

NSW GOVERNMENT

Statewide Destination Management Plan

FEBRUARY 2019





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Foreword



Message from Minister for Tourism and Major Events

On behalf of the NSW Government, I am delighted to present the first-ever Statewide Destination Management Plan (DMP).

This document was identified as a key action item in the NSW Government's Visitor Economy Industry Action Plan (VEIAP) and provides a framework and actions to deliver significant growth in the tourism industry.

The State's six Destination Networks are already doing excellent work delivering on their individual DMPs at a local level and we now have a whole-of-state DMP to work in harmony with these, encouraging collaboration and ultimately securing a greater overall positive impact for NSW tourism.

The Statewide DMP is designed to provide a high level framework to achieve alignment across NSW and assist coordinated delivery of the vision and goals for the NSW visitor economy. It identifies local and state strengths and unique points of difference, as well as areas of commonality across the regions. The Statewide DMP functions as a living document, to be used as a reference tool to further develop the NSW visitor economy and respond to market changes.

Tourism globally is a growth sector and NSW already has an excellent base upon which to further build its visitor economy, with strong growth recorded over the past decade and a very attractive customer proposition. NSW also currently has the largest tourism investment pipeline of any other state or territory in Australia. There is an opportunity to attract visitors to NSW and keep them in the state for longer and spending more by identifying, leveraging and building on the State's 'hero' destinations and experiences, and developing more into the future.

NSW may be Australia's number one state in terms of visitors, visitor nights and expenditure but a huge opportunity still remains to grow the NSW visitor economy even further. In August last year, the NSW Government announced the goal of more than tripling overnight visitor expenditure by 2030, aiming to achieve \$55 billion by 2030, with a target of \$25 billion set for regional NSW.

Tourism is big business and we are committed to working with our Destination Networks, industry partners and local operators to ensure NSW continues to be Australia's premier tourism State.

Hon. Adam Marshall MP
Minister for Tourism and Major Events

01 Introduction

The NSW visitor economy is a central strength and pillar of the NSW economy, with tourism's GSP contribution to the NSW economy reaching \$34.2 billion in 2016-2017 and overnight visitor expenditure in NSW increasing 10.9% in 2017 to reach \$29.1 billion.

Destination NSW was established under the *Destination NSW Act 2011* as the lead Government agency for the NSW tourism and major events sector, and is responsible for developing and implementing strategies to grow the NSW visitor economy. Its vision is to make Sydney and NSW among the world's most successful tourism and events destinations. Government funding for major events, tourism marketing and product development is at record

levels, and the NSW Government launched the 2030 Visitor Economy Industry Action Plan (VEIAP) in August 2018 to set new priorities for Government and industry in order to achieve the 2030 goals.

The NSW Government has a goal of more than tripling the 2009 overnight visitor expenditure by 2030, aiming to achieve \$45 billion by 2025 and \$55 billion by 2030. A further goal is to achieve \$20 billion in regional overnight tourism expenditure by 2025 and \$25 billion by 2030.

Destination NSW works with other Government departments, agencies, Tourism Australia, other STOs and industry bodies to advance the visitor economy.



Destination NSW's eight key strategic objectives are:



1. Position Sydney and NSW as world leading tourism and events destinations.



5. Deliver value in partnership cooperative programs.



2. Attract and secure high value major events.



6. Develop and sustain a high performance organisation.



3. Build a sustainable events calendar for NSW.



7. Maximise yield and dispersal from the visitor economy.



4. Increase industry stakeholder and customer engagement.



8. Implement the Visitor Economy Industry Action Plan.

A reform in 2016 of regional tourism funding in NSW resulted in the creation of six Destination Networks (DNs), funded by Destination NSW, to facilitate visitor economy growth at a local level. They are Riverina Murray, North Coast NSW (including Lord Howe Island), Southern NSW, Sydney Surrounds North, Sydney Surrounds South and Country and Outback NSW. Each of the DN's has developed a Destination Management Plan (DMP) for their region, to focus on local issues. However, a bigger picture statewide DMP was required to align all levels of Government and industry across NSW in the delivery of the VEIAP.

Destination NSW, in consultation with the Chairs and General Managers of the six Destination Networks, has developed a NSW Statewide Destination Management Plan that is designed to:

- Provide a high level framework to encourage alignment across NSW and assist coordinated delivery of the vision and goals for the NSW visitor economy.
- Be the delivery mechanism for the VEIAP and encompass local insights and priorities from the Destination Network DMPs and other existing strategic documents, such as the NSW Aboriginal Tourism Action Plan 2017-2020 and the NSW Food & Wine Strategy & Action Plan 2018-2022.

- Set a strong strategic foundation on which industry can develop customer centric destination marketing.
- Identify local and state strengths and unique points of difference, as well as areas of commonality across the regions.
- Encourage local industry 'self-reflection' to harness the most productive markets for their product/service/destination.
- Focus resources on the best visitor segments and sectors.
- Provide opportunity for greater collaboration.
- Provide a more compelling case for Government and private sector investors via clearly defined strategic priorities.
- Equip the DN's with a plan to share with stakeholders that clearly identifies where their product/service/destination fits.

The Statewide DMP will be a living document, and will be the basis for discussions at the regular Destination Network Chairs and GMs Forums, convened by Destination NSW. To ensure it remains relevant and focused on the delivery of the VEIAP, it will be reviewed annually and updated, as required, in consultation with the DN's.

Role and Interfaces of the NSW Statewide Destination Management Plan:



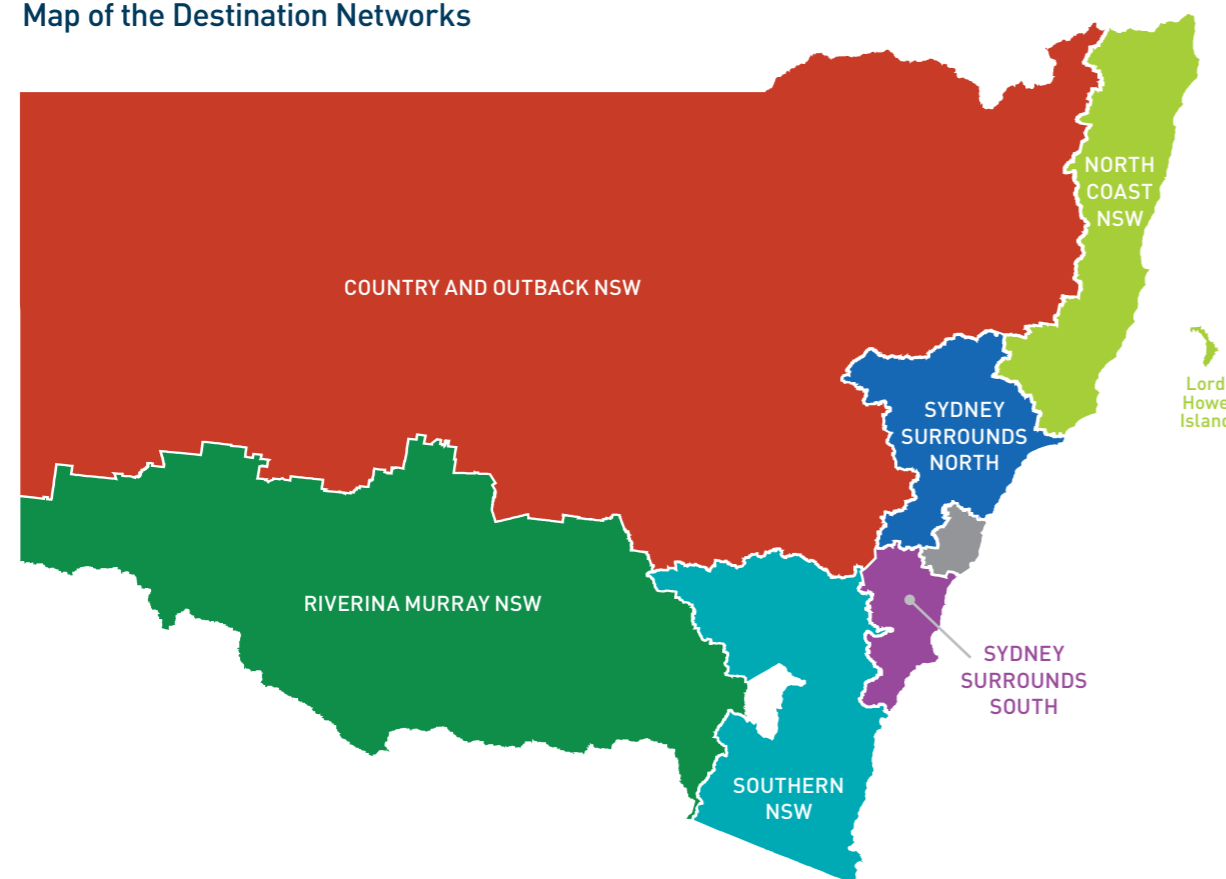
02 Situation Analysis

2.1 Destination Footprint

New South Wales is a diverse tourism destination, comprising six Regional Destination Networks and Sydney. The six Destination Networks are Riverina Murray, North Coast NSW (including Lord

Howe Island), Southern NSW, Sydney Surrounds North, Sydney Surrounds South and Country and Outback NSW.

Map of the Destination Networks

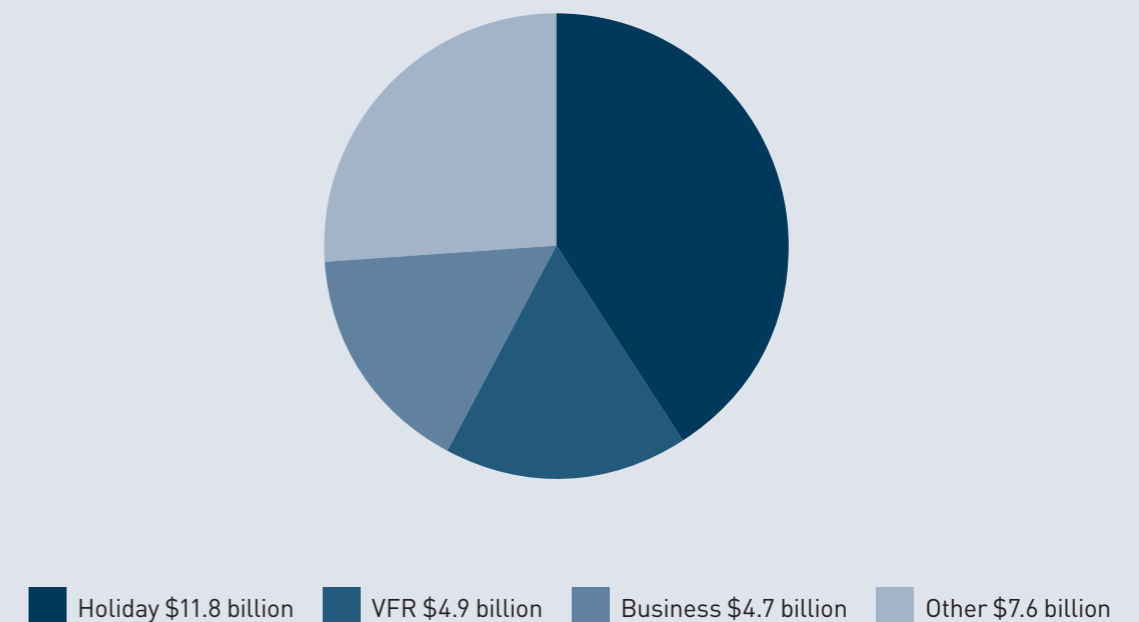


2.2 Value of the NSW Visitor Economy

In 2016-2017, tourism's GSP contribution to the NSW economy was \$34.2 billion, a 5.2% increase on the previous year. In the same period 171,100 people were directly employed in the tourism sector, with a further 90,900 jobs indirectly employed by the sector.

Overnight visitor expenditure in NSW increased by 10.9% in 2017 to reach \$29.1 billion. 64% was domestic and 36% international. \$12.5 billion (43%) was regional expenditure.

