

Destination  
North Coast NSW

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## Visitor Economy News

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### **Save the Date: 2025 North Coast Tourism Symposium & Awards**

The North Coast Tourism Symposium & Awards returns in 2025, bringing together regional tourism leaders for an event dedicated to fostering innovation and collaboration.

This is your opportunity to gain insights from industry experts, network with key stakeholders and celebrate the North Coast's top tourism businesses.

**Date: 31 July 2025**

**Location: Byron Bay, NSW**

Save the date and stay tuned for more details!

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Image: Destination NSW

### **Aboriginal Experience Development Pathways Program**

Following the recent Tourism Research Australia data showing NSW is the number one destination in Australia for Aboriginal tourism, Destination NSW has launched an initiative to support Aboriginal tourism businesses in more than 50 local government areas throughout NSW.

The 2025 Aboriginal Experience Development Pathway will be delivered in partnership with the NSW Aboriginal Tourism Operators Council (NATOC). It aims to build relationships, connect on Country and provide aspiring operators with a greater understanding of the visitor economy and access to services to further develop their visitor experiences.

[Find More Here](#)



Image: DNSW

### **Destination NSW Workshops: Experience Development**

Destination NSW will present a series of Experience Development workshops during 2025 aimed at upskilling visitor economy businesses across the state, including one in Lismore. The free, full-day workshop will be delivered under Destination NSW's capability-focused NSW First Program. The workshops are designed for businesses including tour, attraction and accommodation providers looking to create new visitor experiences or refine existing ones.

Information about the workshop being held in Lismore on 15 May 2025 will be included in upcoming newsletters.

[Find More Here](#)

## TAFE NSW Community Engagement Survey

Visitor economy stakeholders have been invited to take part in a survey on training, support services and facilities at their local campuses.

[Complete the survey here.](#)

## Industry Insights



### ART Pre-Budget Submission

In the 2025-26 submission, ART seeks long-term support for the sustainability and growth of regional tourism. ART recommends funding to support farmers to diversify into tourism, ensure a stronger focus on regional dispersal of key international markets and increase funding for infrastructure development programs. The proposed funding considers long-term outcomes and deliverables for regional Australia and provides clear direction to support a strong and resilient visitor economy for the future.

[Find Out More](#)

**The Silver Economy: A Growing Economic Power**



### Road Map for Accommodation Industry Recovery

Accommodation Australia has laid out what the sector needs to help it overcome staffing and cost of living pressures and return to pre-pandemic profitability. As part of its extensive pre-budget submission, Accommodation Australia has outlined 24 recommendations across six broad categories, including; skills, migration, tourism, short term rental reforms, energy, and tax and small business support measures.

[Find Out More](#)

**WTM Global Travel Report 2024**

The 2024 World Travel Market (WTM) Global Travel reveals key trends that are shaping the

According to the United Nations, the global population of seniors (aged 60+) is expected to reach 1.4 billion by 2030, marking a 40% increase over a decade. [According to Oxford Economics](#), seniors will represent a significant portion of global consumption, with their purchasing power projected to total \$15 trillion in 2030. The OECD reports that consumer spending among older individuals is growing faster than that among younger adults, driven by robust pensions and a tendency to focus their wealth on experiences such as travel, leisure, and well-being.

future of global tourism. The report shows travellers are increasingly prioritising unique experiences, extending their stays, and combining business with leisure in innovative ways. The report presents an analysis of current travel behaviours, including insights into the rise of "bleisure" travel, adventure tourism, and the economic impact of increased global travel.

[Read the report here.](#)

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## Industry Development



### TA Industry Webinar

The next TA Industry Webinar will be held on Friday 28 March at 11am. Register to attend.

[Register Here](#)

### Cyber Security Training

To help protect you and your small business, Destination North Coast is partnering with Cyber Wardens, a [free online learning program](#) designed to simplify cyber security for your small tourism business. Funded by the Australian government, the program is quick and self-paced. We know small businesses have a long to-do list so if you can't finish it in one go, you can save your progress and finish it later.



### 5 Ways to Reach New Customers

Check out these 5 ways you can promote your business and reach new customers.

[Find Out More](#)

### Visitor Economy Microskill Course

TAFE NSW has teamed up with Destination NSW to offer the Visitor Economy 'Choose Your Own Adventure' Microskill Course. The online course is for individuals who would like to explore the diverse roles and opportunities the visitor economy has to offer.

[Find more information here.](#)

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## Around the Region

Discover what's been happening across the tourism industry within the Destination North Coast network. To share your new product, experience or event, please [get in touch with Ashley Gray](#), our Industry Development Manager.



### Woolgoolga Named Mainland Australia's Best Beach

Woolgoolga's Main Beach named the best on Mainland Australia. The coveted accolade for the stunning location on NSW's Coffs Coast is revealed in the just-released *Best Australian Beaches 2025*.

See the rest of the Top 10 via the link below.

