



Destination  
North Coast NSW



## Visitor Economy News

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*Image: Myall River, Bulahdelah, Courtesy of Destination NSW*

## Key Updates



### NSW Take Off Fund

The NSW Take Off Fund will support NSW's efforts to boost airline seat capacity by 8.5 million seats over the coming years, ensuring the state remains competitive in the global race for air routes and visitor markets.

The funding will provide financial and marketing support to international and domestic routes that commit to launching new or additional services into NSW.

[Read media release](#)



## 2024/2025 Sound NSW Grants

A new \$9.3 million round of funding will support bands on national and international tours, studio recording, promotion and industry development.

The 2024/2025 Sound NSW grants includes two new funds specifically designed to boost First Nations artists, and a new industry development fund that backs organisations crucial to building skills, networks and new collaborations.

[Read media release](#)



## Destination NSW Boosts Accessible and Inclusive Tourism

Destination NSW has launched a new Accessible and Inclusive Tourism page on its corporate website, with resources to assist NSW visitor economy businesses in creating spaces and experiences that feel welcoming for everyone.

[Find more here](#)

## Australian Tourism Data Warehouse (ATDW) Update

ATDW's new Support Hub puts helpful resources at your fingertips, any time you need them. For quick answers, their AI-powered chatbot is available in real time to resolve routine questions. And of course, if you'd prefer to chat with a real person, friendly experts are just a click or call away.

[Find more here](#)

## Industry Insights

### Top Growth Segments

A new report by the World Economic Forum has explored sustainable growth opportunities for the global visitor economy.

*Travel and Tourism at a Turning Point: Principles for Transformative Growth* highlighted four segments that are emerging as significant growth drivers.

### Global Travel Industry Faces Uncertainty

The travel industry sector in 2025 is facing headwinds. Rising expenses, changing customer desires, and various operational risks are creating a rather unstable environment. A recent Accenture survey indicated that a hefty 54% of global consumers are experiencing unprecedented levels of uncertainty. This



[More](#)

is, unsurprisingly, leading many travellers to cut back on their travel spending, shorten their trips, or even cancel travel plans altogether.

[More](#)

## Industry Development



### Work on Lord Howe Island

Lord Howe Island Board has an opportunity for a Team Leader World Heritage to work as part of the Environment Services unit, leading the World Heritage Program on Lord Howe Island. As Team Leader World Heritage, you will coordinate and supervise projects and staff to effectively manage the natural and cultural heritage of the Lord Howe Island Group World Heritage property.

Applications close on Sunday 3 August 2025.

[Find more here](#)

### Tourism Australia Industry Webinar

The next TA webinar will be held on **Friday, 8 August 2025**. It will reveal the next chapter of Tourism Australia's global 'Come and Say G'day' campaign. The webinar will also include an update on the latest tourism data and Tourism Australia's activities.

### TAFE Course to Boost Tourism Skills

The visitor economy is thriving and the TAFE NSW Certificate III in Tourism has been created to help build a future-ready workforce. This nationally recognised qualification provides a mixture of theory and practical course work designed to

[Register here](#)

close critical skills gaps and equip staff with job-ready expertise.

[Find more here](#)

## **EOIs for 2026 Vivid Food Program Open**

Destination NSW is seeking expressions of interest for culinary leaders, event producers, restaurants and hospitality innovators to submit bold creative food experience concepts for 2026 Vivid Food.

[Find more here](#)

## **Legal Essentials for Tourism Businesses**

Delivered by Tony Cordato from Cordato Partners Lawyers, this webinar on 13 August 2025 will cover the essentials, tailored for tourism businesses.

[Register here](#)

# **Sustainability Spotlight**



## **Ground Swell: Turning the Tide on Litter in Tourism**

Take 3 For The Sea's Ground Swell program partners with tourism businesses and LGAs to reduce litter and plastic waste in the places we love.

Through workshops, resources, and support, the Ground Swell program helps operators and destinations adopt sustainable practices to protect the environment.

[Learn more](#)

# **DNC Out & About**





It was a pleasure to join the team [Koala Conservation Australia](#), their many faithful volunteers and [Robert Dwyer MP](#) in Port Macquarie, to celebrate two important milestones for koala care and conservation in our region: the signing of contracts for the Koala Hospital redevelopment and a heartfelt thank you to the incredible volunteers who make it all possible.

The commitment and collaboration shown by this community is truly inspiring. We're proud to be part of the journey and excited to see the positive impact it will have for wildlife, the local community, and visitors to the North Coast.

# Around the Region



## Lord Howe to be a Dark Island

Lord Howe Island could become the country's first official Dark Sky Island. A Dark Sky Island is part of the International Dark Sky Places (IDSP) program that preserve and protect their dark skies through responsible lighting and public education

Lord Howe's fabulously starry skies already make the UNESCO World Heritage-listed Island one of Australia's premier stargazing destinations. A designation as a Dark Sky Island would cement its reputation, attracting further mindful tourists to a place that famously limits its visitor numbers to 400 at any one time to preserve the fragile ecosystem and pristine landscape.

[Find more here](#)

## New VIC & Hub for Yamba

## Warmest Winter Towns

There's a lot to love about winter: snowfall, fireside cafes, ski resorts, and scenic drives, but if you simply can't stand cold feet and frozen hands, there are plenty of warmer towns in NSW that are tailor-made for the snow averse. Secret Sydney has just released their list of 6 of the warmest small towns in NSW to escape to this winter and four of these are on the North Coast.

The Yamba Library and Community Centre opened its doors last week to a modern and spacious educational and cultural facility. The new community hub has a library, a community centre, an art gallery, a dedicated youth space, a visitor information hub and a commercial kitchen.

[See the full list](#)

[Read media release](#)

## 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](#)

### Key Cafe - Coffs Harbour and Kempsey

Key Café is more than just a place to eat, it's a welcoming space where good food, great coffee, and social impact come together.

[Check it out](#)

### Sun Devil - Tweed Heads

Blending Sun Devil's cold brew goodness with Strange Days' retro vintage treasures this new collaboration will have you boot-scooting to Tweed Heads in a flash

[Check it out](#)

### Ride in Elevated Style

Byron Solar Train in conjunction with Azure Bar & Grill at Elements Resort have released a new Ride In Elevated Style package.

[Check it out](#)

## Grants & Funding

[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](#)

## Heat Pump Feasibility Program

The NSW Government has launched a new \$1 million grants program to assist businesses to investigate the feasibility of energy-efficient heat pump technology.

**Closes 13 October 2025**

[Apply](#)

## Contemporary Music Festival Viability Program

This program supports existing large-scale contemporary music festivals presented in NSW with a track record of delivering significant outcomes for contemporary music. **Closes 30 April 2026**

[Apply](#)

# North Coast Events

### **Casino Truck Show**

Casino 3 August 2025

### **Stroud Road Bash & Bang**

Stroud 30 August 2025

### **Lismore Cycling Festival**

Lismore 6 September 2025

### **Coffs Harbour Running Festival**

Coffs Harbour 14 September 2025

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

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