Overnight Expenditure by Purpose of Visit



2.3 Visitors to NSW

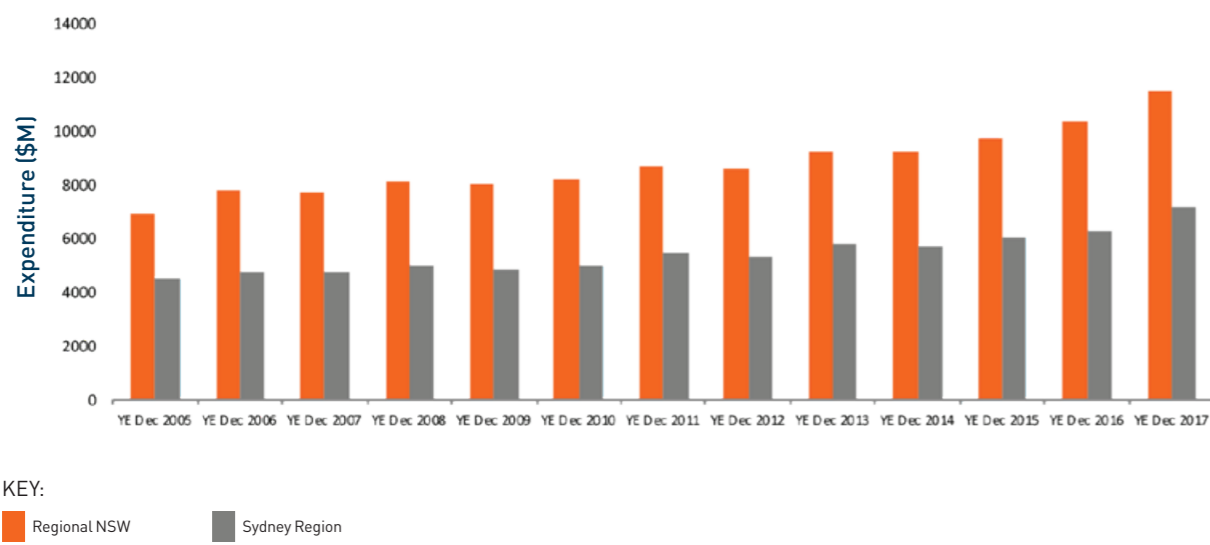
There were 35.7 million overnight visitors to NSW in 2017, 88% domestic and 12% international. They spent 194.5 million nights in the state, 51% domestic and 49% international.

The following charts provide trend comparisons of domestic and overnight regional expenditure in each of the Destination Networks in regional NSW as well as between Sydney and total regional NSW.

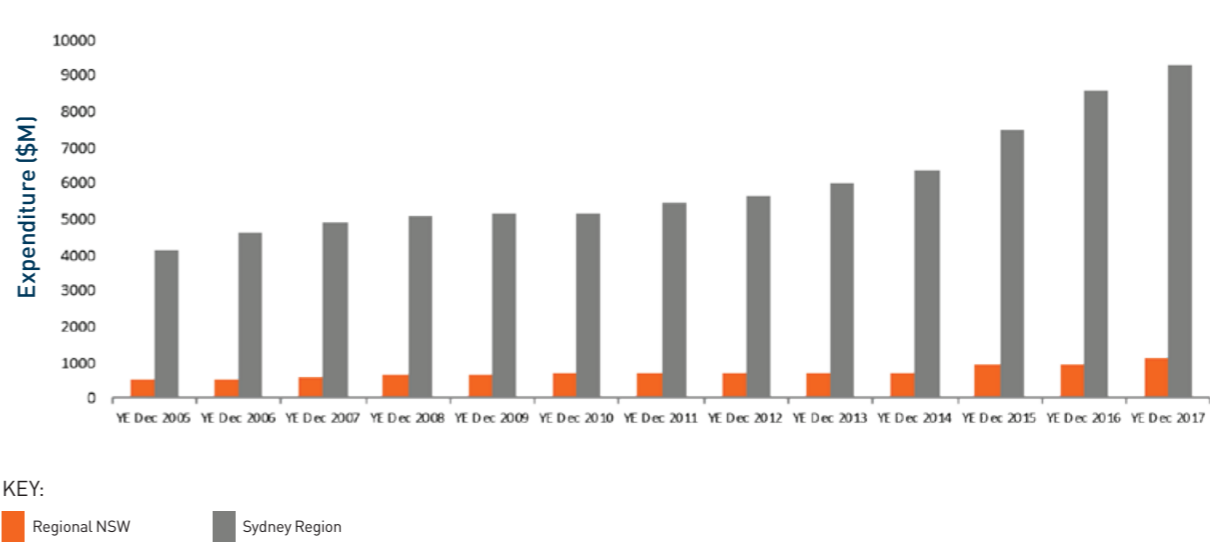
Overall, there have been upward trends in overnight regional expenditure for Sydney and regional NSW and in each of the Destination Networks in regional NSW in the period 2005 to 2017 for both the domestic and international markets.

While Sydney received significantly higher international overnight expenditure than regional NSW, in the domestic overnight market, regional NSW leads Sydney in expenditure.

Regional NSW and Sydney Region Expenditure Comparison Domestic Overnight – All Purposes



Regional NSW and Sydney Region Expenditure Comparison International Overnight – All Purposes



Regional NSW Expenditure Comparison Domestic Overnight – All Purposes

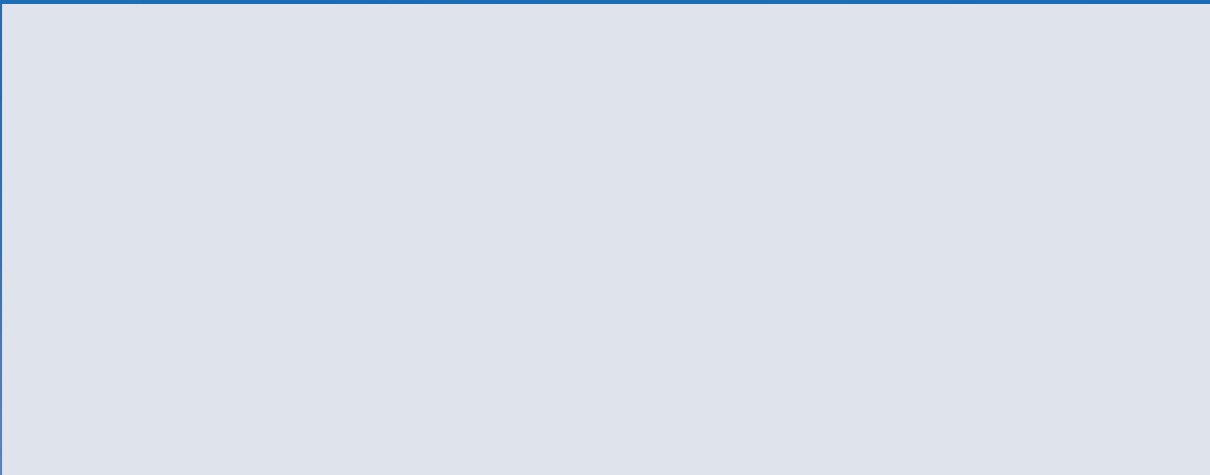


Regional NSW Expenditure Comparison International Overnight – All Purposes



2.4 Competitive Position

NSW is Australia s number one state in terms of visitors, nights and expenditure:



Sydney is Australia s number one capital city, with 33% of expenditure, 32% of visitors and 34% of nights. Regional NSW also leads regional Australia in terms of overnight visitors, with a 34% share.

State Comparison – International Overnight – All Purposes



State Comparison – Domestic Overnight – All Purposes



The following page contains two charts showing the relative position of each state in terms of spend and volume by international and domestic overnight visitors, looking at YE Dec 2007, 2013 and 2017. A top right position indicates larger spend and volume and a long upward trending line tells

a story of growth. There is a relatively positive trend for NSW compared to other states across all categories of visitor, particularly given the larger base it works off. The strongest increases can be seen in the international overnight visitors.

2.5 Key Travel and Tourism Trends and Insights

The travel and tourism sector has undergone immense disruption in the past 20 years. Digital and mobile technology has changed the way people make travel decisions, book, travel and share their travel experiences. The emergence of the sharing economy has had a profound effect on traditional travel booking methods. Geo-political events have created risk and uncertainty, as well as focusing

travellers on emerging travel destinations. There has been unprecedented growth in the middle class across Asia, and low cost airline growth has been prolific, creating new target markets with different needs. Social media and user generated content have facilitated huge growth in traveller reviews on websites like TripAdvisor. Change is a constant in the sector.

Some key future trends and insights include:

- **EXPERIENTIAL TRAVEL** – more and more travellers will search for immersive, authentic, educational, local experiences.
- **HOLIDAYS WITH A PURPOSE** – volunteering, conservation and the like will play a bigger part in travel and destination choice.
- **SUSTAINABLE TRAVEL** – sustainable and conscious travel will gain momentum, and the concept of excessive visitor arrivals known as ‘over tourism’ will be topical.
- **CARAVANNING AND CAMPING** – the desire for authentic experiences will drive demand for exploring destinations on caravanning and camping holidays.
- **WELLNESS TRAVEL** – travel for the purpose of wellness, both spiritual and physical, will continue to gain momentum.
- **FOOD AND DRINK** – local produce and food and drink experiences will continue to play a role in destination choice, as a central part of the travel experience, and this space will become crowded.
- **BUSINESS EVENTS** – conventions, corporate meetings, AGMs, corporate retreats, workshops, seminars and sales incentive rewards trips all hold promise for growth in regional NSW.
- **PERSONALISATION** – digital and mobile technology have empowered visitors to take more control of their travel experiences, and increased their expectations. As a result, the expectation of personalised and tailor made experiences is likely to grow.
- **MULTIGENERATIONAL TRAVEL** – the trend in multigenerational travel will continue, as families use their holiday time to bond and create memories together, and this will influence the type of customer experience they are looking for.
- **SHARING ECONOMY** – the sharing economy, e.g. Airbnb, will continue to transform travel experiences, giving the customer more choice and greater flexibility.
- **DIGITAL** – digital technology will continue to advance, facilitating all stages of the customer journey and experience, e.g. search, booking, payments, augmented reality, real time translations etc.
- **MOBILE** – mobile will be the preference of travellers throughout their customer journey, so mobile optimisation of the customer experience will be key.
- **SOCIAL MEDIA** – social media and user generated content will continue to be key, and can present opportunities for destinations that optimise them well.



Credit: Brandon Bodman / NSW Office of Environment and Heritage



2.6 Opportunities

There is also significant opportunity to grow the NSW visitor economy and achieve the long term targets of overnight expenditure of \$45 billion by 2025 and \$55 billion by 2030.

