



Destination
North Coast NSW

Visitor Economy News



A New Way Of Collecting Domestic Tourism Statistics

Australia's official tourism statistics for domestic and outbound travel are having a makeover. In 2025, Austrade's Tourism Research Australia (TRA) will replace the National Visitor Survey (NVS) with a new Domestic Tourism Statistics (DoTS) collection.

The move is in response to changing consumer behaviour and the availability of new technologies that will deliver more accurate data. Since 1998, the NVS has collected data via phone interviews. But with growing scam calls and data breaches, Australians are more hesitant to answer calls from an unknown number and take part in this type of interview.

At the same time mobility data offers new possibilities. Mobility data is de-identified and aggregated mass movement data collected from mobile phones.

TRA is committed to using the highest-quality data sources available, and the new DoTS product will use:

- face-to-face surveys, topped up with online interviews
- mobility data, to provide large sample sizes.

Metrics modelled from DoTs will take advantage of more than 5 billion mobility data points each day and 32,000 annual interviews.

[Find Out More](#)



Image: DNSW

Lord Howe Island Air Licences Awarded

The NSW Government has announced that licences have been issued to airline operators to provide flights from Sydney to Lord Howe Island. As part of its role in overseeing these licences, Transport for NSW conducted an open market process well ahead of the expiry of the current licences.

Under the new licences, commencing 30 March 2025:

- QantasLink will have a licence for the Sydney to Lord Howe Island until 25 February 2026 and during this time it will start to share operations as part of a transition to Queensland based regional airline Skytrans.
- Once the transition to Skytrans has been completed, it will be the sole licensee and will operate the Sydney to Lord Howe Island route until March 2030.

The timing of the transition from one carrier to another is to be determined in consultation with the Lord Howe Island Board on behalf of the Lord Howe Island community.

Once Skytrans formally takes over the Sydney to Lord Howe Island route, it will operate it on a codeshare basis with QantasLink - a common arrangement in the airline industry, where customers can book a seat on one airline but fly on a plane operated by another carrier.

[Find Out More](#)

New Partnership A Boost For First Nations Tourism

The Federal Government has announced a historic new Partnership to support greater participation and economic opportunities for First Nations people and businesses in Australia's tourism industry.

The First Nations Visitor Economy Partnership, comprising First Nations tourism industry representatives from every state and territory, will provide leadership and guidance on respectfully embedding Australia's rich cultural heritage in our tourism offerings.

Importantly, the Partnership will be tasked with investigating and establishing a permanent First Nations national tourism peak body which will provide guidance and strategic support to grow this critical sector. The Partnership will be funded for an initial two years through the National Indigenous Australians Agency's Indigenous Advancement Strategy.

First Nations industry representatives co-designed the Partnership in collaboration with the Australian Trade and Investment Commission (Austrade), the National Indigenous Australians Agency (NIAA), Tourism Australia and state and territory governments.

[Read media release.](#)

North Coast Tourism Symposium And Tourism Awards

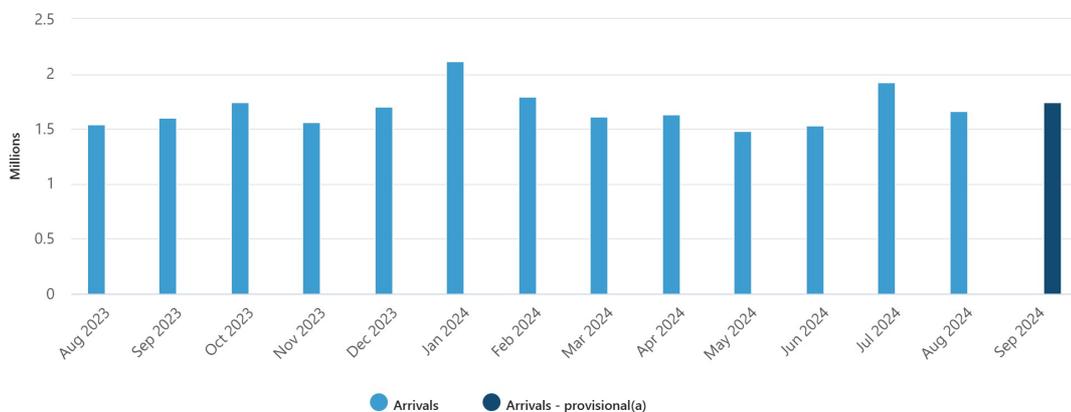
As we move into the planning cycle for the 2025 North Coast Tourism Symposium and North Coast Tourism Awards, we are reflecting on our endeavours to deliver more sustainable future events and further measures we can put in place.

