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## **MEDIA RELEASE:**

### **Destination Sydney Surrounds North** **releases Destination Management Plan**

In delivering its Destination Management Plan (DMP) for 2018, Destination Sydney Surrounds North has released a blue print for the future Hospitality Industry and Visitor Economy.

Developed after extensive consultation with the Tourism and Hospitality industry stakeholders across the region, the Destination Management Plan focusses on the innovations, infrastructure developments and career opportunities which will guide and result from the success of the Visitor Economy over coming years.

The DMP has as its cornerstone, the achievement of Destination NSW's 2020 tourism goals for the region, which embraces the stunning attractions of the Blue Mountains, the Nepean and Hawkesbury, the Central Coast, Lake Macquarie, Newcastle, Port Stephens, Upper and Lower Hunter.

"The aim of the DMP is to maximise the value of regional tourism funding programs to drive growth in the Visitor Economy, in the process helping achieve the NSW Government's goal of doubling overnight visitor expenditure by 2020" said DSSN Chair David Fellows. "Now is the time for regional NSW to benefit from the spectacular growth NSW tourism is enjoying from both domestic and international visitors".

"Built with the flexibility to adapt to changes in market circumstances and opportunities as they arise, the DSSN Destination Management Plan provides stakeholders throughout the region with a comprehensive guide to the planning, marketing and delivery options so important to both their businesses and the jobs of the future. Whether directly or indirectly involved, the community as a whole wins."

#### **Background:**

6 Destination Networks have been established across NSW to drive the growth of the Visitor Economy in Regional NSW. Destination Sydney Surrounds North (DSSN) includes Blue Mountains, Penrith, Hawkesbury, Central Coast, Lake Macquarie, Newcastle, Port Stephens, Hunter Valley, Maitland, Dungog and Upper Hunter.

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*Copies of the DSSN DMP are available online at [Issuu](#) and [Dropbox](#)*