- Tourism is a growth sector globally. According to UN World Tourism Organisation (UNWTO) Secretary-General Zurab Pololikashvili, “International travel continues to grow strongly, consolidating the tourism sector as a key driver in economic development. As the third export sector in the world, tourism is essential for job creation and the prosperity of communities around the world.” Tourism Research Australia’s (TRA’s) “State of the Industry” Report 2016-17 states that overnight tourism expenditure in Australia reached \$103.2 billion in the year ended June 2017, and is currently forecast to reach \$131 billion by 2020.
- NSW is Australia’s most visited state and the nation’s international gateway, and the NSW visitor economy has seen strong growth in the past decade. There is already a strong base to build on, with growth forecast to continue in both domestic and international tourism, and 65% of visitors to the state already travelling to regional NSW.
- The state offers a very strong tourism proposition. Sydney is a truly global city and a ‘hero’ Australian experience, while regional NSW offers an authentic Australian experience. A number of hallmark events already exist and multiple international-ready regional destinations with their own recognised brands further strengthen the proposition. NSW has the potential to deliver across the entire range of experiences that domestic and international visitors are looking for, such as coastal and aquatic, nature and adventure, food and wine, culture and heritage, Aboriginal, special interest and events. There is an opportunity to keep visitors in NSW for longer and encourage them to spend more by identifying, leveraging and building on the state’s ‘hero’ destinations and experiences, and developing more compelling experiences to attract future visitors.
- According to TRA’s ‘State of the Industry’ Report 2016-17, there were 204 projects in the Australian tourism investment pipeline, valued at \$37.8 billion. At \$13.7 billion, the NSW investment pipeline was the largest. Significant planned infrastructure investments can be leveraged to grow the NSW visitor economy. Some of these projects include Government investment in cultural and sporting infrastructure and event attraction, a new international airport at Badgerys Creek in Western Sydney by 2026, a long term transport strategy and hotel investments in Sydney.
- The NSW Government is committed to growing the visitor economy, and has put in place a robust framework to deliver growth, including the establishment in 2011 of Destination NSW as the lead Government agency for the NSW tourism and major events sector, and more recently in 2016, a regional tourism reform that included the creation of six Destination Networks to facilitate visitor economy growth at a local level. In August 2018, the Government launched the Visitor Economy Industry Action Plan (VEIAP 2030). The creation of a Statewide Destination Management Plan presents an opportunity for the DNs to collaborate with one another and with Destination NSW, by providing a big picture view across the whole state to industry and align the different entities to deliver statewide strategies and initiatives that are built from local insights provided by the DNs. Moreover it can be used to engage Government more broadly in tourism, including LGAs.
- Putting the customer at the heart of business means customer insights must be robust and relevant. The customer is evolving quickly and expecting personalised communications and experiences, so keeping up with them can be a challenge. There is a significant opportunity to drive growth in the NSW visitor economy by using technology, data and insights to develop a deep understanding of current and future visitors and their needs, and use this knowledge to define and segment the target audience, develop outstanding visitor experiences and invest in products and experiences that will attract future visitors. A customer-led approach is also a powerful proposition to align government and industry across the visitor economy.
- Quality airport infrastructure in Newcastle and cross-border gateways in Canberra and Gold Coast provide opportunities to grow domestic and international visitation into adjoining NSW regions.
- Upskilling the workforce and investing in industry capability development will improve the visitor experience and drive economic growth. Businesses that invest in staff development will reap the rewards.

NSW 'Hero' Destinations and Experiences

“‘Heroes’ are the handful of products for any particular brand that every shopper will know and look for and that contribute the bulk of sales and profits for both the manufacturer and the trade.”

— Bain & Co.

In terms of destinations, 'Hero' destinations are world class, iconic and unique. They have high brand awareness themselves, and also define the essence of the country they are located in.

'Heroes' are accessible, have appropriate infrastructure and developed world-class products and experiences that are available all year round.

The role of the 'hero' destination is to attract visitors and provide them with outstanding unforgettable experiences that keep them coming back, and encourage them to travel further and explore less well known destinations.

The current 'hero' destinations in NSW are:

- Sydney
- Blue Mountains
- Central Coast
- Newcastle
- Hunter Valley
- Port Stephens
- North Coast
- Lord Howe Island
- South Coast
- Riverina
- Murray
- Outback NSW
(incl. Broken Hill)
- Country NSW
(incl. Orange, Bathurst and Mudgee)
- Dubbo & Greater Western Plains
- New England
- Snowy Mountains
- Canberra Region Tablelands

The next potential future 'hero' destinations/additions to current 'hero' destinations are:

- Hawkesbury
- Penrith
- Parramatta
- Upper Hunter
(incl. Scone, Lake Glenbawn)
- Southern Highlands
(incl. Bowral, Berrima, Mossvale)
- Bellingen
- The Tweed
(incl. Tweed Heads, Kingscliff, Murwillumbah)
- South West Rocks
- Lake Macquarie
- Dungog / Barrington Tops
- Maitland
- Grafton
- Yamba
- Gundagai
- Tumbarumba
- Corowa
- Griffith

NSW currently delivers unforgettable experiences across a wide range of activities and has the potential to deliver more. This DMP has identified the following categories of experiences for Destination NSW and the DNs to focus on:

- City
- Short break
- Food and drink
- Aquatic and coastal
- Nature and adventure
- Arts and culture
- History and heritage
- Aboriginal
- Events and Festivals
- Luxury
- Farm stays and agritourism
- Family
- Youth/WHM (Working Holiday Makers)
- Health & Wellbeing
- Caravanning & camping
- Cruise
- Journeys / Touring Routes
- Special interest
(golf, fishing, cycling, scuba diving, skiing, surfing, walking, fossicking, weddings, etc.)
- Education
- Business Events

Tables outlining a representative sample of the state's current 'hero' experiences are in the Appendix.

04 Strategic Focus

Ten areas of strategic focus have been identified to help grow the value of the NSW Visitor Economy. A whole of Government approach, including strong collaboration between Destination NSW and the Destination Networks, will be required to successfully deliver these strategic directions.

STRATEGIC FOCUS 1:

Destination NSW will continue to take a leadership role in aligning Government and industry across the state to deliver the 2030 Visitor Economy Industry Action Plan and grow the NSW visitor economy sustainably, and raise the importance of the sector with all levels of Government.

As the lead Government agency for the NSW tourism and major events sector, Destination NSW is well placed to take a leadership role in securing the alignment required to achieve the NSW Visitor Economy targets of more than tripling 2009 overnight visitor expenditure by 2030, to \$55 billion, and achieving \$25 billion in regional overnight expenditure by 2030.

Team NSW Tourism Taskforce

In order to draw on the experience of the whole tourism sector, the Chair of Destination NSW will lead a taskforce comprised of industry leaders to help drive the delivery of the VEIAP. The taskforce will meet quarterly, including twice-yearly with the Minister for Tourism and Major Events. It will consider emerging industry trends, actions needed to deliver the VEIAP and statewide strategies.

Statewide Destination Management Plan

The Statewide Destination Management Plan (DMP) will be used as the link between the high level Visitor Economy Industry Action Plan 2030 and the individual Destination Network (DN) Destination Management Plans. It will provide the framework for Destination Networks to work within, and also feed through the key issues and priorities of the DNs. The target audience has a borderless view of NSW, and the Statewide DMP will respect that customer perspective. Its focus will be on statewide strategies and “Game Changer” initiatives that play to the strengths and unique selling points of NSW.

The Statewide DMP will be used to develop the agendas for the regular Destination Network Chairs and GMs forum; progress will be reviewed regularly and the DMP updated annually.

Support the Destination Networks

Destination NSW will continue to develop and gain Ministerial approval for annual funding agreements with each of the DNs. These will set out accountabilities, key performance indicators, milestones and performance reporting from the DNs. As part of these agreements, the DNs will be required to actively engage with local councils and will play a bigger role in grant processes. Destination NSW will support the DNs by continuing to provide them with access to skilled staff to assist them in the delivery of their DMPs.

Engage LGAs

The VEIAP 2030 requires the DNs to actively engage with local councils. In order to engage the LGAs in

tourism, the DNs will need to establish contacts and build relationships with the right people at the right levels. Destination NSW will support the DNs in building evidence-based economic business cases for tourism, and vignettes and case studies of best practice LGAs that are successfully collaborating with the tourism sector. The DNs can present these to their LGAs to assist in better engaging them.

NSW Cross Border Commissioner

Destination NSW will meet regularly with the NSW Cross Border Commissioner, the DN Chairs, airports and State Tourism Organisations close to the Victoria, South Australia, ACT and Queensland borders to proactively discuss and resolve any cross border marketing and infrastructure issues.



STRATEGIC FOCUS 2:

Position the visitor at the heart of the NSW visitor economy by making best use of data and developing deep customer insights that drive destination development, management and marketing strategy.

Deep Customer Insights

Destination NSW will undertake additional customer research and make use of big data to define and track domestic and international target audiences through each stage of the customer journey – their perceptions, attitudes, preferences, media habits, travel habits and unmet needs. This insight can then guide industry's product and experience development and marketing strategy. From an international perspective, the high potential markets of India and China will be a specific focus.

Destination NSW will work with the DNs using customer insights to determine which destinations and regions are best placed to attract specific international visitors, and explore partnership opportunities in key international markets.

Statewide Research Plan

The Destination Network Chairs and GMs forum will be used to consult with the regions on the development and delivery of a statewide research plan that will be regularly updated. This could include deep dives into specific experience categories, for example nature-based tourism or culinary tourism.

Statewide Marketing Strategies

Destination NSW will further develop its data-informed marketing strategies to generate increased desire and demand along the path to purchase to convert interest to bookings in line with the agency's key strategic objectives.

Visitor Economy Index

Destination NSW will support the Department of Industry in the roll out of the new Visitor Economy Index to the Destination Networks, acting as the link between the two. The Visitor Economy Index will capture both qualitative and quantitative data, and will comprise three indices: measuring industry conditions, industry perceptions and the future industry outlook. It will also provide a framework for undertaking economic analysis in order to understand the value of the visitor economy at a local level in a consistent way.

Destination NSW will take responsibility for maintaining, tracking and reporting to Government and industry on the Visitor Economy Index. An industry portal will be developed to share data and insights with industry, including insights from the Visitor Economy Index, to assist them in making customer-driven decisions.

Impacts of Day Trip Visitation

A pilot benchmark study will be undertaken by Destination NSW to monitor the impacts of day-trip visitation. In its first year, the pilot will include the Blue Mountains, Orange, Byron Bay and the Hunter Valley. In year two, it will be expanded to include Tamworth, Dubbo and potentially other regional locations such as Port Stephens, Central Coast, and Canberra Region Tablelands.

Evaluation Framework

An evaluation framework will be developed to further demonstrate the link between the program activities undertaken by Destination NSW and the resulting economic and social benefits. This framework will also be applied to Destination Network activities.

STRATEGIC FOCUS 3:

Develop and deliver statewide experiences and products strategies in partnership with the Destination Networks.

Cross-State Experience Bundling

The visitor takes a borderless view of tourism experiences and some regions of NSW offer experiences that could be enriched by 'bundling' them with products and experiences in neighbouring states. Relevant experiences in Victoria, South Australia, ACT and Queensland will form part of the experiences and products strategy, with DNSW supporting the DNs in their cross-state experience packaging. Access to regional NSW via gateway airports in other states will also form part of this bundling and product marketing.

Destination NSW and the DNs will also advocate for and facilitate investment in relevant tourism assets and infrastructure.

The regular DN Chairs and GMs forum will be used to ensure the pipeline of experiences is kept current, and monitor progress.

The Experiences and Products Strategy will drive campaign development, with key campaigns such as Tourist Drives/Journeys, Aboriginal, Food & Drink, Nature and Adventure, Coastal and Aquatic and other special interest campaigns highlighting 'hero' experiences.

To attract new visitors to NSW, encourage them to stay within the state, travel further, spend more and keep them coming back, we need to offer outstanding and unique customer experiences that are based on visitor interests. Destination NSW and the Destination Networks have worked together, using the Destination Network DMPs and other information, to develop a list of the state's current 'hero' destinations, experiences and products, as well as potential future 'hero' experiences.

Destination NSW will support the DNs in creating and maintaining a pipeline of 'hero' experiences through product and industry development, better bundling of new and existing assets, the development of touring routes and trails and increasing the number of 'export ready' and 'China ready' experiences. The product audits that have been developed by the DNs as part of their DMPs will form the baseline from which to build.

Accessible Tourism

A key focus will be developing destinations, products and experiences that are accessible to all people, regardless of their limitations, disabilities or age.

Aboriginal Tourism

NSW has the largest Aboriginal population of any state in Australia but is not strongly associated with Aboriginal culture. Many DNs have identified emerging and potential Aboriginal tourism products and experiences in their regions. NSW has the potential to deliver more unique, world-class Aboriginal tourism experiences, with its rich Aboriginal heritage and combination of sea, Outback and bush tucker. The continued development of unique, quality Aboriginal tourism experiences will be a specific focus. This will include mentoring of emerging Aboriginal tourism operators in conjunction with NSW Aboriginal Tourism Operators Council (NATOC).

