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MEDIA RELEASE:

Destination Sydney Surrounds North...Driving the Visitor Economy

Destination Sydney Surrounds North commences 2018 with the appointment of Michael Forster as Industry Development Manager, working in tandem with General Manager Glenn Caldwell, Executive Assistant Michelle Jenkins and Industry partners to deliver on the Region's key strategic tourism priorities.

An industry professional with over 15 years' experience in Hospitality and Tourism, including senior roles with TFE Hotels and The Minor Hotel Group, Michael has recently turned his focus to Regional NSW and has a strong knowledge of the DSSN region. His diverse range of skills complements his passion for the role and will be an asset to regional tourism over coming years.

Destination Sydney Surrounds North (DSSN) Chair, David Fellows welcomed Michaels' appointment, stating "as we enter our first full year of operations, now fully resourced, we are well placed to deliver strong outcomes for the Visitor Economy. Following extensive Industry consultation, a key priority for DSSN is the release and implementation of the region's Destination Management Plan and to work in harmony with partners throughout the region on Co-operative Marketing Campaigns, Development and funding for Major Events, Product Development and Conferencing.

Having established the organisational structure, priorities and DSSN team operation, the DSSN Board looks forward to the DSSN team delivering on its new-found resources to maximise value for our Industry partners and stakeholders throughout the network. Identifying key infrastructure requirements, opportunities for new consumer experiences, the creation of job opportunities and customer delivery skills programmes are all high priorities as we compete for the tourism dollar in the months and years ahead".

Background:

6 Destination Networks have been established across NSW to drive the growth of the Visitor Economy in Regional NSW. Destination Sydney Surrounds North includes Blue Mountains, Penrith, Hawkesbury, Central Coast, Lake Macquarie, Newcastle, Port Stephens, Hunter Valley, Maitland, Dungog and Upper Hunter. Key priorities include the development of a Destination Management Plan, maximising the benefits of regional tourism funding programs, and driving the growth of the Visitor Economy to help achieve the NSW Government's goal of doubling overnight visitor expenditure by 2020.

For Media interviews please contact David Fellows (02) 9191 7807.

For further details or photo contact Destination Sydney Surrounds North on (02) 9191 7807.