

Destination Sydney Surrounds South

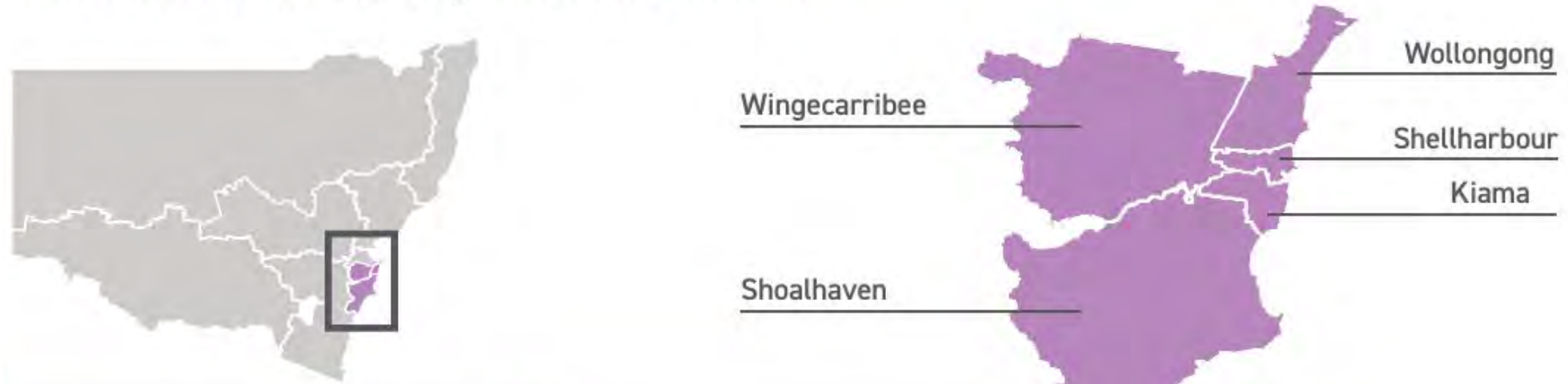
Shannan Perry-Hall

General Manager, DSSS

People. Productivity & Profit

Value of the Visitor Economy

in Destination Sydney Surrounds South



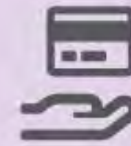
11.3 M

visitors



13.6 M

nights



\$3.4 B

expenditure

People. Productivity & Profit



People. Productivity & Profit



Sydney Surrounds South
Destination Management Plan

2022-2030



- Shopfront for DNSW
- Experience Development Focus
- Targeted Industry Support
- Catalyst Infrastructure Projects
- Collaboration Across Borders
- Visitor Economy Advocacy

People. Productivity & Profit



People. Productivity & Profit

Get Involved – Stay Connected

Destination Sydney Surrounds South

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Join us at a free upcoming Experience Development Workshop in Wollongong


 Sage Hotel, Wollongong
 Wed 21 May 2025
 Arrive 9:15am | Workshop 9:30–3:00pm

Keen to create or enhance your bookable visitor experiences? This free workshop is designed with you in mind and is perfect for anyone in the visitor economy. Whether you run accommodation, tours, a winery, distillery, brewery, farm gate, or other visitor attraction, you'll walk away with valuable insights and tools.


You'll learn:

- ★ The foundations of great visitor experiences
- ★ Understanding different types of visitors
- ★ Creating bookable experiences and refining existing ones to meet your visitors' needs





Destination Sydney Surrounds South



May 2025

Image: Bendooley Estate, Berrima | Credit: Destination NSW

Welcome to Destination

Download

Our 2025 Visitor Economy Symposium is right around the corner, and we couldn't be more excited for this year's awesome speaker and panel line up. Keep scrolling to find out more and register for our free annual event.