STRATEGIC FOCUS 4:

Support the Department of Industry, National Parks & Wildlife Service and other Government departments in the development and delivery of sustainable statewide tourism infrastructure and access improvement strategies.

Infrastructure

Destination NSW will consolidate feedback from the DNs through the regular Destination Network Chairs and GMs forum, in order to provide the Department of Industry with insights on infrastructure investment priorities across the state on a regular basis, based on customer insight, identified current and future 'hero' experiences and destination priorities.

Destination NSW will support the NSW Government's international investment attraction program by providing tourism insights.

Destination NSW will engage with long term holiday letting providers to explore ways to improve the

quality and collection of data for the short term holiday lettings sector. This data will be incorporated into the Visitor Economy Index where possible.

Access

NSW needs to offer world-class connectivity to and within regional areas. The regular Destination Network Chairs and GMs forum will consider road, rail and air access gaps and investment priorities to and within the regions. Sharing these insights with Department of Industry, Roads and Maritime Services, Transport for NSW, and other relevant Government departments will inform the implementation of the hub and spoke network delivery model for regional transport outlined in the NSW Government's Future Transport 2056 strategy.

STRATEGIC FOCUS 5:

Work with Roads and Maritime Services and the Destination Networks to develop and deliver a streamlined statewide wayfinding and visitor information services strategy.

Destination NSW will develop its Touring Route strategy, based on customer insights and product and experience development, and a supporting marketing campaign to increase regional overnight visitors and expenditure. Given that the touring routes will largely run across multiple regions, the campaign will provide a platform for multiple DNs to work together. There is also potential to work with other Australian states and territories to develop cross-border touring routes.

A key issue that has been identified by the DNs is the need for improved wayfinding in regional NSW.

Destination NSW will consult with the DNs and compile a list of issues to guide Roads and Maritime Services in the implementation of improved signage throughout regional NSW.

The DNs have also identified that visitor information services throughout regional NSW are highly varied in quality. Destination NSW will work with the DNs to develop a statewide strategy to improve visitor information, and offer a consistent customer experience throughout NSW. Digital and mobile will be at the heart of this strategy (further detail is at Strategic Priority 8).

STRATEGIC FOCUS 6:

Develop and deliver an enhanced statewide industry development strategy, in partnership with the Destination Networks and the Department of Industry.

Industry Skills Development

A key component in delivering world-class visitor experiences is to enable the tourism industry throughout NSW to develop and deliver those experiences, through industry skills development.

Destination NSW will work closely with the DNs to identify industry skills gaps in the regions, and develop and deliver a statewide industry education program. Some examples include product and experience development, bundling products, getting export ready, attracting and servicing international visitors, digital and social media, and customer service.

Accessible tourism will be a specific focus of industry skills development, providing training to tourism and hospitality staff on how to identify, understand and best assist visitors with disabilities.

This program will be delivered through the expansion of the NSW First Program, further assisting tourism businesses to develop, promote and sell their products through face to face training and webinars.

Destination NSW will provide relevant insights to support the Department of Industry, TAFE and Office of the NSW Small Business Commissioner in the development of relevant graduate tourism courses and professional foreign language guiding qualifications (e.g. Mandarin), and then encourage their recruitment and training by industry in the regions. This includes accredited courses offered by organisations such as Australian Tourism Export Council (ATEC) and Meetings and Events Australia (MEA).

Aboriginal Tourism Sector

Destination NSW will lead an interagency group comprised of Aboriginal Affairs, National Parks & Wildlife Service, Department of Industry, NSW Land Council, TAFE NSW, Department of Premier and Cabinet, and NATOC, that will work to develop the Aboriginal tourism sector.

Key initiatives include:

- Tailoring relevant, nationally accredited qualifications for Aboriginal tourism operators;
- Expanding and improving coordination of Aboriginal mentoring programs and funding support for product development across DNs;
- Providing increased opportunities for Aboriginal businesses to develop cultural tourism experiences and participate in joint management of public land;
- Providing funding under Regional Growth Environment and Tourism (RGET) Fund.

STRATEGIC FOCUS 7:

Develop and implement a Tourism Brand Architecture for NSW and its destinations, in consultation with the Destination Networks.

NSW has its own brand and Sydney is a strong global brand in its own right. Multiple city and regional brands also exist throughout NSW. These multiple brands could be confusing to potential visitors, if presented in isolation. However, together as a family of brands that relate to each other, they become a stronger brand proposition for NSW.

Destination NSW will review 'Brand NSW', its strengths and what differentiates it from the rest of Australia, and build a brand architecture that allows the state and regional brands to work together and support each other. A key stage in this process will be consulting with the DNs to identify each region's brand strengths, unique selling proposition and what differentiates it from other regions in NSW

and further afield. Ultimately, the NSW brand architecture should define what each region can really own, and how they work as sub brands under a NSW umbrella brand.

The development of common brand pillars will then facilitate a more integrated and effective approach to marketing NSW and its regions to customers domestically and internationally. It will also guide tailoring of communications and messages in key international markets, such as India and China.

Once the brand architecture has been implemented, it will be timely to review marketing initiatives, including those targeting high-yield international markets.



STRATEGIC FOCUS 8:

Develop and deliver an enhanced statewide digital and content strategy and plan, in consultation with the Destination Networks.

Destination NSW will consult with the DNs in the development of an enhanced statewide digital and content strategy and plan that will assist Destination NSW in providing strategic marketing leadership, support and campaign platforms to the regions. Partnerships can then be guided by the strategy, and aligned to campaigns.

Content

The strategy will guide content creation to ensure relevance, quality, consistency and alignment. An annual content calendar will be developed to promote relevant destinations and experiences through each of the four seasons in the year, helping to drive visitation year round and also ease the pressure on popular destinations in high season. Content will support key campaign themes, promote 'hero' experiences, products and destinations and offer insights into similar, but less well known ones. Content will be extensive, including itineraries, trails, touring routes, 'Top 10' lists, 'Best of...' lists, events and festivals calendars, video and still imagery, testimonials, feature articles and other material.

Accessibility

An important aspect of accessible destinations is the provision of quality, relevant information to visitors with limitations or disabilities. www.sydneyforall.com is a best practice visitor guide to Sydney that uses universal icons to help visitors with disabilities plan their visit. This best practice approach will be extended more broadly to regional NSW.

Digital and Social Media

Destination NSW will lead the development of a statewide approach to digital and social media, to ensure consistency and alignment from a customer perspective, and avoid the state's regional tourism marketing agencies competing with each other unnecessarily in search engine marketing and optimisation.

New technologies and digital capabilities and insights will be identified and implemented at a state level, and then cascaded down to the regions.

Destination NSW's popular NSW First industry development program will continue to educate the state's tourism operators about the best way to engage with online booking platforms and partner with online distributors.

Visitor Information Services

Visitors are now online and using smart phones while they are travelling. This presents a significant opportunity to overhaul visitor information services across NSW, using digital technology and partnerships to provide access to quality, useful information throughout the visitor stay. This could include restaurant, theatre, event and attraction availability, reviews and booking, real time transport timetables, destination and attraction descriptions, augmented and virtual reality, accommodation reviews, availability and bookings, driving routes and itineraries, "Must see/do" lists linked to location and much more. The added advantage for international markets is that all of this could be easily available to visitors in their own language. Digital, mobile and partnerships will form the basis for the statewide Visitor Information Services strategy referred to in Strategic Priority 5. Destination NSW's new interactive touring routes, developed in conjunction with the DNs, provide a solid base to develop further.

Connectivity

The DNs have identified inadequate wifi/3G/4G in regional NSW as a key issue. Destination NSW will work with the DNs to identify priority areas and advocate for improved digital connectivity in regional NSW.

STRATEGIC FOCUS 9:

Develop a Destination Management Plan for Sydney.

Sydney is the biggest “hero” in the NSW experience portfolio, and one of Australia’s “hero” experiences too. Greater Sydney attracts the bulk of visitors to NSW and is a key source market for regional NSW, not only in terms of domestic visitors, but also international visitors flying into Sydney International Airport.

Although well developed within Destination NSW for the creation of a broader DMP for Sydney, the work of the NSW Government in reviewing further Sydney brand development to cover other sectors e.g. Education, Finance, Business Migration, etc, needs to be taken into account and incorporated.

To ensure Sydney’s visitor economy is key to that strategy, Sydney would benefit from its own Destination Management Plan to ensure its brand can be leveraged and its broad tourism offering can continue to be managed in an integrated and sustainable way that meets the needs of future visitors, tourism industry and residents.

Destination NSW will develop and deliver a Sydney DMP that will set out opportunities, challenges and strategic priorities to help drive the future growth of the Greater Sydney visitor economy. The DMP will also incorporate the Western Sydney Visitor Economy Strategy. It will also consider how Sydney can be best leveraged to benefit regional NSW.

STRATEGIC FOCUS 10:

Prepare for future industry disruption, innovation and global trends.

In recent years the travel industry has seen tremendous disruption. Technology, mobile, digital and social media have given the traveller access to infinitely more information and options at each stage in their customer journey, from consideration of potential destinations right through to sharing reviews post travel. As a result, customer expectations are much higher – visitors expect immediate, hassle free, personalised services. The sharing economy has also changed the way people experience travel, and geo-political events

have created risk and uncertainty. It is safe to assume that the travel industry will continue to see disruption into the future.

Destination NSW will stay abreast of future trends and potential industry disruptors, and provide regular insights to the DNs and the NSW travel industry to help them plan and prepare in order to be ready for, and to maximise, the opportunities created by future disruption in the global travel industry.



05

Key Performance Indicators

KPI	Methodology	Base	2018/19	2019/20	2020/21
Increase overnight tourism expenditure in NSW	Tourism Research Australia International Visitor Survey & National Visitor Survey	\$29.1 billion	\$31.4 billion +8%	\$33.9 billion +8%	\$36.6 billion +8%
Increase overnight tourism expenditure in Regional NSW	Tourism Research Australia International Visitor Survey & National Visitor Survey	\$12.4 billion	\$13 billion +8%	\$14 billion +8%	\$15.5 billion +10%
Maintain and/or Increase NSW share of Australian overnight tourism spend	Tourism Research Australia International Visitor Survey & National Visitor Survey	31%	>= 31%	>= 31%	>= 31%
Maintain and/or increase Sydney share of Australian capital city overnight tourism expenditure	Tourism Research Australia International Visitor Survey & National Visitor Survey	33%	>= 33%	>= 33%	>= 33%
Maintain and/or increase Regional NSW share of regional Australia overnight visitors	Tourism Research Australia International Visitor Survey & National Visitor Survey	34%	>= 34%	>= 34%	>= 34%
Maintain and/or increase the NSW tourism investment pipeline	Tourism Research Australia Tourism Investment Monitor pipeline	\$13.7 billion	>\$13.7 billion	>\$13.7 billion	>\$13.7 billion
Increase the number of world class products & experiences in identified categories	Statewide product & experience audit & development priorities updated annually	—	To be determined incrementally		
Maintain high NSW Brand awareness	Brand tracking methodology TBC	—	To be determined incrementally		
Maintain a high level of stakeholder satisfaction with DNSW & the DNS	Annual stakeholder satisfaction survey sent to DNS, Government and industry	—	>80%	>80%	>80%



Appendix

NSW Current ‘Hero’ Destinations and their Experiences

The hero destinations and experiences in the Appendix are highlights only, identified through consultation with the Destination Networks in the development of the Statewide DMP.