Though every effort was made to reduce the carbon footprint of our events, there was some carbon generated. Using [Carbon Positive Australia's](#) carbon price per tonne pricing structure, we contributed \$925.70 towards a local biodiversity restoration program to deliver climate action in the Port Macquarie Hastings Region. This amount is somewhat higher than last year firstly because we had more attendees at each event but also due to improved carbon capture measures.

Read the [Event Emissions Snapshot Report](#) from this year's events.

Industry Insights

1.1 Total overseas arrivals - recent months



a. Provisional data for the most recent month has not had the full quality assurance methods applied as is done for the earlier months. Provisional data will be revised in the next issue of this publication.

Source: Australian Bureau of Statistics, Overseas Arrivals and Departures, Australia August 2024

Increase In Short-Term Visitor Arrivals

The Australian Bureau of Statistics (ABS) has published the latest data on international visitor arrivals in Australia as of August 2024, highlighting 658,810 short-term visitor arrivals - a 9.2% increase from 2023. NSW witnessed the highest number with 240,840 short-term visitor arrivals, an increase of 10,390 from August 2023.

[Find Out More](#)

Economic Impact Assessment - Cruise Industry

The [Cruise Industry Economic Impact Assessment](#), is a study that was jointly commissioned by Cruise Lines International Association (CLIA) Australasia and the Australian

World Travel & Tourism Council Report - growth in Indigenous Tourism

A [recent report from the World Travel & Tourism Council](#) forecasts major growth in Indigenous tourism so much so that it will inject US\$67BN to the global economy by 2034.

Cruise Association (ACA), and it represents the economic impact of cruise tourism in Australia for the 2023-24 season financial year.

The value of cruise tourism in Australia has surged to a record high, generating A\$8.43 billion for the national economy during 2023-24 while supporting more than 26,000 jobs. New South Wales recorded the biggest benefit from cruising with a total economic impact of A\$4.41 billion (up 60.4%), which supported 13,714 full time equivalent jobs. [Find more information.](#)

Seasonal Experiences Index

Big Red Group's portfolio includes RedBalloon, Adrenaline and Experience Oz so [this report leverages the insights of their extensive data set and booking platforms.](#) It explores Australia's tourism and experience industry including current and emerging trends and challenges.

Industry Development And Other Opportunities



Become A Volunteer Campground Host

Do you love camping out in nature, meeting new people and lending a hand? National Parks & Wildlife Service are currently on the lookout for friendly faces to meet and greet fellow campers in select national parks. Camp hosting is a way to share your knowledge with visitors and explore spectacular landscapes while camping for free.

[Find Out More](#)

Tourism Workforce Diversity Videos

Austrade's new 'Tourism workforce diversity in action' videos are now available. These [short films](#) offer real-life examples of how employing people with disability and older Australians can benefit tourism businesses and staff.



Digital Tools For Small Business - Kempsey

Effective use of digital tools can significantly enhance your efficiency by simplifying tasks, improving customer engagement, and managing projects seamlessly. This workshop will provide a clear understanding of how digital tools can save time, reduce costs, and drive business growth. 9.30am-12.30pm, 6 November 2024.

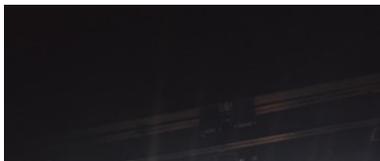
[Find Out More](#)

Wildlife Interpretation Conference

A fantastic opportunity to hear from and interact with wildlife interpretation experts from across the world, either in person at Hastings Point in the Tweed, or online. 5-7 November 2024.

[Find more information here.](#)

Around The Region





Revive Live Funding For Live Music

Revive Live was established to provide essential support to established live music venues and music festivals to assist them to continue to operate in the current operating climate, limiting venue closures and event cancellations, and stimulating long-term sustainability. It also focused on activities that improve accessibility and provide participation opportunities for audiences, and career pathways for musicians and music workers, with disability.

Successful North Coast applicants include Old Bar's Boogie Woogie Beach House, RiverSounds Festival, Bellingen, and Lismore Regional Gallery's Quadrangle Music Program.

