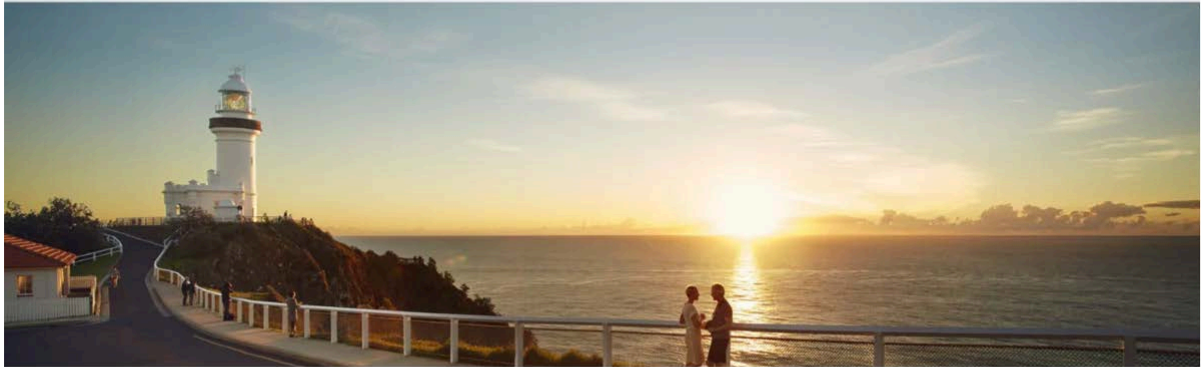




Destination
North Coast NSW



Visitor Economy News

Image: Cape Byron Lighthouse, Courtesy of Destination NSW

Key Updates



Image credit: David Sinnott

Great Koala National Park

DNC was delighted to see the announcement of the proposed boundaries of the Great Koala National Park. We believe the park has the potential to be a hero experience for our region. DNC has been a strong advocate for the park's creation, co-sponsoring an Economic Impact Analysis and Environmental Benefit Assessment that played a key role in championing its development.

On National Threatened Species Day, Sunday 7 September 2025, the NSW Government announced:

- The proposed boundary for the Great Koala National Park
- An immediate temporary moratorium on timber harvesting within this proposed boundary
- A comprehensive worker and industry support package
- \$6m in community and small business supports for the mid-north coast region
- An additional \$60 million to establish the park.



Without action, koalas are on track to be extinct in the wild in NSW by 2050.

The park will reserve 176,000 hectares of state forest and connect with existing national parks to create a 476,000-hectare reserve – one of the largest in NSW. This park will protect more than 12,000 koalas, 36,000 Greater Gliders and habitat for over 100 other threatened species.

[Read media release](#)



Webinar: Maximising Your Property Performance on Booking.com

 Tuesday 23 September
 10:00 – 10:45am

This interactive session will help our North Coast accommodation providers strengthen their presence on Booking.com and use the latest traveller insights to boost visibility and bookings.

What you'll learn:

- **Consumer Travel Trends in Australia** – key insights into how travellers are planning and booking
- **Maximising Your Property Listing** – build a strong foundation with compelling content, imagery and marketing tools
- **How Online Marketing Works** – understand how Booking.com promotes your property and how to stand out

- **Regional Snapshots & Action Points** – what’s happening in the North Coast now, and practical steps you can take today

Tailored for North Coast accommodation providers, this 45-minute webinar will give you clear strategies to improve your performance on Booking.com and better understand today’s traveller.

[Register here](#)



DNC Industry Networking Event - 24 September 2025 Nambucca Heads

The Destination North Coast Board traditionally rotates around the region for our bi-monthly Board meetings, and we have pleasure in planning our September meeting to be in Nambucca Heads.

After the Board meeting, we invite members of the Tourism Industry to a casual get-together and an opportunity to meet and network with the Board, the DNC team and industry peers.

- What: Afternoon Industry Networking
- When: Wednesday 24 September 2025
- Time: 5.15-7.00pm
- Where: Nambucca Heads RSL

RSVP is required by Thursday 18 September 2025 and for catering purposes, please include any dietary restrictions.