SYDNEY An iconic global city	
City / Short Break	<ul style="list-style-type: none">• Iconic, vibrant global city• Iconic attractions - Sydney Opera House and Harbour Bridge• Year round experiences• World-class restaurants• Buzzing nightlife scene• Fashion and shopping• Top tourist attractions (e.g. BridgeClimb)• Museums / global exhibits• World-class events• Barangaroo• Circular Quay• Darling Harbour• Extensive accommodation options• Good road, air and rail access
Food & Drink	<ul style="list-style-type: none">• Competes with world’s best cities• Multi-cultural food scene• Award-winning restaurants• Renowned chefs• Harbour-side dining• Boutique breweries attached to historic pubs• Urban wineries and distilleries• Cooking schools• Food & drink tours• Food villages e.g. Marrickville, Petersham
Aquatic & Coastal	<ul style="list-style-type: none">• Cosmopolitan beach lifestyle• Beautiful beaches, including world famous Bondi, Manly• Spectacular coastline• Iconic Sydney Harbour, national parks & marine reserves• Beach cafes, bars, restaurants• Harbour cruises• Ferries, water taxis• Whale watching during annual migration• Abundant water sports – swimming, paddle boarding, surfing, boating, kayaking in iconic locations• Snorkelling in marine reserves• Fishing• Seaplanes and scenic flights





SYDNEY continued

Nature & Adventure

- Spectacular coastline
- Iconic Sydney Harbour, some of the world’s oldest national parks and marine reserves
- Attractive gardens and city parks
- Abundant wildlife in and around the city
- Taronga Zoo
- Whale watching during annual migration
- Water sports – swimming, surfing, boating, kayaking in iconic locations
- Snorkelling in marine reserves
- Fishing
- Iconic walks, e.g. a city walk to Sydney’s iconic attractions, Bondi to Coogee Coastal Walk, walks to sandstone headlands

Arts & Culture

- Cultural heart of Australia
- Vivid Sydney
- World-class performances
- Blockbuster musicals
- World Heritage-listed Sydney Opera House, more than 1600 performances a year
- Handa Opera and Cinema on Sydney Harbour
- Multiple theatres and arts organisations
- Sydney Theatre Company, Belvoir Street Theatre
- Sydney Dance Company and Bangarra Dance Theatre
- Wide variety of museums with world class exhibits
- Chinese New Year

History & Heritage

- Dreamtime history, heritage & cultural identity tours
- The Rocks
- Q Station, Sydney Harbour National Park
- Sydney Harbour National Park and islands such as Fort Denison and Goat Island
- Rich colonial history and architecture
- Some of Australia’s oldest European buildings
- Convict history
- St Mary’s Cathedral, St Andrews Cathedral

Aboriginal

- Dreamtime history, heritage & cultural identity tours including Dreamtime Southern X, Kadoo Tours, Guringai Tours, Redfern Then and Now
- Aboriginal Heritage Tour in the Royal Botanic Garden
- One of the largest public collections of Aboriginal art in Sydney’s galleries and museums
- Rock art and ceremonial sites in national parks, including Australia’s two oldest national parks – Royal National Park and Ku-ring-gai Chase National Park
- Bangarra Dance Theatre - internationally acclaimed Indigenous dance company
- Aboriginal cultural harbour cruise including Tribal Warrior
- Blak Markets at Overseas Passenger Terminal

Events & Festivals

- World-class iconic cultural events, e.g. New Year’s Eve fireworks; Vivid Sydney; Sydney Gay & Lesbian Mardi Gras; Sydney Festival
- World-class iconic sporting events, e.g. Australian Open Golf; test cricket; Blackmores Running Festival
- World-class performances and Australian & world premieres – musicals, theatre, operas, dance, concerts, ballet
- Handa Opera on Sydney Harbour
- Global exhibits
- ICC: world class events precinct
- Sydney Olympic Park
- Sculpture by the Sea

Cruise

- Cruise into iconic Sydney Harbour
- A multitude of attractions and activities to enjoy in and around the city on shore excursions
- Shore excursion day trip options out of Sydney to iconic locations and experiences – Blue Mountains, Hunter Valley
- Good air access – spend a few days and re-join the cruise elsewhere in Australia or internationally
- Only Australian city with two cruise terminals

Luxury

- Extensive luxury accommodation options, many with harbour views
- World-class dining
- World-class spas
- Seaplane and helicopter scenic flights with lunch and overnight accommodation options
- Extensive luxury shopping options, with chauffeured experiences
- Extensive private and bespoke experience options, e.g. Behind the scenes at the Sydney Opera House, picnic on a secluded beach
- Private yacht hire on Sydney harbour
- World-class spas
- Handa Opera on the Harbour

Youth / WHM

- Global city – meeting place for backpackers & WHM
- Extensive budget accommodation
- Jobs available in Sydney’s myriad of restaurants, cafes, hotels, bars
- Cosmopolitan beach lifestyle
- Abundant water sports – swimming, surfing, boating, kayaking in iconic locations
- Snorkelling in marine reserves
- Close animal encounters – Taronga Zoo, Wild Life Sydney Zoo, Sea Life Sydney Aquarium, Whale watching
- Sydney Harbour BridgeClimb
- Jet boating on Sydney Harbour
- Vibrant nightlife
- Growing live music scene
- LGBTQI integration with city life
- Packed calendar of events & festivals

Family

- Wide open spaces – parks, beaches, reserves, national parks
- Close animal encounters – Taronga Zoo, Wild Life Sydney Zoo, Featherdale Wildlife Park, Sea Life Sydney Aquarium, Whale watching
- Theme parks – Luna Park on Sydney Harbour foreshore
- Family friendly precincts – Darling Harbour, Barangaroo, The Rocks
- Sydney Harbour BridgeClimb
- Sydney Tower
- Family shows at Opera House
- Sydney Harbour – tall ships, jet boats, ferries
- Fascinating museums
- Sydney Observatory
- Water sports

Education

- World-class universities with internationally recognised qualifications
- Large student population – one of largest international student populations
- Ranked one of the best student cities in the world
- Career opportunities

Business Events

- Global city
- Number 1 Australian city for business events
- Recognised as a leading global business events destination
- ICC: Australia’s premier convention, exhibition & events precinct
- Iconic global incentive destination
- International airport
- Extensive accommodation options
- Extensive venue options, many unique
- National business and education hub
- Incentive opportunities on Sydney Harbour National Park islands

WESTERN SYDNEY

Nature & Adventure

- National Parks, including the Greater Blue Mountains World Heritage Area
- Sydney Zoo
- Escape Room 51
- Aqua Golf Penrith
- iFly Downunder
- High & Wild Adventures
- Sky Peak Adventures, St Mary's
- Luddenham Raceway
- International Regatta Centre
- Sydney Motorsport Park
- Georges River, watersports
- The Australian Botanic Garden, Mt Annan
- Dharawal National Park
- Penrith Whitewater Stadium
- Wild Ride – Motorcycle Tours
- Jetpack Adventures
- Featherdale Wildlife
- TreeTops Sydney – The Hills
- Vista Adventure Tours
- Wet'n'Wild
- Cable Wake Park
- Trees Adventure Grose River Park
- Upper Colo Reserve
- Western Sydney Parklands

Arts & Culture

- Penrith Regional Gallery
- Paramasala Festival
- Powerhouse Museum – Museum of Applied Arts and Sciences (in development)
- Casula Powerhouse Arts Centre
- Joan Sutherland Performing Arts Centre
- Sun Masamune Sake Brewery
- Kurrajong Village
- Hawkesbury Art Gallery

History & Heritage

- Elizabeth Farm
- Parramatta Park
- Cattai Homestead and Historic Farm Buildings
- Convict Trail
- Migrant Heritage Walk
- The Hawkesbury Paddlewheeler
- Hawkesbury Regional Museum
- Purple Noon Gallery
- Belgenny Farm
- Ebenezer Church
- Thirlmere Train Museum
- The Australian Pioneer Village
- Arms of Australia Inn
- Museum of Fire
- Museum of Printing
- Nepean Belle Paddlewheeler



WESTERN SYDNEY continued

Aboriginal

- Home to Australia’s largest urban population of Aboriginal people, and has significant Aboriginal heritage
- Muru Mittigar Cultural Centre
- Arrunga Bardo Aboriginal Bush Food Garden
- Dharawal National Park
- Muogamarra Nature Reserve

Events & Festivals

- Ironman 70.3 Western Sydney
- Sydney International Rowing Regatta
- Nepean Triathlon
- Real Festival
- Illuminate Wollondilly
- True Grit, Hawkesbury
- Return to Rio
- Paramasala Festival
- Penrith Stadium
- Parramatta Stadium
- ANZ Stadium
- Camden Show
- Royal Easter Show

Youth / WHM

- iFly Downunder
- Birriwa Reserve Outdoor Youth Space
- Aqua Golf Penrith
- High & Wild Adventures
- Sky Peak Adventures, St Mary’s
- Jetpack Adventures
- TreeTops Sydney - The Hills
- Cable Wake Park
- Trees Adventure Grose River Park
- Sydney Motorsport Park

Family

- Sydney Zoo
- Featherdale Wildlife Park
- Wet n Wild Sydney
- Calmsley Hill City Farm
- Sydney Equestrian Centre
- Mt Annan Botanical Gardens
- Big Swing Golf
- Hawkesbury Valley Equestrian Centre

Education

- Western Sydney University
- Calmsley Hill City Farm
- The Australian Botanic Garden, Mt Annan
- Wild Cat Conservation Centre



WESTERN SYDNEY continued

Business Events

- William Inglis complex – state of the art conferencing facilities accompanied by 5-star hotel
- Strong corporate team building offering – whitewater rafting, mini golf, paintball, nature walks, indoor skydiving
- Sydney Showground/Sydney Olympic Park – development of a new convention centre
- Strong appeal for academic conferencing utilising Westmead Institute and Western Sydney University
- Proximity to future domestic and international gateway airport – Western Sydney Airport and Aerotropolis

BLUE MOUNTAINS Some of Australia's most spectacular natural attractions

Nature & Adventure

- Blue Mountains UNESCO World Heritage-listed National Park
- Some of Australia's most spectacular natural attractions, e.g. Wentworth Falls, Govetts Leap and Echo Point
- Blue Mountains Botanic Garden (Mt. Tomah), an annex of Sydney's Royal Botanic Garden.
- Jenolan Caves (Jenolan Karst Conservation Reserve)*
- Glow Worm Tunnel (walking track in Wollemi National Park)
- Scenic World – skyway, cableway, walkway, railway
- Abseiling
- Canyoning
- Mountain Biking
- Trees Adventure
- Wombeyan Caves

History & Heritage

- Dreamtime history, heritage & cultural identity tours
- Rich European history
- Beautiful heritage-listed buildings
- Blue Mountains Heritage Centre
- Hill End
- Hartley Historic Site

Luxury

- Extensive luxury accommodation and spa options.
- Lilianfels Resort & Spa: boutique hotel near spectacular Echo Point with views of the iconic Three Sisters.
- Emirates One & Only Wolgan Valley Resort & Spa** epitomises secluded luxury
- Echoes Boutique Hotel, Restaurant & Day Spa offers uninterrupted views of Blue Mountains National Park
- The Hydro Majestic offers modern luxury in an historic building, overlooking the Megalong Valley.
- World-class dining / award winning restaurants
- World-class spas

Arts & Culture

- Galleries and exhibitions: Blue Mountains is known as The City of the Arts
- Blue Mountains Art Gallery: state-of-the-art gallery and one of Australia's leading regional art galleries
- Arts & crafts workshops
- Local artists
- Antiques – find valuable collectibles throughout the region

Food & Drink

- Variety of high quality local produce
- Multiple regular weekend farmers markets
- Summer Harvest Festival in and around Katoomba: workshops, long lunches, tastings, demonstrations from celebrity chefs
- Award-winning restaurants
- Award-winning chefs
- Cooking schools
- One of only 2 regions in Southern Hemisphere recognised by the Slow Food Movement for hospitality, conviviality and good food
- Chocolate makers
- Buzzing café scene, with spectacular landscapes

* Located in the Oberon LGA, it is often viewed by visitors as located in the Greater Blue Mountains region

** Located in the Lithgow LGA, it is often viewed by visitors as located in the Greater Blue Mountains region



BLUE MOUNTAINS continued

Special Interest

Walking & Hiking

- Many well-supported half and one-day walk options, e.g. Three Sisters, Grand Clifftop Walk, Reids Plateau, Katoomba Falls
- Walking trails such as the Grand Canyon Track (7km long) and the Six Foot Track (45km long)

