

Destination Networks

Growing the Regional NSW Visitor Economy to 2030



The *NSW Visitor Economy Strategy 2030 (VES)* acknowledges regional NSW as a key to the future of the state's visitor economy.

A suite of Destination Management Plans (DMPs) has now been prepared for the seven NSW regions to align with the VES, the broader NSW Government strategic context, and relevant regional and local government plans and strategies.

The new regional NSW DMPs provide a collaborative framework to guide the work of the Destination Networks (DNs) and local, regional and state tourism stakeholders to grow, develop and promote the regional NSW visitor economy to 2030.

The NSW Government's vision is to be the premier visitor economy in the Asia Pacific contributing \$65 billion in total visitor expenditure by 2030.

Regional NSW will contribute \$25 billion to this target.

Regional NSW has a strong track record in driving the NSW visitor economy.

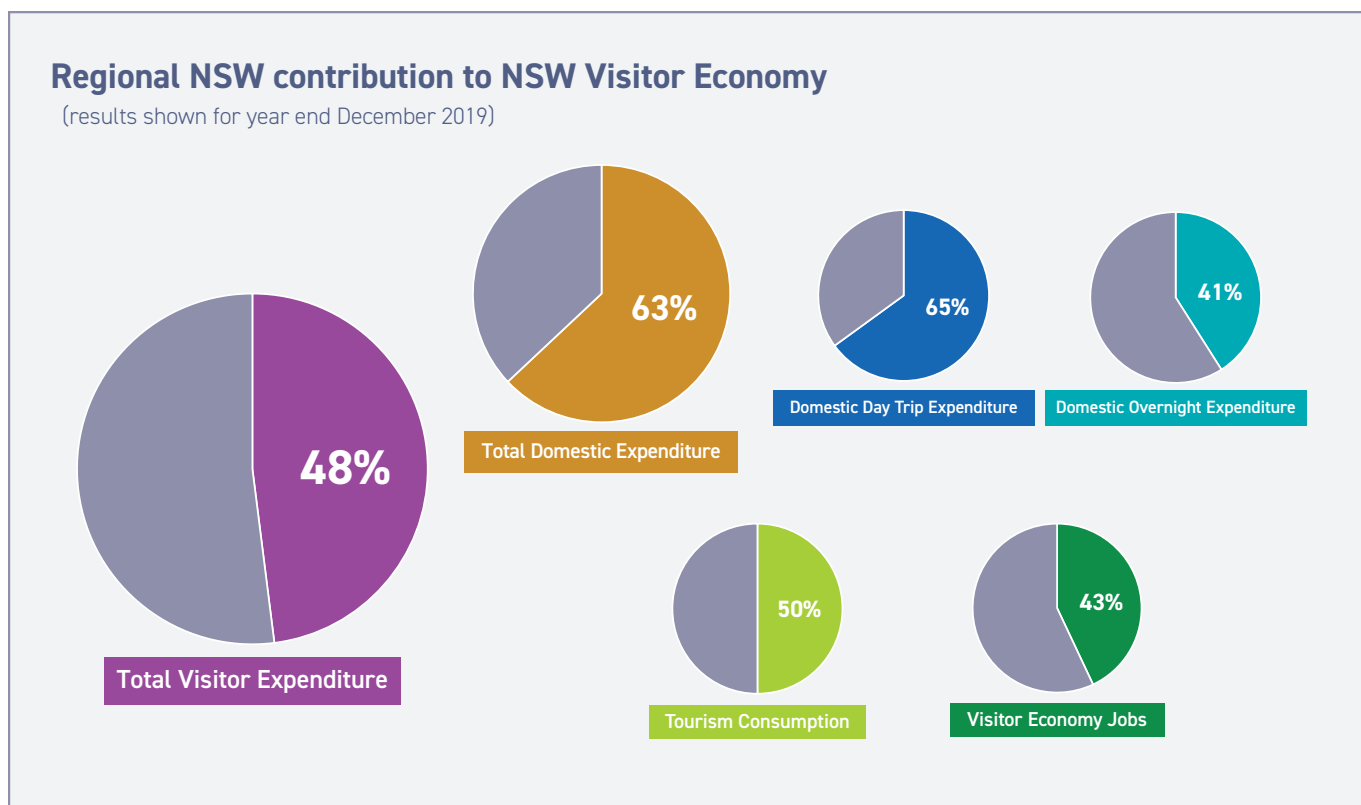


Figure 1. Regional NSW contribution to the state's visitor economy in 2019¹

Tourism is identified as one of seven 'engine industries' expected to drive regional NSW economies over the next 18 years and is identified as one of 50 new priorities to drive long-term stimulus impact².

¹ Tourism Research Australia Year End December 2019. 2019 is used as the base year given impacts of the Covid-19 pandemic during 2020 and 2021
² NSW 2020 Economic Blueprint

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Recovery Goals

The focus of the goal Recovery Phase to 2024 is to assist businesses and the industry to rebuild and return total visitor expenditure to pre-Covid levels (year end 2019). The following highlights the 2019 (pre-Covid) visitor economy achievements versus the year end 2021 impacts³.



Figure 2. 2019 (pre-Covid) visitor economy indicators versus 2021 outcomes⁴

³ Tourism Research Australia (year end December)

⁴ International visitation data is not statistically reliable for year end December 2021



The Role of Destination Networks

The DNs are considered the champions of the visitor economy in their regions, proactively engaging with stakeholders to identify, prioritise and facilitate opportunities for regional visitor economy growth.

The DNs are funded by Destination NSW (DNSW) each with an independent skills-based board providing strategic leadership and direction.

The DNs are predominantly destination managers and are considered the 'shopfront' for DNSW in regional NSW and work closely with local government, tourism organisations and operators. Their objective is to facilitate visitor economy growth at the local level, through representing and coordinating the region's tourism industry.

Specifically, the DNs:

- Develop and implement the region's DMP and Business Plan, in alignment with the VES, and ensure alignment with local tourism and related plans
- Work with Local Government and industry on product development, including investment attraction
- Work in collaboration with DNSW led marketing and communications activity for their 'hero' destinations, experiences, events and festivals and regional campaigns
- Explore industry development initiatives (i.e. identify opportunities for growth) e.g. conferencing, field study tours, local industry education and training needs especially for small to medium sized visitor economy operators
- Support local industry and event organisers seeking funding through DNSW and other grant programs
- Play a key support role for DNSW in the delivery of its industry development programs
- Are committed to working collaboratively to advocate to government and stakeholders to address important challenges facing the visitor economy into the future.

Destination Network Contacts

For full contact details of the DN for your region, please visit the DNSW website:

destinationnsw.com.au/our-industry/destination-networks