We look forward to connecting with industry in region and meeting in Nambucca Heads.

[RSVP here](#)



The Next Big Travel Trend: Running Holidays

A recent survey by travel search engine Skyscanner found 50 per cent of Australians plan to engage in a running trip this year, with 92 per cent of those surveyed either participating or hoping to participate in an endurance event.

Running holidays—also called 'run travel', 'runcations' or 'racecations'—provide an opportunity for travellers to combine their interest in running with discovering destinations.

[Find more here](#)



New 'Camping in NSW National Parks' Landing Page

National Parks and Wildlife Services has recently launched their new camping campaign in support of their significantly improved camping landing page and various content updates on key campground pages.

[Find more here](#)



New Review Pathways for Festivals

The NSW Government has established several pathways for festival organisers to seek a review of costs associated with NSW Police and NSW Ambulance user charges. The measures include internal review pathways and an appeal panel for overall user charges.

[Find more here](#)

NSW Aboriginal Business Roundtable

The next NSW Aboriginal Business Roundtable on **Thursday 9 October 2025** at Williamtown (Worimi Country).

This free event, designed for Aboriginal business owners, will focus on Aboriginal cultural tourism and the visitor economy.

[Find more here](#)

ATEC Tourism Export Awards Now Open

Nominations are open for individual or organisations who go above and beyond in the ATEC Tourism Export Awards.

[Nominate here](#)

Industry Insights

Economic Contribution to Australian Wine Sector

The [Economic Contribution Australian Wine Sector 2025](#) is an economic assessment of the wine sector's direct and indirect contribution to the Australian economy in 2025. It was prepared by

AirBnB Contributes over \$20B to Australian Economy

New research by [Oxford Economic](#) and commissioned by Airbnb shows that spending associated with Airbnb contributed an estimated \$20.3 billion to

AgEconPlus and Gillespie Economics for Wine Australia.

Regional NSW Statistics

Visitation statistics for regional NSW based on the latest Tourism Research Australia Domestic Tourism Statistics (DoTS) and International Visitor Survey data (IVS).

Australia's economy in 2024, approximately 7% of the country's tourism GDP.

Surge in Winter Wellness Bookings

Big Red Group's Seasonal Experiences Index: Winter 2025 report has revealed demand among international and domestic visitors for wellness experiences grew by 34 per cent.

Industry Development

Boost Your Digital Skills

Destination NSW, in partnership with Tourism Tribe, offers a fully funded webinar series to help tourism businesses sharpen their digital edge.

Four sessions are coming up this month:

- Travel Trends (16 Sept) – How AI is shaping customer habits and tourism
- Marketing Gains & AI (18 Sept) – Save time, boost marketing with AI tools
- Smarter Backoffice (24 Sept) – Simple tech, data, security & time-saving apps
- Content Exposure (26 Sept) – Align your listings across ATDW, Google & more

This is the second of two digital skills initiatives designed to get businesses across NSW future-ready. The remaining four webinars will roll out in early 2026.

[Register here](#)

Quality Tourism eLearning Hub

The Quality Tourism eLearning Hub, a new training hub created for Australia's tourism industry has just been launched. The eLearning Hub is designed to support tourism operators and their staff to develop stronger business capability.

[Learn more](#)

Do You Run a Food Truck?

If you sell dishes containing seafood from a mobile or fixed food truck then you must comply with the new country of origin labelling rules for seafood.

[Learn more](#)

Support for More Staff

To help employers grow and diversify their businesses, the 'Real Jobs, Real Wages' program is providing financial incentives for employers to hire an eligible employee into a permanent job.

[Learn more](#)

Creative Australia's Free Sessions

Creative Australia is offering a bookable free coaching service to build the fundraising capability of artists, creatives and arts and cultural organisations.

[Learn more](#)

Sustainability Spotlight



2030 Climate Targets Fast Approaching

With the climate targets of 2030 fast approaching, hotels and resorts must prove their sustainability efforts are more than surface-level. EarthCheck's Chief Sustainability Officer, Dr Steve Newman, says the next five years are critical – and a clear, credible ESG Strategy is essential for long-term success.