Golf

- Excellent golf courses in breathtaking surrounds, e.g. Leura Golf Club, Wentworth Falls Country Club, Blackheath Golf Course, Lithgow Golf Club

Events & Festivals

- Cultural events are a mainstay of the Blue Mountains
- Yulefest
- Winter Solstice
- Oktoberfest
- Blue Mountains Music Festival of Folk Roots and Blues, attended by musicians from all over the world
- Roaring 20s Festival
- Blue Mountains Elvis Festival

Journeys / Touring Routes

- The Greater Blue Mountains Drive – includes some of the most significant national parks and conservation areas in Australia
- Multi-day itinerary
- There are 18 beautiful trips that branch off the main route, which runs through the scenic Blue Mountains towards Lithgow

Short Break

- Easily accessible from Sydney
- Outstanding accommodation from cottages and cabins to luxury resorts.
- Spas
- Special interest – walking, hiking, golf
- World-class restaurants
- Top tourist attractions e.g. Three Sisters, Scenic World
- World-class events
- Villages of Leura and Katoomba

Youth / WHM / Education

- Blue Mountains International Hotel Management School Asia-Pacific's Number 1 hotel school (Taylor Nelson Sofres Survey 2017)
- Globally recognised business management qualification accredited by the Australian Higher Education accreditor
- Adventure sports
- Events & Festivals

Health & Wellbeing

- World-class spas
- Pampering experiences
- Spirituality
- Indigenous experiences
- Yoga



BLUE MOUNTAINS continued

Family

- UNESCO World Heritage-listed Blue Mountains National Park
- Abundant wildlife
- Bush walks
- Scenic World
- Jenolan Caves
- Glow Worm Tunnel
- Yulefest
- Good range of family accommodation options, from self-catering to hotels, including the Fairmont Resort Blue Mountains

Business Events

- Proximity to Sydney CBD and Western Sydney
- UNESCO World Heritage-listed area – strong appeal for business events
- Strong incentive offering
- Good activity range for team-building
- Accommodation options for small to mid-size meetings

Aboriginal

- Deep and unbroken connection of the Traditional Owners of the Blue Mountains to their Country
- Dreamtime history, heritage and cultural identity tours – Aboriginal Blue Mountains Walkabout
- Waradah Australian Centre at Echo Point – contemporary Aboriginal culture and dance performances
- Red Hands Cave walking track, in Blue Mountains National Park, offers impressive Aboriginal stencil art

CENTRAL COAST Gorgeous beaches, magnificent national parks and pretty waterways

Aquatic & Coastal

- Great Lakes Marine Park
- More waterfront than Sydney Harbour
- Beach culture
- Uncrowded, fine sandy beaches
- Charming and well known seaside villages like Terrigal, Avoca, Pearl Beach, Patonga, Ettalong, Norah Head
- The Entrance
- Multiple water sports – swimming, snorkelling, diving, kayaking, water skiing
- Diving for the HMAS Adelaide wreck
- Whale & dolphin watching
- Fishing
- Norah Head Lighthouse heritage

Nature & Adventure

- Natural beauty – beaches, hinterland, national parks, waterways, lakes, headlands
- Bouddi National Park – coastal trails, secluded beaches, whale watching and an 1898 shipwreck
- Spectacular walking trails e.g. Patonga to Pearl Beach
- Glenworth Valley
- Five Lands Walk
- Bush walking
- Horse-riding trails
- Mountain biking
- Abundant wildlife
- Pelican colony and Pelican Feed at The Entrance
- Whale & dolphin spotting
- Resident dolphins at Port Stephens
- Australian Reptile Park
- Australia Walkabout Wildlife Park

**Journeys /
Touring Routes**

- **Legendary Pacific Coast Drive:** Scenic coastal route passing through beautiful seaside villages such as Pearl Beach, Ettalong Beach, Patonga, Avoca and Terrigal
- **Great North Road**
- Coastal Walks

**Caravanning
& Camping**

- Strong nature-based tourism offering
- Large range of camping grounds with amenities including in National Parks e.g. by the beach in Bouddi National Park
- Campgrounds by sandy beaches, sparkling bays and pristine lakes
- Seaside holiday parks

Short Break

- Easily accessible – situated midway between Sydney and Newcastle
- Charming & well known seaside villages like Terrigal, Avoca, Pearl Beach, Patonga, Ettalong, Norah Head
- Wide range of accommodation – hotel, guest house, rental accommodation, caravan park
- Beach culture & aquatic and coastal activities
- Port Stephens





CENTRAL COAST continued

Luxury

- Natural beauty, quiet seclusion and hidden gems
- Elegant accommodation by beautiful beaches and magnificent national parks
- Boutique hotels, luxury golf resorts & seaside retreats with wonderful restaurants e.g. Bells at Killcare, Pretty Beach House, and Star of the Sea Terrigal
- eco-retreat Noonaweena
- The acclaimed “Pearls on the Beach”
- Pamper yourself at rejuvenating day spas
- Enjoy golf on splendidly kept golf courses

Family

- Perfect location for a family beach holiday
- Wide range of family-friendly accommodation
- Beautiful beaches
- Good range of water sports
- TreeTops Adventure Park
- Pelican feeding at The Entrance
- Award winning Australian Reptile Park
- Australia Walkabout Wildlife Park
- Walking trails through National Parks and rainforests
- Horse riding
- Cycling
- Whale & dolphin spotting

CENTRAL COAST continued

Youth / WHM

- Good range of budget accommodation, including backpackers
- Great location, on the Legendary Pacific Coast Drive
- Beach and surf culture
- Multiple water sports – swimming, surfing, snorkelling, paddle boarding, kayaking, beach fishing, river canoeing
- Easily accessible from Sydney & Newcastle

Food & Drink

- Beachside cafes & restaurants with great ocean views
- Delicious food at beachside markets
- Pearls on the Beach, featured in The Sydney Morning Herald’s Good Food Guide
- Bells at Killcare, in a boutique hotel in Killcare
- Small breweries, e.g. The Six String Brewing Co., the Block ‘n Tackle
- Cooking classes at Julie’s Place in Gosford hosted by Australia’s first MasterChef winner, Julie Goodwin
- Picnic among the natural beauty of the Central Coast
- Saddles Mt White
- Kim’s Toowoona Bay
- Reef Restaurant Terrigal
- Bombini, Avoca Beach

Events & Festivals

- Home to a great range of events like Mountain Sounds Festival, Brisbane Water Oyster Festival, Chromefest and Harvest Festival which create a colourful fabric of entertainment for locals and visitors to enjoy each year
- Beach weddings
- Regular sporting events e.g. Soccer A-League

Business Events

- Easily accessible from Sydney and Newcastle
- Magenta Shores
- Crowne Plaza Terrigal
- Wide range of accommodation options
- Strong teambuilding activity offering
- Partner program opportunities e.g. golf and spas



PORT STEPHENS Marine and National Park paradise

Aquatic & Coastal

- Beach culture
- Uncrowded, fine sandy beaches
- Charming & well known seaside villages
- Multiple water sports
- Dolphin watching year round
- Whale watching in season
- Fishing
- Cruise vessels operating year round
- Snorkelling
- Great Lakes Marine Park
- Diving
- Surfing championships

Nature & Adventure

- Natural beauty – beaches, hinterland, national parks, waterways, headlands
- Bush walking
- Whale & dolphin spotting
- Spectacular walking trails e.g. Tomaree Coastal Walk in Tomaree National Park and Myall Lakes National Park
- Worimi Conservations Lands and the Stockton Beach Sand Dunes – 4WD tours, sand boarding and quad bike tours
- Resident koala colonies with guided walks and interpretive centre Tilligerry Habitat
- Aboriginal/Worimi Cultural element

Short Break

- Easily accessible by road and proximity to Newcastle Airport
- Wide range of accommodation – hotel, guest house, rental accommodation, caravan park
- Beach culture and aquatic & coastal activities
- Desirable destination for Sydney market

Luxury

- Natural beauty, quiet seclusion and hidden gems
- Elegant accommodation by beautiful beaches and magnificent national parks
- Boutique hotels, luxury golf resorts and seaside retreats with wonderful restaurants
- Bannisters
- The Anchorage
- Amarna
- Private yacht charter
- Enjoy golf on splendidly kept golf courses

Family

- Perfect location for a family beach holiday
- Wide range of family friendly accommodation
- Beautiful beaches
- Good range of water sports
- Whale & dolphin spotting
- Easy family bushwalks in Tomaree National Park
- Sand boarding, quad biking, 4WD & tours on Stockton Sand Dunes
- Family friendly attractions such as Fighter World & Oakvale Farm
- Family friendly dining options
- Bike rental



PORT STEPHENS continued

Youth / WHM

- Good range of budget accommodation, including backpackers
- Great location, on the Pacific Coast touring route
- Beach and surf culture
- Multiple water sports – swimming, surfing, snorkelling, paddle boarding, kayaking, beach fishing
- Easily accessible from Sydney and Newcastle

Food & Drink

- Beachside cafes and restaurants with great ocean views
- Murray's Brewery
- Renowned seafood restaurants including Little Beach Boathouse, Rick Steins at Bannisters and The Poyer's at Lemon Tree Passage
- Abundance of fresh local seafood e.g. prawns, oysters and fish

Events & Festivals

- Home to a great range of events
- Love Seafood Festival
- Pro Surfing Events
- Tastes Of The Bay
- Sporting events – domestic touch football championships

Business Events

- Easily accessible from Sydney & Newcastle
- Proximity to Newcastle and Hunter Valley
- Existing venues and accommodation for small to medium sized conferences and events
- Growth in incentive market/diverse activities/team-building

HUNTER VALLEY Australia's oldest and most celebrated wine region

Food & Drink

- Australia's oldest and most celebrated wine region
- Award-winning wineries (See page 12 of *New South Wales Wine Country* for a selection of the region's wineries)
- Iconic Hunter Valley Semillon
- More cellar door experiences than any other wine region in Australia
- Wine tours
- Food & wine experiences complement one another
- Award-winning restaurants
- Fresh local produce: cheesemakers, chocolatiers, gourmet providores
- Farmers markets
- World-class restaurants

Nature & Adventure

- Greater Blue Mountains World Heritage Area including Yengo and Wollemi National Park
- Watagans & Wollemi National Parks
- Barrington Tops National Park
- Abundant wildlife
- Hot air ballooning over the vineyards
- Cycle to vineyards and wineries
- Horse riding
- Bush walking
- Walking trails, including part of Great North Walk
- Mountain biking
- Hunter Valley Adventure Centre

Special Interest

- Golf**
- A world-class golf destination
 - Variety of beautifully designed golf courses surrounded by spectacular scenery
 - World-class golf resorts
 - Championship and nine-hole courses, many designed by famous golfers
 - Challenging courses and superb golf club/resort facilities
 - Cypress Lakes Golf & Country Club
 - Hunter Valley Golf & Country Club
 - Vintage Golf Club
 - Stonebridge Golf Club

- Weddings**
- Spectacular winery venues
 - Full range of wedding services

Luxury

- Extensive luxury accommodation and spa options.
- World-class dining / award-winning restaurants
- World-class spas
- Bespoke and personalised experiences, e.g. visit wineries by helicopter or classic car
- Hot air ballooning



HUNTER VALLEY continued

Events & Festivals

- Packed events calendar – food & wine, cultural, music
- Hunter Valley Food & Wine Festival
- Sculpture in the Vines
- Lovedale Long Lunch
- Concerts in vineyards by some of the world’s most famous entertainers

Short Break

- Only a 2-hour drive north of Sydney
- Variety of great accommodation: campgrounds and caravan parks, vineyard cottages and guesthouses, retreats and luxury resorts adjacent to championship golf courses
- Award-winning wineries
- Acclaimed restaurants
- Spas
- Golf
- Hot air ballooning
- World-class events
- Proximity to Newcastle Airport