[Find Out More](#)

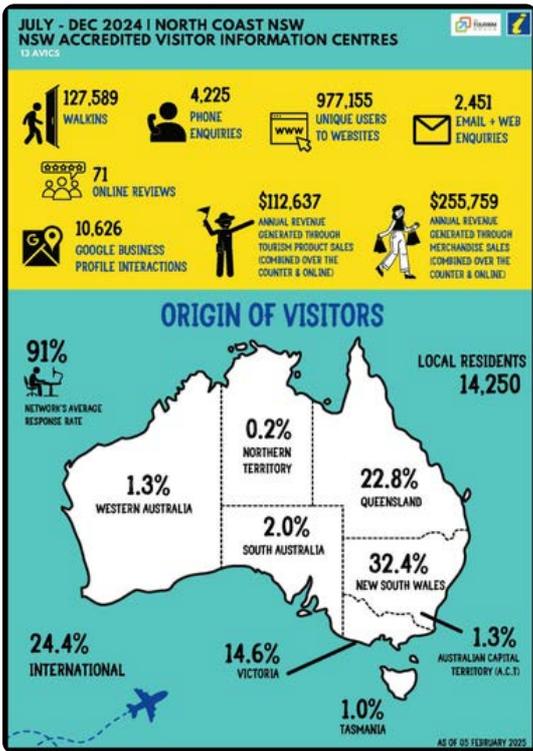


### NSW Hostel Group Wins Major Awards

Wake Up! Hostels has taken out seven awards at the 2025 HOSCARs. The hostel-specific travel awards are based on reviews from seven million bookings. Congratulations to [Wake Up! Byron Bay](#) for taking out the Best Large Hostel in Oceania category.

See the full list of winners via the link below.

[Find Out More](#)



**Visitor Information Centre visitation data**  
Accredited Visitor Information Centre (AVIC) visitation data for the **July to December 2024** has been released, including origin of visitors (NSW State) and visitor foot traffic to the 13 AVICs within the DNC footprint.

[Find Out More](#)

**City of Coffs Harbour Community Arts and Cultural Development Grants**

**Business Beyond Disasters program Northern Rivers**

**FREE training program to build resilience in all Northern Rivers businesses and non-profits**

Are you a business or non-profit owner, operator or employee trading in the NSW Northern Rivers region?

This FREE 10-week program will help you to set you, your business and your community up to do business beyond disasters.

If the thought of getting your business or non-profit resilient and ready seems too complex, expensive or time consuming - this is the program for you!

We'll help you think different and do different before, during and after disasters.

**How long does it run?**  
Program runs March to May 2025.

**What will I get?**

- Personalised business resilience toolkit
- 10 x 5 minute e-learning modules
- 10 x lived experience video case studies
- Weekly online 'check-in' sessions

**What topics are covered?**

- The 80/20 Rule
- Essential Operations
- Operating Through Disasters
- Essential Information
- Understand Insurance Choices
- Financial Viability
- Evacuation Triggers
- Disasters Can Bring Opportunities
- Competitor Collaborations

In week 7 there is a different module per program. You'll receive either Climate Impacts, Biosecurity or Supply Chains.

Select the program that's right for you!

Scan the QR code to sign-up!

For more details: 0401 566 602 info@resilientready.org

### Business Beyond Disasters Information Sessions

These information sessions held across the Northern Rivers provide a great chance to connect with local business community over light refreshments, hear from the NSW Reconstruction Authority and support agencies, and ask questions about how this free online training works and the valuable benefits it offers.

[Register here](#)

**New 4-Day Hiking and Glamping Experience for the Gidjuum Gulganyi Walk**

This program supports the enjoyment of a rich cultural life within the Coffs Harbour Local Government Area. It provides access and encourages the participation of all people regardless of age, cultural background, education or social status. Projects requesting funding should have strong arts, cultural and community benefits. Applications for financial support from between \$1,000 and \$7,000 are available. Applications close **17 March 2025**.

[Find more information here.](#)

Vision Eco Walks, the award-winning local leader in sustainable tourism, has joined with NSW National Parks to run an incredible new 4-Day Hiking and Glamping Experience. The highly anticipated Gidjuum Gulganyi Walk, meaning 'Old People's Track,' offers a world-class, 48-kilometre bushwalking experience. The walk begins at Unicorn Falls in Jerusalem National Park and finishes at Minyon Falls in Nightcap National Park. The first tour will commence on 28 March 2025.

[Find more information here.](#)

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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.

### [Festivals Australia](#)

Regional artists, arts workers, and organisations can apply for arts and cultural projects that encourage community participation and audience engagement from people living in regional and remote communities in a festival or significant one-off community celebration. **Closes 18 March 2025**

### [Museum and Galleries Small Grants](#)

Small Grants aim to meet the short-term, collection-based requirements of community museums and Aboriginal cultural spaces. There are no set categories for funding, and applications for a broad range of projects will be considered. **Closes 6 April 2025**

### [Net Zero Planning Grant](#)

The Net Zero Planning Grant is a great opportunity for NSW businesses to receive up to \$30,000 in funding to cover up to 75% of the cost to strategically plan for and progress their path to net zero. Advance your net zero planning, improve resilience, and stay competitive in a rapidly evolving market with expert guidance and support. **Closes 2 May 2025**

### [Arts And Culture Funding Program](#)

Two -Year multi-year funding provides core investment to the NSW arts and cultural sector to support sustainable growth of the industry, with a focus on all NSW citizens being given the opportunity to contribute to and experience arts and culture. **Closes 5 May 2025**

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## Sustainability and Eco-tourism



## Destination NSW powers up EV-friendly road tripping in NSW

Destination NSW has launched a new marketing campaign, 'Recharge Here', that promotes electric vehicle-friendly road tripping across the state.

The campaign features nine EV-friendly road trips including The Legendary Pacific Coast. The itineraries include the locations of EV charging stations along the routes so drivers can enjoy their journey without range anxiety.

Developed as an extension of Destination NSW's Feel New brand, Recharge Here supports the sustainable growth of regional visitor economies.

[Find More Here](#)

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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](#).

[Great Southern Nights](#) - Byron Bay 21 March - 4 April 2025

[River Sounds](#) - Bellingen 5 April 2025

[Chinderah Chilli and Chocolate Festival](#) - Chinderah 6 April 2025

[Port Macquarie Colour Frenzy](#) - Port Macquarie 13 April 2025

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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](#). 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 [subscribe here](#).



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