



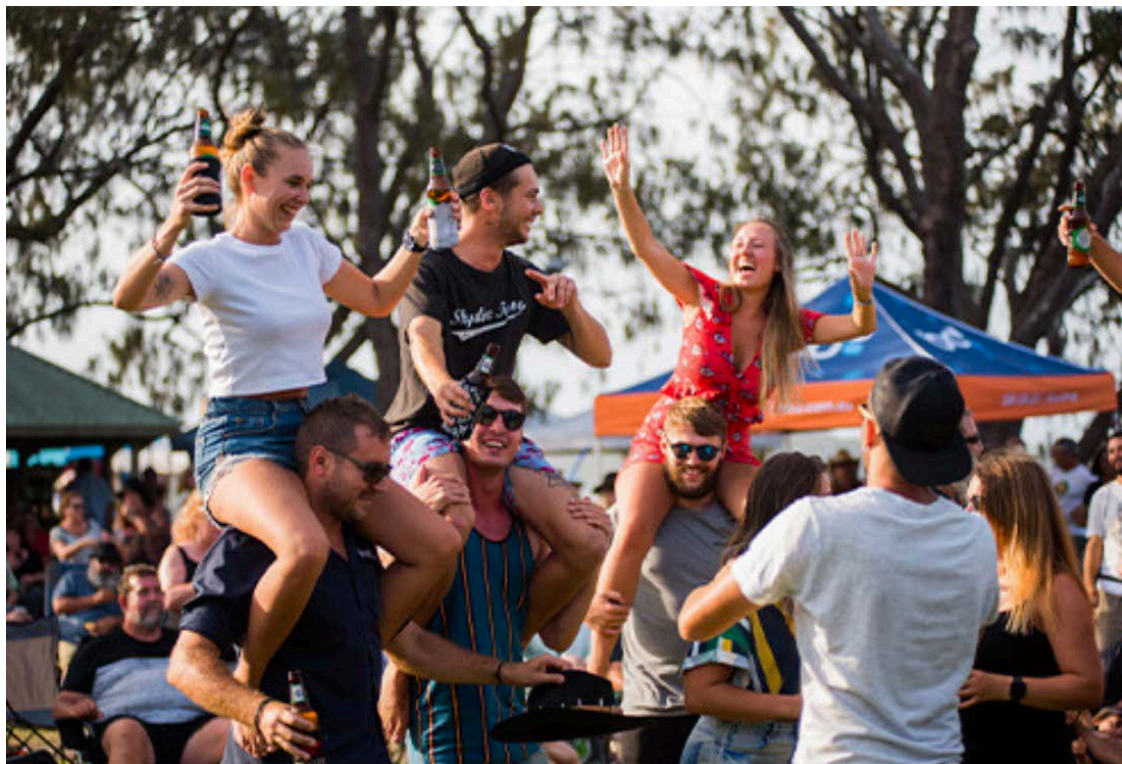
Destination
North Coast NSW



Visitor Economy News

Image: Byron Bay, Courtesy of Destination NSW

Key Updates



DNSW Regional Event Fund Recipients

The Regional Event Fund is part of the NSW Government's commitment to strengthening local communities and boosting regional tourism. Congratulations to the following North Coast grant recipients:

Flagship Event Stream:

- Tweed Enduro - NX Sports Community Foundation Limited

- Woolgoolga Blues and Berries Festival - Another Tasty Event
- Glenreagh Timber Festival - Glenreagh Timber Festival Incorporated
- Soundboks Oz Grom Open Presented by O'Neill incorporating the Treager WSL Pro Junior - LE-BA Boardriders

Incubator Event stream:

- Dark Sky Festival - Lord Howe Island - Dark Sky Festival Lord Howe Island Incorporated
- Savour The Tweed - Tourism Group Australia Pty Ltd T/as The Tweed Tourism Company
- Shuck And Shell, Barrington Coast Sustainable Seafood Festival - Wonderland Trader Pty Ltd

[See all recipients](#)

North Coast Tourism Symposium Just Weeks Away!



Speaker Lineup & Updated Program

Keynote speaker Mark Bouris AM will open with insights on innovation in business, followed by expert-led sessions on AI and market trends.

Other highlights will include success stories from operators, an update on DNSW's NSW First program and a new presentation by Tourism Australia tying national strategy to the North Coast.

Tickets are selling fast, get yours before it's too late!



Choose Your Adventure

After a big day of ideas and inspiration, Friday 1 August is all about getting out and experiencing the North Coast for yourself. These local activities are a fun way to see some of the themes from the Symposium in action - and yes, the DNC team and board members will be there too!

Spots are limited, so book in ASAP.

