



Destination  
North Coast NSW

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## Visitor Economy News

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### Great Walks Campaign Launches

The NSW Government is rolling out a new 'Find Your Path on a NSW Great Walk' campaign that features the recently completed Gidjoom Gulganyi Walk in the Tweed/Byron Hinterland.

[Find more here](#)

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### Digital Skills Foundations

Applications are now open for *Digital Skills Foundations* - a fully funded, six-month program designed to help tourism businesses across Sydney and NSW improve their digital presence. Open to accommodation providers, tour operators, attractions, and visitor experience businesses.

#### Key Dates

- 6 - 20 June 2025: Applications open
- 23 June 2025: Successful applicants notified by email
- 31 Dec 2025: Program concludes

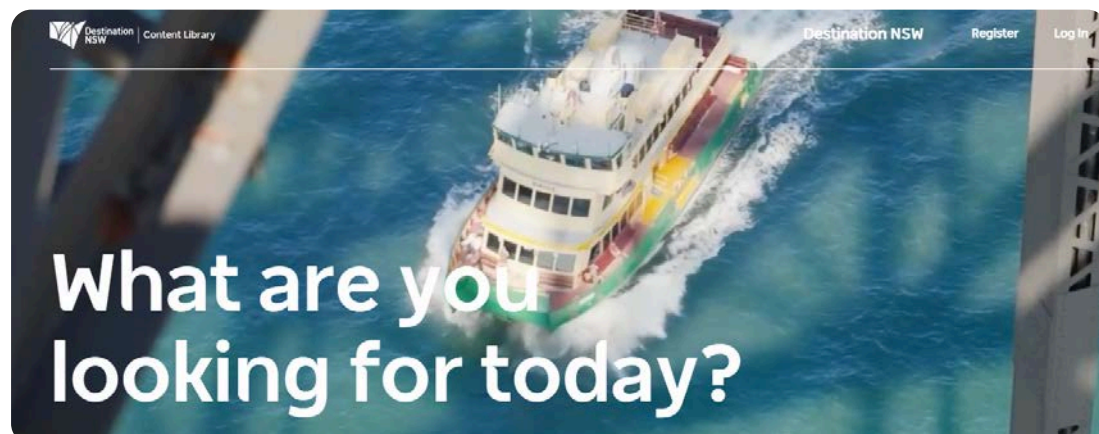
[Find more here](#)

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### Inaugural NSW Top Tour Guide Awards Announced

The inaugural NSW Top Tour Guide Awards honoured the state's most inspiring guides - individuals who transform great trips into unforgettable experiences. **Congratulations to Tiga Cross from [Coffs Coast Wildlife Sanctuary](#)** for her Highly Commended award.

[See the full list of winners here.](#)



### Destination NSW Launches Updated Content Library

Destination NSW's enhanced website provides an improved user experience and a collection of more than 50,000 images, videos and editorial content pieces - including a Sustainable and Ecotourism Certified Businesses collection.

[Find more here](#)

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### **Rockin' The Puburbs**

AHA NSW's illustrious band comp, [Rockin' the Puburbs](#), is back this year and open to any NSW-based pub act which performs at least one song of original material. Five finalists will battle it out at a live Grand Final event to be held in Sydney at Selina's, Coogee Bay Hotel on 28 August 2025 - where the winner will be announced.

### **NSW Heritage Strategy**

The NSW Government has released its first [NSW Heritage Strategy](#) outlining a 10-year plan to protect, manage and celebrate heritage across the state. The strategy focuses on improving conservation, access, community engagement, and recognition of both built and cultural heritage.

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## **Industry Insights**



### **Online Giants Spend More on Travel Marketing**

The battle for travellers' attention remains fierce in the online travel sector. Airbnb, Booking Holdings, Expedia Group, and Trip.com Group collectively poured \$4.5 billion into travel marketing in the first quarter of 2025.

Consumer habits are evolving, and the companies are increasingly leveraging artificial intelligence (AI), social media platforms, and localized strategies. The goal? To lessen reliance on traditional channels like Google, boost direct bookings, and provide more personalized travel experiences.

[Learn more here](#)



## Tourism Brands Use Social Media to Reshape Tourism Marketing

The tourism sector in 2025 finds itself in a rapidly changing digital world, where social media is key to the way travel brands connect. Influenced by AI advances, evolving online behaviors, and the search for authenticity, distinct trends are reshaping social media approaches.

[Read the report here](#)

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## Industry Development



### Finalists announced for North Coast Regional Tourism Awards

In case you missed it, finalists have been announced for the North Coast Regional Tourism Awards. Destination North Coast, in partnership with the NSW Tourism Association, has revealed the 33 finalists across 11 categories in the 2025 North Coast Regional Tourism Awards. These outstanding operators reflect the diversity, creativity and dedication that define our region's visitor economy. [See the list of finalists here.](#)

Winners will be announced at the 2025 North Coast Regional Tourism Awards Gala on **Thursday 31 July** at [Elements of Byron](#), following the [North Coast Tourism Symposium](#).

[Book tickets here](#)



Image: Lismore City Council

## Webinar: Experience Development

Destination NSW is hosting a virtual Experience Development workshop on 26 June 2025. The free workshop will be delivered as part of the NSW First Program and is designed for businesses seeking to create new experiences or refine existing ones. It will suit businesses including accommodation, tours and visitor attractions.