[Learn more](#)

LGNSW Environment Symposium & Awards

LGNSW's refreshed event brings local government leaders and environmental professionals together for a day of learning, networking and celebration. Hear best-practice project insights, connect through case studies, and celebrate at the awards lunch and ceremony.

[Learn more](#)

DNC Out & About



2025 Wellness Tourism Summit

We were pleased to attend the Wellness Tourism Summit in Byron Bay last week. It was a great chance to connect with industry peers and hear from thought leaders about the scale of opportunity as well as new trends in the growing and evolving wellness travel space.

We were especially proud to see North Coast operators on stage sharing their expertise and showcasing the innovation in our region. The insights on consumer demand for primary and secondary wellness travel and experiences gave us plenty to reflect on as we continue to support our network.

Around the Region



New Future for Pilot Hill Cottages

Yamba area traditional owners, the Yaegl people, have been appointed the new Crown land manager for parts of the Pilot Hill reserve, including two heritage-listed cottages.

The reserve is a popular destination for both locals and tourists, offering breathtaking views, walking trails, and opportunities to learn about the area's rich Aboriginal history and traditions.



Bulaan Buruugaa Ngali Exhibition

Bulaan Buruugaa Ngali Exhibition is a momentous homecoming of ancestral heritage, touring Bundjalung lands in the Northern Rivers. This reclamation project unites three major regional galleries – Grafton, Lismore and Tweed. Bulaan Buruugaa Ngali Exhibition shares the histories and identities of women who bring forth ancient weaving practices and knowledge systems. **13 September – 9 November 2025 at the Lismore Regional Gallery.**

[Learn more](#)



Take 3 for the Sea Workshop for Byron's Tourism Businesses

Join Take 3 for the Sea and Byron Shire Council's Litter Prevention Team for a **free one-hour workshop at 10:30am on Thursday 11 September 2025 in Byron Bay.**

The session will be an in person workshop on the [Groundswell](#) initiative, empowering Tourism businesses ahead of September school holidays and Schoolies. Discover litter-reduction strategies, explore practical solutions and create a tailored action plan that engages staff, collaborates with community and works towards a cleaner, more sustainable Byron Shire.

[Register here](#)

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](#)

Elements Bird Trail - Byron Bay

Elements of Byron has just launched the Northern Rivers' first resort bird trail – a self-guided experience. The trail takes guests through four unique habitats on the resort's 50-acre site, home to more than 250 bird species.

[Check it out](#)

Dayo Cafe - Tweed Heads

Dayo Cafe is the newest riverside cafe, launched just last week in at Tweed Heads. The cafe is open 7 days offering an All-Day Breakfast menu with Filipino and broader Asian twist on the usual breakfast fare as well as a Brunch menu.

[Check it out](#)

Bistro Vue - Coffs Harbour

The new Bistro Vue brings a new level of elegance and dining intimacy to the Jetty Strip - Coffs Harbour's growing culinary heart.

[Check it out](#)

Ashmar Farmstay - Gloucester

Refreshed accommodation for award winning Ashmar Farmstay. New website and digital channels, and now bookable through AirBnB.

[Check it out](#)

Grants & Funding

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](#)

Revive Live

Revive Live aims to create a sustainable Australian live music ecosystem through supporting established live music venues to continue operating and preventing the cancellation of Australian live music festivals. **Closes 26 September 2025**

[Find more here](#)

Wine Tourism & Cellar Door Grant

The Wine Tourism and Cellar Door Grants Program supports wine producers by encouraging visitors to wine regions. **Closes 31 October 2025**

[Find more here](#)

North Coast Events

CurryFest

Woolgoolga 26-28 September 2025

Richmond RiverFest

Multiple locations 28 September – 26 October 2025

All Things Vintage Festival

Tuncurry 28 September 2025

"Dream On" Arts, Music and Culture Festival

Yarrawarra Aboriginal Cultural Centre 5 October 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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