[Get tickets here](#)

DNC Out & About



A New Track for the Macleay

We recently joined the team at Kempsey Shire Council, NSW National Parks and Wildlife Service, Member for Oxley Michael Kemp MP, and other stakeholders to celebrate the opening of the first section of the Five Headlands Coastal Experience on the Macleay Valley Coast.

Congratulations to the team on the impressive progress so far, and a tip of the hat to all involved as this great experience continues to take shape.

[Learn more](#)

Industry Insights



Annual Benchmark Report Now Available

Tourism Research Australia's newly named Visitor Economy Annual Benchmark Report shows record tourism jobs, spend and business numbers in 2024, with strong international growth and rising demand for First Nations, agritourism and sustainable experiences.

[Read the report](#)

Record High Predicted

New figures from the World Travel & Tourism Council predict tourism will inject a record \$314.4 billion into the Australia visitor economy in 2025.

[More](#)

Music Australia Report

A new report by Music Australia reveals the music industry generated \$8.78 billion in revenue and \$2.82 billion in direct GVA in 2023-24.

[More](#)

The Future of Travel

The world of tourism is standing on the edge of big changes, expecting around 2.4 billion international trips a year by 2040.

[More](#)

April Spending Rises

ABS data shows accommodation and food services turnover rose 3.8% in April and 10.6% year-on-year.

[More](#)

Industry Development

[TA Industry Webinar](#)

[Regional Event Organiser Training](#)

Tourism Australia's July Industry Webinar is on Friday 4 July at 11am, featuring updates from Rob Dougan (Tourism Australia) and newly appointed Destination NSW CEO Karen Jones.

[Register](#)

This 12-week program takes a deep dive into all 13 modules and empowers event organisers with the knowledge, tools and inspiration to revitalise their event.

[More](#)

Get Export Ready

Destination NSW and ATEC are offering free online training to help export-ready NSW tourism businesses better welcome visitors from China, India and those with accessibility needs. **Offer ends 30 September 2025.**

[More](#)

National Ec Dev Awards

The only national program dedicated to recognising innovative, transformational projects and exceptional individual achievements in economic development.

Entries close Friday 18 July.

[Enter](#)

Sustainability Spotlight



Sustainable Aviation Fuel Take-off

Airline Qantas recently imported 2 million litres of sustainable aviation fuel (SAF), the largest batch ever brought into the country. The Australian Government has committed \$250 million in funding for low carbon liquid fuels, as part of its Future Made in Australia Innovation Fund.

Aviation is the top emissions source in Australia's visitor economy and locally made SAF will support net zero goals and attract climate-conscious travellers.

[Learn more](#)

EarthCheck Certified

Put your organisation's commitment to sustainability on show to the world. EarthCheck Certified has helped the best travel brands attract more customers, and deliver exceptional, sustainable travel experiences.

[Learn more about certification](#)

Around the Region



Women's Surfing Wins Again

Seas The Day returned for its third year with record participation and over 15,000 attendees, cementing its place as the world's largest women's surf festival and celebrating elite surfing, community and empowerment through talks, workshops and wellness experiences.

[Learn more about the event](#)



Kyogle Seeking EOI to Manage the VIC

Kyogle Council is inviting Expressions of Interest (EOIs) from individuals, businesses or community groups to lease the Malcolm Wallis Visitor Information Centre. The Centre provides a new or established business or community enterprise with an opportunity to create a high-quality tourism, recreation and/or food experience to support our growing visitor economy.

[More information here](#)



AirBnB Most Wished Property on the North Coast

A secluded cabin in Main Arm, Byron Shire, has been named one of Airbnb's Most Wishlisted stays in Australia. Nestled in a tropical oasis, the romantic creekside retreat ranks in the top 5 per cent of NSW listings for ratings, reviews and reliability.

[See the listing](#)

Wellness Tourism Summit

Join Australia's leading Wellness Tourism Industry Summit September 4 and 5 in Byron Bay. Discover the latest wellness data and consumer trends. Early bird tickets on sale until 10 July 2025.

[Get tickets here](#)

Free Coffs Coast Content

Destination Coffs Coast has been busy crafting scroll-stopping content that showcases the Coffs Coast's incredible experiences. And it's yours to access, for free!

[Download here](#)

Lord Howe Getaway

From all-new openings to historic stays and exclusive island hideaways, luxury in Australia means immersive experiences in extraordinary locations. Australian Traveller has compiled a list of 9 of the top luxury stays in Australia to escape to, with Island House, Lord Howe Island on the list.