Business Events

- Easily accessible from Sydney and Newcastle
- Proximity to Newcastle Airport
- High quality venues with audio visual facilities and team-building activities, including unique options in the wineries
- Extensive accommodation options
- Fine wines, gourmet food and fresh, local produce
- Wide range of quality experiences, e.g. wine tasting, hot air ballooning, spas, golf
- Capacity for 1000+ group sizes

Health & Wellbeing

- World-class spas
- Pampering experiences
- Yoga

Family

- Wide range of family-friendly accommodation
- Hunter Valley Adventure Centre
- Hunter Valley Gardens
- Hunter Valley Zoo
- National Parks
- Wildlife
- Activities – cycling, go-karts, mini golf, trampolining, horse riding



NEWCASTLE Vibrant regional coastal city and gateway to the Hunter Wine Region

City / Short Break

- Lonely Planet rated Top Travel City
- Vibrant regional city – balance of old and new
- Gateway to Hunter Wine Region
- Year round experiences
- Lively nightlife scene – small bars, local pubs, harbour side bars, cocktail bars, live music
- Emerging food scene – constant new venues
- Award-winning restaurants
- Hip cafes
- Arts projects, festivals and events in five precincts
- Broad range of accommodation
- Shopping
- World-class domestic and international airport gateway

Aquatic & Coastal

- City surrounded by beautiful beaches
- Three open air ocean baths
- Bohemian culture co-exists with surf culture
- Abundant water sports – swimming, surfing, boating, kayaking, snorkelling
- Marine life
- Coastal tracks
- Harbour cruises
- Glenrock State Conservation Area



NEWCASTLE continued

Events & Festivals

- Both host and gateway to events in the Greater Hunter Region
- Packed annual events calendar
- Winner of four International Festivals and Events City Awards
- Major annual events e.g. Newcastle Jazz Festival, This is Not Art Festival, Newcastle Writer's Festival
- Surfest Newcastle, one of Australia's biggest surfing events
- Multiple events venues including Broadmeadow Sports Precinct
- Coates Hire Newcastle 500 transforms the city into a supercar race track.
- Regular sporting events – Rugby League and Soccer A-League

Youth / WHM

- Good range of budget accommodation, including backpackers
- Great location, just off the main coastal highway
- Bohemian culture coexists with surf culture
- Abundant water sports – swimming, surfing, boating, kayaking snorkelling
- Lively nightlife
- Packed calendar of events & festivals

Education

- University of Newcastle in City Centre
- Internationally recognised qualifications
- Attracts thousands of international students
- Previously ranked as the 5th Most Liveable City In The World by Lonely Planet
- More relaxed than the big cities – perfect balance of study and lifestyle
- Friendly locals





NEWCASTLE continued

Cruise

- Planned new cruise terminal with multiple restaurants, bars and cafes
- Easy access to Port Stephens, Hunter Valley, Barrington Tops and Lake Macquarie for shore excursions; all within an hour's drive
- Newcastle Airport provides options to spend a few days and re-join the cruise elsewhere in Australia

Food & Drink

- Emerging food scene with a constant stream of new venues
- Award-winning restaurants
- Hip cafes
- Honeysuckle Precinct, The Boardwalk – sophisticated dining and opulent bars with spectacular harbour views
- Mediterranean hub Beaumont Street – array of lively pubs and sidewalk cafes.
- Darby Street – bohemian style cafes
- Beachside dining
- Boutique beer bars
- Coffee culture

Family

- Wide range of family friendly accommodation
- Close animal encounters at Blackbutt Reserve
- Abundant wildlife in natural bushland
- Marine cruises to spot local marine life
- Tree Top Adventure Park
- Wide open spaces – parks, beaches
- Bicycle rental
- Newcastle Museum
- Newcastle Art Gallery

Business Events

- Proximity to Sydney and Hunter Valley
- Range of unique conference venues
- Newcastle University
- Accommodation options for small to mid-size meetings
- Newcastle Airport provides convenient domestic and international air access
- New light rail provides a convenient transport option for business events participants

NORTH COAST Home to some of the most spectacular and accessible coastline in Australia

Aquatic & Coastal

- Sublime uncrowded ocean beaches – great for swimming, surfing and walking
- Port Macquarie
- Multiple water sports – swimming, snorkelling, sea kayaking, paddle boarding, white water rafting
- Ultimate Surf Safari, Mojo Surf, Surf Camp Australia, Lets Go Surfing
- Diving at coral reefs/wrecks
- Whale & dolphin watching
- Deep sea fishing
- Smoky Cape Lighthouse
- Cape Byron National Park and Lighthouse
- Seal Rocks – marine life and Sugarloaf Point Lighthouse, an iconic and national tourism award-winning attraction

Nature & Adventure

- World Heritage-listed Gondwana rainforest
- Green hinterland close to popular beaches
- Sublime ocean beaches
- Dramatic volcanic hinterland
- World Heritage-listed National Parks e.g. Mount Jerusalem and Nightcap National Parks
- Macleay Coast, Trial Bay Precinct of Arakoon National Park
- Great Lakes
- Nature reserves
- Solitary Islands Marine Park
- Abundant wildlife
- Resident dolphins in Ballina and Byron Bay
- Billabong Zoo
- Spectacular coastal tracks / hiking trails
- Walking trails e.g. Tweed Byron Hinterland Trails
- 4WD in sand dunes
- Mountain biking
- Hot air ballooning
- Sealy Lookout and TreeTops Coffs Harbour
- Ellenborough Falls
- Quad biking on sand dunes

**Journeys /
Touring Routes**

- Legendary Pacific Coast Drive:**
- Spectacular scenery from rolling green hinterland to rugged national parks, beautiful lakes, tranquil rivers and great surf beaches
 - Take a scenic route through the Great Lakes region
- Rainforest Way Routes:** Multiple scenic drives through World Heritage rainforest in several national parks
- Waterfall Way:** Coffs Harbour to Armidale, 185km drive through five gorgeous national parks with breathtaking waterfall views

**Caravanning
& Camping**

- Strong nature-based tourism offering
- Camp in spectacular National Parks, including Ruins Campground Booti Booti National Park
- Wide selection of camping and caravanning parks: NRMA, Reflections, Big 4
- Three key touring routes – Legendary Pacific Coast Drive, Rainforest Way, Waterfall Way





NORTH COAST continued

Caravanning & Camping (continued)

- An abundance of campsites in spectacular natural locations incl. Diamond Head, Woody Head & TrialBay Gaol campground
- Glamping in Coffs Harbour (potential in progress)

Short Break

- Easily accessible – from 9 airports (7 within region), Pacific Highway by road
- Wide variety of accommodation
- Renowned seaside towns like Byron Bay, Coffs Harbour, Lennox Head, Yamba, Kingscliff, Port Macquarie
- Packed events calendar
- Retreats
- Pampering
- Wellness

Events & Festivals

- Packed annual events calendar
- Great venues, e.g. North Byron Parklands, Glasshouse Port Macquarie
- Ironman Australia
- Rally Australia at Coffs Harbour
- Tastings on Hastings
- National Touch League
- Byron Bay Bluesfest
- Splendour in the Grass at Byron
- Byron Writers Festival
- Jacaranda Festival in Grafton
- Bello Winter Music
- Festival of the Sun
- Battle on the Border
- Casino Beef Week

Family

- Perfect location for a family beach holiday
- Beautiful beaches
- Huge range of water sports
- Coastal towns with family friendly attractions, e.g. Big Banana Fun Park: one of Australia’s iconic “Big Things”
- Wide range of family friendly accommodation
- Abundant wildlife in natural bushland
- Koala Hospital – Port Macquarie
- Marine cruises to spot local marine life
- Wide open spaces – parks, beaches
- TreeTops Coffs Harbour

Youth / WHM / Education

- Authentic beach town experiences
- Stunning hinterland
- Good range of budget accommodation, including backpackers
- Great location on the Legendary Pacific Coast Drive
- Byron Bay, Ballina
- Nimbin
- Beach and surf culture
- Abundant water sports: swimming, surfing, boating, kayaking, snorkelling, white water rafting
- Lively nightlife
- Packed calendar of events and festivals
- Southern Cross University

NORTH COAST continued

Food & Drink

- Vibrant food & wine culture
- Well-developed restaurant & café scenes in main town centres
- Chef hatted restaurants
- Harvest Newrybar, Synchronicity Farm Nana Glen, Stunned Mullet Port Macquarie, Whalebone Wharf Seafood Restaurant
- Byron's famous food scene, including The Farm
- Fresh local seafood
- Catch a Crab
- Strawberry and tomato picking
- Tropical Fruit World
- Artisan wineries & distilleries
- Hot spot for craft including the famous Stone & Wood breweries
- Farm gate experiences
- Regional food & produce experiences
- Northern Rivers Food
- Brookfarm
- Artisan cheese making
- Agritourism experiences
- Tweed Endeavour Cruises, Mount Warning Tours, Tasting Plate Tours

Aboriginal / Arts

- Wajanna Yaam Adventure Tours
- Unkya Cultural Eco Tours: bush and beach trek in Gaagal Wanggaan National Park
- Unkya Cultural Eco Tours: walking tours at Scotts Head and bush tucker lunch
- Arakwal Dolphin Dreaming – Byron Bay
- Galleries e.g. Tweed Regional Gallery
- Sculptures on the Park
- Hello Koalas Sculpture Trail

Special Interest

- Destination weddings – spectacular natural settings and high quality accommodation
- Golf – Bonville Golf Resort
- 'Barefoot' luxury
- Boogie Woogie Beach House (Best music hotel in the world 2018)

Health & Wellbeing

- Byron and wider Northern Rivers renowned for health, wellness and alternative lifestyles
- Inward connection with nature
- Spas and pampering
- Variety of spiritual locations, including Nimbin Rocks
- Byron at Byron
- Elements of Byron
- Gaia Retreat
- Salt at Kingscliff
- North farm at Bellingen
- Crystal Castle and Shambhala Gardens – home of the world's most beautiful and largest natural crystals
- 'Barefoot' luxury



NORTH COAST continued

Business Events

- Extensive options for teambuilding and pre- and post programs
- Byron Bay – Elements of Byron and The Byron at Byron
- Salt complex in Kingscliff
- Good accessibility
- Port Macquarie an emerging business events hub
- Excellent dining options including agritourism offerings
- Small and mid-size conference groups
- Southern Cross University – Lismore
- Coffs Harbour – home to a gateway airport, university and diverse venues

LORD HOWE ISLAND World Heritage Listed paradise

Nature & Adventure

- One of just four island groups on UNESCO's World Heritage list for the global significance of its natural beauty and heritage
- Surrounded by Marine Park – reef and marine ecosystems are pristine and plentiful
- Significant natural habitat for the conservation of threatened species
- World's southernmost coral reef
- Marine environment unlike any other in Australia
- Diverse and distinctive flora and fauna

Aquatic & Coastal

- Multiple-use marine park catering for multiple recreational and commercial activities
- Only place in Australia where such a diversity of fish, coral, algae and associated creatures can be seen by snorkelling just off the beach
- Swim, dive, snorkel & kayak among colourful marine life
- Fishing from shore or on a charter
- Relax on pristine sandy beaches
- Hand-feeding fish on Ned's Beach
- Glass-bottom boat
- Kitesurfing
- Paddle boarding

Diving

- Abundant marine life and crystal clear waters attract divers from around the world to explore some of the best dive sites on the planet
- Over 60 world-class dive sites, from off the beach dives over beautiful coral reef to Ball's Pyramid: world's tallest sea stack
- The coral reefs are the most southerly and among the most spectacular – in the world
- Unique marine ecosystem hosts a diverse mix of tropical, sub-tropical and temperate species found nowhere else on earth
- Divers can see rare and endemic species

Walking & Hiking

- One of Australia's best walking destinations
- Nearly two thirds of the island is a Permanent Park Preserve
- Dozens of delightful, well-marked walking trails
- All levels from easy strolls to the challenging 875 metre Mt Gower climb – rated as one of the best day treks in the world.
- Some of the world's best day hikes
- Guided Seven Peaks Walk – part of the Great Walks of Australia's collection of premium guided walking tours