[Register here](#)

### Aboriginal Business Roundtable

The NSW Government's next Aboriginal Business Roundtable will be held on 3 July 2025 in Port Stephens. The free event, specifically designed for Aboriginal business owners and operators, will focus on boosting Aboriginal cultural tourism and the visitor economy. [Find more here](#)

### Commercial Accommodation in NSW

STR's database reports supply, demand and revenue for commercial establishments with 10 or more rooms. The quarterly snapshot provides a summary of the commercial accommodation sector in NSW. The data is sourced from STR. [Find more here](#)

### Diversity And Inclusion in Practise Webinar

The World Travel & Tourism Council are holding a 90-minute webinar exploring **diversity and inclusion in practise**. During this interactive webinar, leading Travel & Tourism organisations will outline their diversity, equity, inclusion, and belonging practices and share some top lessons to help others implement similarly effective practices. **16 July 2025 at 9.30am.** [Register here](#)

### 2025 Australian Event Awards

Entries are open for the 2025 Australian Event Awards, with event professionals, producers, suppliers and creatives from across Australia invited to submit their best work for recognition on the national stage. **Coffs Harbour 13-15 October 2025.** [Find more 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 or submit them via the link below.



### **Big Win for Tweed Regional Museum with Funding Boost**

Tweed Regional Museum is set to deliver an ambitious program thanks to significant multi-year funding from Create NSW as well as financial support for a new Museum on Wheels tour. Through Create NSW's Arts and Cultural Funding Program, the Museum has been awarded \$185, 000 per year in the 4-year program round, in recognition of its strong track record of dynamic programming and forward-focused vision

[Find more here](#)



### **Byron Chef Wins World Champions of Change Award**

Byron Bay cookbook author and restaurateur Mindy Woods has been recognised for her commitment to native ingredients and driving change in the community. Woods was awarded for her efforts to "preserve and share Indigenous culture through food". The 11th recipient of the award, she will receive an undisclosed financial donation from the organisers to support her Byron Bay initiative [Karkalla on Country.](#)



[Find more here](#)

### **Sample the Latte Crowned Best in Australia**

A heritage-listed post office turned 'roast office' and its award-winning latte has become the toast of the tranquil town of Uki. Their 'Post Master's Roast' was named the Champion Latte at the 2025 Royal Adelaide Coffee Show. [Find more here](#)

### **Kyogle Community Map**

Kyogle Council has launched a new Community Map, which provides a host of information ranging from identified heritage sites to planning information about individual properties. View the map on the [Kyogle Council website](#).

### **Regional & Remote Music Summit: Byron Bay 23 - 25 July 2025**

The Regional & Remote Music Summit was created to bring music experts, artists, policymakers, academics and community leaders together to create a new narrative for regional music-making. [Find more here](#)

### **Hotel of the Year Award Winners**

[Raes on Wategos](#) in Byron Bay has been named Boutique Hotel of the Year in the 2025 *Gourmet Traveller* Hotel and Travel Awards for its "seamless expansion and enduring intimate glamour". [Find more here](#)

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## **New Products and Experiences**

Have a **new** product or experience you'd like to tell us and DNSW about? Submit it via the link below.

[Submit your product updates here](#)

### **[Sisu Recovery - Ballina](#)**

Introducing a world of cutting-edge recovery therapies, personalized support, and a vibrant community dedicated to your well-being. Begin your journey to optimal health and vitality today with Sisu Recovery Ballina.

### **[Glenelg - Murwillumbah](#)**

Step into a world of refined luxury and timeless elegance at Glenelg, a stately Queenslander residence nestled in the heart of Murwillumbah. Built in 1902, this heritage estate offers an exclusive boutique experience, combining high-end amenities with breathtaking views of the Wollumbin Caldera and the Tweed Valley's stunning sunsets.

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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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### **[Regional Event Fund - Event Development stream](#)**

This fund supports mature events that have already received maximum Flagship Event funding and can present a comprehensive strategy for future growth as drivers of tourism. **Closes 31 December 2025**

### **[Location Scouts & Inbounds Program](#)**

The program offers long-form footloose screen productions scouting assistance for location surveys for eligible projects. **Closes 30 June 2025**

### **Gone Fishing Day**

These grants support recreational fishing clubs and associated organisations to purchase items required to run their own Gone Fishing Day events, such as casting and fishing activities, on or around Gone Fishing Day. **Closes 24 July 2025**

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## **Sustainability and Eco-tourism**



### **2025 Tweed Sustainability Awards**

Tweed Shire Council is calling on the community to help celebrate local sustainability champions, with nominations now open for the 2025 Tweed Sustainability Awards. From waste reduction to climate action, wildlife conservation and regenerative farming, the awards highlight those who go above and beyond for sustainability.

[Find more here](#)

### **Living Carbon Grants for North Coast and MidCoast LLS regions**

If you are a landholder in NSW, you may be eligible for a NSW Government grant to start your carbon planting project. This could help you secure the health of your land, unlock new income streams, and revegetate habitats for threatened species. These grants **close 30 September 2025**.

For [North Coast LLS](#) or for [MidCoast LLS](#)

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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](#).

[\*\*ArtWalk\*\*](#) - Port Macquarie 4 July 2025

[\*\*"Fire Long Lunch" by Terra Firma\*\*](#) - Bellingen 5 July 2025

[\*\*Winter Food Festival\*\*](#) - Alstonville 12 July 2025

[\*\*Mullum Roots Festival\*\*](#) - Mullumbimby 12-13 July 2025

[\*\*Glenreagh Timber Festival\*\*](#) - Glenreagh 26 July 2025

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## 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](#).