[Learn more](#)

Product Development

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

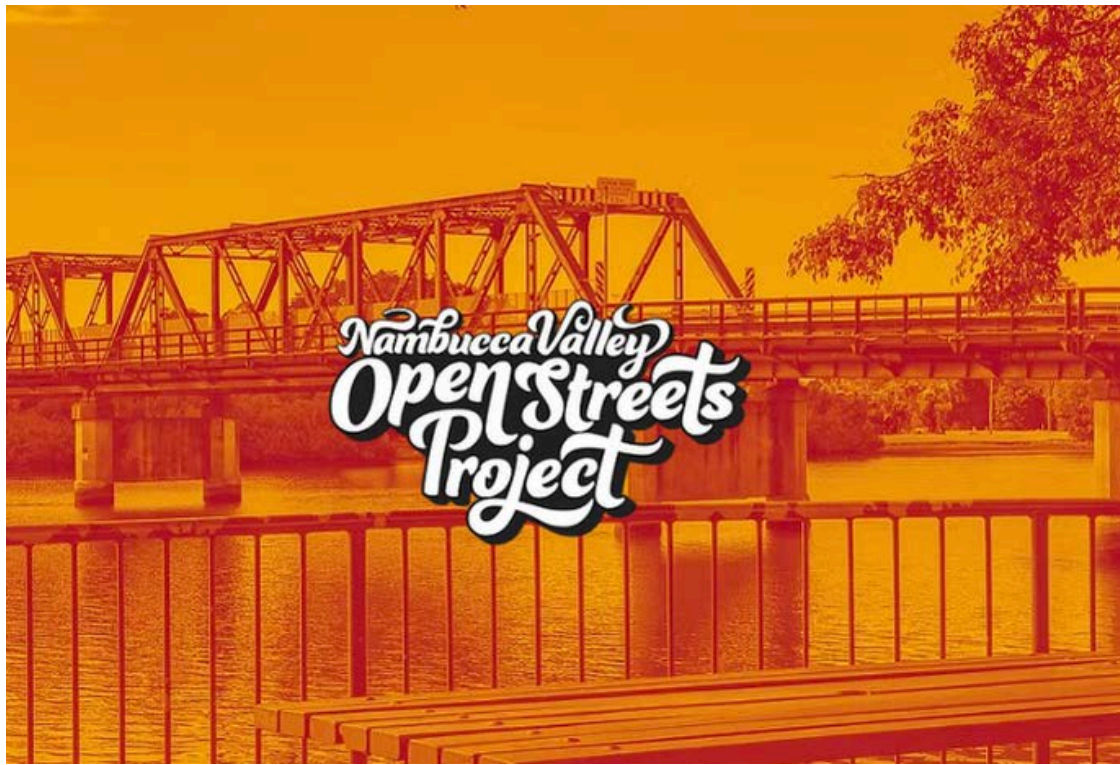
[Submit here](#)

Bathe Lismore

Bathe are dedicated to creating a calm and welcoming space that offers a genuine break from the pace of everyday life. Their sanctuary is designed to help guests feel at ease, with a thoughtful atmosphere that encourages relaxation and a positive state of mind.

[Check it out](#)

Grants & Funding



Open Streets 2025-2028 Recipients Announced

Congratulations to North Coast councils on securing grants under the NSW Government's renewed Open Streets 2025-28 Program, which will help them to temporarily close streets to deliver free events for locals and visitors over the next three years. Successful North Coast projects include:

- Tweed Shire Council for Local Streets Alive
- Lismore City Council for Eat the Street
- Kyogle Council for Kyogle Civic Heart Precinct Activation
- Nambucca Valley Council, Nambucca Valley Open Streets Festival
- Port Macquarie-Hastings Council, Vibrancy, Connection and Inclusion Event Series

[Learn more](#)

Looking for Grants?

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.

[Request a letter of support here](#)

Audience Development

The 2025/26 Audience Development Program provides support towards public

Touring and Travel Fund

This quick response funding program is designed for domestic and international

screenings, festivals and tours that deliver opportunities for NSW audiences to see and experience quality screen content and innovative practice.

Closes 16 July 2025

[Apply](#)

NSW Club Grants

ClubGRANTS for charities, sporting organisations and not-for-profit community groups.

Various closing dates

[Apply](#)

touring and travel activity for NSW contemporary music artists, acts and music industry professionals.

Closes 28 November 2025

[Apply](#)

Sports & Rec Grant

Funding to support sport and recreation infrastructure such as sports centres, playgrounds and swimming pools.

Closes 21 July 2025

[Apply](#)

North Coast Events

Climate Conversations

Lone Goat Gallery, Byron Bay

11 July - 9 August 2025

Beyond Jazz Weekender

Bellingen 15-17 August 2025

Archibald Prize Finalists

YAM Coffs Harbour

1 August – 13 September 2025

Byron Writers Festival

Bangalow 8-10 August 2025

Destination North Coast NSW, The Professional Centre Park Avenue, Level 1/9 Park Avenue, Coffs Harbour, New South Wales 2450, Australia

[Manage preferences](#)

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