Back Towns in New South Wales

New South Wales is home to some of Australia's biggest cities, but also to many of its most inviting small towns that are perfect for a laid-back escape. World Atlas have released their [8 Most Laid-Back Towns in New South Wales](#), with Byron Bay, Lennox Head, Yamba and Bellingen making the cut.

with industry and stakeholders. The goal of this strategy is for the economy to support the community and environment in a sustainable and balanced way. The draft strategy is open for community feedback. [Feedback closes 5 November 2024](#).

Australian Hotel Association (AHA) NSW Awards Finalists

Finalists in the Australian Hotel Association (AHA) NSW Awards have been announced, with North Coast venues featuring in almost all categories. [A full list of all finalists can be found here](#). The winners will be announced at an awards ceremony on 29 October.

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.

[Contemporary Music Festival Viability Fund](#)

This program aims to strengthen the live music ecosystem in NSW by providing financial support to established contemporary music festivals facing short-term challenges due to the cost-of-living crisis. Funding is available for government-related and operational costs for festivals with a capacity of at least 15,000 attendees. **Closes 30 April 2025**.

[Local Sport Defibrillator Grant Program](#)

Aims to provide Automated External Defibrillators (AEDs) to NSW sport and recreation facilities and clubs. **Closes 27 November 2024**.

[Arts and Cultural Funding Program - Creative Steps: New Work](#)

Supports creative development and presentation of new work by individual artists, arts and cultural workers. Applicants are encouraged to drive and develop partnerships with arts and cultural organisations to support their new works. **Closes 2 December 2024**.

[Arts and Cultural Funding Program - Creative Nations](#)

Strengthens First Nations artists, organisations and communities by supporting artistic expression to sustain and grow First Nations arts and culture in NSW. **Closes 2 December 2024**.

Sustainability & Eco-Tourism

ATIC'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 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

NSW Sustainability Awards Finalists

Finalists have been announced for the [2024 NSW Sustainability 'Banksia' Awards](#), which celebrate excellence in sustainability practices. Congratulations to [Diamond Waters Treehouse Retreat](#) for their nomination in the Sustainable Tourism category.

Climate Change Projections

The NSW Government has released updated [Climate Change projections](#) to help governments, agencies, businesses, landholders

renewable products or programs by 2030.

Hotel Sustainability Basics

[This toolkit](#) is a globally recognised and coordinated set of sustainability indicators that all hotels should implement as a minimum.

and communities plan and adapt to the future climate. They illustrate the need for further action to reduce emissions and for informed planning to improve the resilience of households, communities and businesses to the impacts of climate change, such as extreme weather patterns.

North Coast Product Development

[The Garden Bar & Kitchen](#) - now offering shuttle bus service around the Macleay Valley, Nambucca and Port Macquarie.

[Byron Clay Workers Gallery](#) - new exhibition space opening in Clunes at Fairview Studios.

[Heritage Trade School](#) - Woodford Island, is bringing back old-world heritage trades with events and workshops.

[Byron Bay Oyster Bar & Seafood Restaurant](#) - fresh oyster and seafood restaurant at Hotel Marvell. Drawing inspiration from the lively oyster bars of New England and New York, visitors can get the best of the ocean on their plate, all while soaking up the chic, coastal vibes.

[Flying Arch Gallery](#) - a new independently run art gallery in Lismore City.

[Ventura Brewing](#) - Australia's first craft hard Kombucha WON Australia's Best Alternative Drink in 2022 and has fitted out the microbrewery with seating capacity for 50 indoor and outdoor dining and tasting paddles.

[The Gallery Farm](#) - a luxurious farmstay nestled in the foothills of Collombatti on the NSW Mid North Coast.

[Byron Bay Stargazing](#) - Dinner and Stargazing at [Tweed River House](#) on 25 October and Sunday Roast Stargazing at The Farm with [Three Blue Ducks](#) on 27 October 2024.

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](#).

[Savour The Tweed](#) The Tweed Region 30 October-3 November 2024

[2024 Australian Open Waveski Surfing Competition](#) Yamba 28 October 2024-2 November 2024

[Byron Latin Fiesta](#) Byron Bay 31 October-3 November

[Lakeside Festival](#) Forster 1-3 November 2024

[Taranta Festival](#) Bellingen 1-3 November

[Modern Guru and the Art to Artificial Happiness Exhibition](#) Yarilla Arts & Museum Coffs Harbour Until 10 November 2024

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