[Find Out More](#)

Friday Creek Retreat - Coffs Coast Hinterland

[Friday Creek Retreat](#) offers nine unique, pet-friendly cottages on a 100-acre property near Coffs Harbour, surrounded by shady trees, rolling hills, and vineyards. The resort-style pool and tranquil rural vistas will have guests never wanting to leave.

North Coast Small Business Named NSW Exporter Of The Year:

Bellingen business Planet Lighting, which helped light up the Paris Olympics has been named NSW Exporter of the Year at the Premier's NSW Export Awards. [Learn more.](#)



Terania Creek Picnic Area Sculpture Track

Destination North Coast with Lismore Shire Council were pleased to join NSW National Parks and Wildlife Service at the new Terania Creek Picnic Area Sculpture Track in Nightcap National Park.

The sculptures are a visual reminder of the protests of the late 1970s that represented the first time the presence of protesters challenged the government's authority over forests and stopped a logging operation. The protests saved this precious patch of pristine rainforest which is an important habitat for a range of endangered frogs, including the threatened Fleay's barred frog and pouched frog.

[Find Out More](#)

Australia's Walk For The Wildlife

From the 14th to 16th March 2025, join Byron Bay Wildlife Hospital in the stunning Scenic Rim, Queensland, for Wildlife Recovery Australia's Walk #forthewildlife. Over three days, you'll trek through lush rainforests, volcanic peaks, and spectacular valleys while raising crucial funds to support wildlife recovery efforts. [Find more information here.](#)

Forster Bakehouse wins seven pie awards

Congratulations to [Forster Bakehouse](#) for taking out five gold medals and two silver medals in the recent [Official Great Aussie Pie Competition.](#)

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](#)

Provides financial support to established contemporary music festivals facing short-term challenges due to the cost-of-living crisis.

[Crown Reserves Improvement Funds](#)

Eligible applicants include Crown land managers, community organisations and user groups that are licensed to use Crown reserves across NSW,

Funding is available for government-related and operational costs for festivals with a capacity of at least 15,000 attendees. **Closes 30th April 2025.**

including showgrounds on Crown land. **Closes 22 November 2024.**

[Arts Business: First Nations Development Fund](#)

Provides grants to build sustainable business practices and support economic and capacity-building development opportunities. **Closes 12 November 2024.**

Sustainability & Eco-Tourism

Sustainability Action Plans Made Easier

The Australian Government's [Sustainable Tourism Toolkit](#) has been popular, with thousands of views and downloads. Did you know it includes a template to help you take the first step: writing a sustainability action plan? Use this template (Appendix 3 on page 61) to help set clear goals and track your progress.

Banksia Foundation Awards

Celebrate your efforts in making a difference in sustainability by entering into the [2024 Banksia Foundation Awards](#).

The awards provide the opportunity to gain well-deserved recognition for your hard work and pioneering sustainable solutions. **Applications close 6th December 2024.**

North Coast Product Development

[Liv For The Sea](#) - Lord Howe Island Freedive Expeditions, March/April 2025.

[Woolgoolga Brewery Battle of the Bands](#) - from 16 November across three weekends, culminating in a Grand Final on 30 November 2024.

[Mayumi's Kitchen](#) - offering authentic Japanese Cuisine, in Lismore's Star Court Arcade.

[The Banksias](#) - Crescent Head, is a 140 acres rural property boasts a 9-hole golf course, floodlit tennis court and its own private waterway for fishing, kayaking and paddle boarding.

[The Dark Room](#) - Bellingen, is a DVD shop, it also a community hub. It's a place where different art forms meet. It's a space for movie lovers. It's a gig venue...and if you still need convincing it's all that plus a Spanish inspired snack bar!

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](#).

[Tidal Sounds Music Festival](#) - Hoey Moey Coffs Harbour 16 November 2024.

[Yamba Triathlon](#) - Yamba 16 November 2024.

[13th Annual Tyalgum Dance Spectacular](#) - Tyalgum 23 November 2024.

[Bellingen Arts Trail](#) - Bellingen 23-24 November 2024.

[Grafton December Weekend of Rowing](#) - Grafton 30 November - 1 December 2024.

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](#). You can find training and other content on our [YouTube channel](#). We also encourage you to share our updates with your networks, simply forward this email and they can [register here](#).