Fishing

- Legendary for fishing: among the world's top fishing destinations
- Surrounded by Marine Park
- Diversity and abundance of fish
- Sheltered Lagoon and variety of terrain, so good fishing in almost any weather.
- Dozens of spots for hooking kingfish, wahoo, yellowfin tuna
- Several species unique to Lord Howe
- A virtually untouched game fishery – featuring Black, Blue and Striped Marlin – half an hour from the jetty
- Variety of fishing charter options
- Fishing directly from beach, jetty & rock fishing





LORD HOWE ISLAND continued

Bird Watching

- Australia's premier bird watching destination
- 130 recorded species
- 14 seabird species based there
- Important breeding ground for sea birds
- Only known breeding ground for the Providence Petrel
- Many seabird colonies easily accessible along walking tracks and roads
- Often possible to approach quite close

Short Break

- Less than two hour flight from Sydney & Brisbane – regular air services
- Only 400 tourist beds, but wide range of accommodation options
- Wide range of activities: aquatic, nature, special interest e.g. bird watching, fishing, golf

Luxury

- Good range of luxury accommodation, e.g. Capella Lodge, Blue Peter Luxury Beach House, Bowker Beach House, Pinetrees Lodge, Arajilla Retreat
- Bespoke, private experiences, e.g. private fishing charters, diving, guided walks with luxury accommodation
- Only 400 visitors allowed on the island at any one time to experience the unique natural attractions
- Small, high end corporate events and retreats

Family

- Good range of family accommodation options
- Wide range of aquatic & coastal activities – e.g. pristine beaches, snorkelling, glass bottom boat, feed fish by hand
- Wide range of nature & adventure activities, e.g. easy walks, lots of animal encounters

SOUTH COAST Beautiful beaches and spectacular wilderness

Aquatic & Coastal

- Accessible, unspoilt coast, pristine white sand beaches
- Renowned seaside towns – Kiama, Shellharbour, Shoalhaven, Jervis Bay, Ulladulla, Batemans Bay, Narooma, Merimbula, Eden, Tilba
- Abundant coastal campgrounds
- World famous surfing spots – The Farm, Mystics Beach
- Iconic Kiama Blowhole
- Stunning Sapphire Coast
- Vibrant coastal city of Wollongong
- Multiple water sports – swimming, surfing, snorkelling, paddle boarding, kayaking, beach fishing, deep sea fishing, river canoeing
- Whale & dolphin spotting – best spots in Australia
- Bass Point – one of the top shore-based dive sites in NSW
- Australian Surf Tours, Surf Camp Australia
- Kiah Wilderness Tours, Region X Kayak Tours & Hire
- Whale & dolphin cruises

Nature & Adventure

- Pristine white sand beaches
- Spectacular wilderness
- National parks e.g. Fitzroy Falls, Morton National Park, Minamurra Rainforest Centre, Budderoo National Park, and Ben Boyd National Park
- Lush rainforest and walking trails
- Abundant wildlife encounters e.g. kangaroos on the beach
- Bushwalking & coastal tracks e.g. Murramarang South Coast Walk, Light to Light Walk
- Kangaroo Valley
- Swimming, snorkelling or diving with a colony of fur seals
- Cycling tracks
- Symbio Wildlife Park
- Illawarra Fly: panoramic views from rainforest canopy along coast and out to Pacific Ocean – the highest zip-line in Australia
- Bald Hill above Stanwell Park – hang gliding
- Wollongong: Sky Dive Australia – NSW’s only beach skydive
- Jamberoo Action Park – water theme park
- Nowra – sandstone cliffs, some of the best rock-climbing spots in Australia
- Murramarang National Park – epic coastline, where National Park meets the beach, bushwalks with amazing views, kangaroos on the beach
- Barunguba, Montague Island Nature Reserve, a haven for fur seals, thousands of penguins and many bird species
- South Coast Seaplanes

Events & Festivals

- Packed annual events calendar
- Kiama Jazz and Blues Festival
- Wings Over Illawarra, a spectacular air show
- Eden Whale Festival – held when whales in large numbers visit Twofold Bay
- Multiple authentic local events giving the visitor an insight into village life, arts and culture
- Major BMX and mountain bike events
- Wollongong Writers Festival
- Yours and Owls, Wollongong
- Huskisson Triathlon Festival, Huskisson
- The Bay Games, Jervis Bay
- Coastal Classic, Stanwell Park





SOUTH COAST continued

Short Break

- Easily accessible – from Sydney, Canberra & Melbourne
- Wide variety of accommodation
- Renowned seaside towns – Kiama, Shellharbour, Shoalhaven, Jervis Bay, Ulladulla, Batemans Bay, Narooma, Tilba, Merimbula, Eden
- History & heritage towns
- Day spas
- Golf at spectacular locations

Food & Drink

- Eat delicious fresh local seafood with spectacular ocean views
- Savour freshly shucked oysters on Australia's Oyster Coast
- Visit oyster farms
- Seaplane oyster tours
- Fascinating catch-and-eat tour, 'Ocean to Plate' experience and snorkelling tours
- Fresh local produce
- Organic, artisan movement
- Famous Bodalla Dairy Cheese Factory
- Over 60 vineyards and cellar doors
- Emerging boutique brewers & distillers
- Award-winning restaurants and cafés e.g. Rick Stein at Bannisters in Mollymook and Cupitt's Kitchen in Ulladulla

SOUTH COAST continued

Aboriginal

- Enthralling coastal Aboriginal experiences & walking tracks
- Wollongong Art Gallery – one of the finest regional contemporary Aboriginal art collections in Shoalhaven City Arts Centre
- Buy authentic works at Laddie Timbery Bidjigal Aboriginal Art and Crafts Gallery
- Aboriginal-guided bush tucker and cultural tours, e.g. Murrawadeen Bush Tours, Ngaran Ngaran Culture Awareness
- Booderee National Park
 - owned by the Wreck Bay Aboriginal community
- Booderee Botanic Gardens tours with Aboriginal rangers

Youth / WHM

- Good range of budget accommodation
- Great location, on the Pacific Coast
- Beach and surf culture
- Multiple water sports – swimming, surfing, snorkelling, paddle boarding, kayaking, beach fishing, river canoeing
- Vibrant city of Wollongong with its café scene, events, lively nightlife

Family

- Perfect location for a family beach holiday
- Pristine white sand beaches
- Full range of aquatic activities
- Many coastal towns with family friendly attractions
- Wide range of family friendly accommodation
- Abundant wildlife – kangaroos in wild
- Mogo Zoo over 240 animals – private animal encounters
- Symbio Wildlife Park – animal encounters
- Merimbula Aquarium and Wharf Restaurant
- Eden Killer Whale Museum
- Marine cruises
- Jamberoo Action Park
- Illawarra Fly Treetop Adventures

**Journeys /
Touring Routes**

- Grand Pacific Drive**
- One of Australia's most spectacular driving routes, through rainforests and seaside villages as you follow the exquisite coastline

- Sydney to Melbourne Coastal Drive**
- Spectacular ocean views
 - Pristine beaches
 - Spectacular wilderness
 - Lush rainforest
 - Beautiful seaside towns
 - Historic villages
 - Breathtaking national parks
 - Marine life
 - Aquatic activities
 - Fresh local seafood & produce



SOUTH COAST continued

City

- Vibrant coastal city of Wollongong, 3rd largest city in NSW
- Stunning beaches
- Sports – water based, cycling, skydiving, walking
- Vibrant arts precinct
- Museums – Science Centre and Planetarium, Futureworld
- Nan Tien Temple: largest Buddhist temple in Southern Hemisphere
- Thriving restaurant & café scene
- Lively nightlife
- University
- Events calendar
- Extensive accommodation options
- Good road and rail access

Caravanning & Camping

- Strong nature-based tourism offering
- Beachside camping
- Camp in spectacular National Parks
- Wide selection of camping and caravanning parks
- Two key touring routes: Grand Pacific Drive and Sydney to Melbourne Coastal Drive

Cruise

- Iconic seaside towns and Grand Pacific Drive provide good shore excursion options
- Shore options include nature, heritage, food & wine, outdoor adventure and Aboriginal experiences
- Vibrant city with cafes, restaurants, museums and galleries for shore visits

Port of Eden

- On beautiful Sapphire Coast
- Cruise Eden Meet & Greet Team

Wollongong Port

- Relatively new cruise destination
- Local ambassadors welcome and provide information to cruise visitors
- Known as the ‘friendly’ port

Batemans Bay

Education

- University of Wollongong
- World-class universities with internationally recognised qualifications
- One of largest international student populations
- Ranked one of the best student cities in the world
- Extensive student accommodation options
- Career opportunities

Business Events

- Existing conference infrastructure in Wollongong and Shoalhaven
- Wollongong is in close proximity to Sydney offering quality conferencing facilities
- Diverse teambuilding offering
- Unique coastal venues for small to mid-size events
- Proximity to Canberra allows the opportunity to attract the Canberra market

RIVERINA Food bowl of NSW and world class wineries

Aquatic & Coastal

- On water experiences: water skiing, wakeboarding, fishing, swimming, kayaking etc.
- Riverside beaches and picnic spots
- Development of visitor-friendly riverside precincts for cafes/ restaurants and events

History & Heritage

- Classic outback towns
- Colonial heritage & buildings
- Weethalle Silo Art
- Pioneering and exploration history
- Shear Outback – Australian Shearers Hall of Fame
- Temora Aviation Museum
- Adelong Falls Gold Mine and Ruins
- Dog on the Tuckerbox
- Ned Kelly Trail at Jerilderie
- Donald Bradman’s Birthplace
- Junee Roadhouse Railway Museum
- Pioneer Women’s Hut



RIVERINA continued

Nature & Adventure

- Unique landscapes
- Spectacular natural beauty
- Abundant wildlife
- Koalas in the wild at Koala Reserve in Narrandera
- Riverside camping
- Fishing
- Bushwalking
- Cycling
- Mountain biking
- Hume and Hovell Track
- Paddy’s River Falls
- Braymont Gardens
- Farm stays and agritourism

Food & Drink

- Food bowl of NSW
- Large scale food & wine production as well as boutique offerings
- Providores
- Premium, local produce
- Paddock to plate
- Pick your own fruit experiences
- Farmers markets
- Food & drink events e.g. Cork and Fork Fest
- Strong café/restaurant offering e.g. Limone Dining, Nest Cinema Café Books
- Italian food and wine culture in Griffith
- Breweries e.g. Thirsty Crow Brewery, Tumut River Brewing Co
- Classic country pubs
- Junee Licorice and Chocolate Factory
- Coolamon Cheese
- Cooking classes e.g. Food I Am
- Quality wineries with cellar door experiences throughout the region e.g. Courabyra Wines, Borambola Wines, McWilliams, Calabria, Obsession Wines
- Tumbarumba Wine Escapes
- Canola Trail

Agritourism

- Authentic farm stay experiences
- Hannericka Farm Stay
- Corynnia Station at Carrathool
- Southern Cotton Gin Tour
- Agricultural Tours Riverina
- Bella Vita Tours, Griffith
- Kimo Estate cottages/farmstay
- Bidgee Strawberries and Cream (will open in October 2019)
- Belisi Equine Park: horseriding and eco accommodation (will be online in 2019)
- Thirsty Crow Brewery Tours

Events & Festivals

- Warbirds Downunder Airshow Temora
- Gears & Beers
- Tumbafest
- Tumbarumba Tastebuds
- Batlow Ciderfest
- Wagga Picnic Races
- Griffith Spring Fest
- Griffith Sikh Games
- Wagga Food and Wine Festival
- Cork and Fork Fest





RIVERINA continued

Family

- Riverside caravanning and camping
- Riverside beaches and picnic spots
- On water experiences
- Waterskiing, fishing and swimming at Blowering Dam
- Family friendly events
- Abundant wildlife
- Koalas in the wild at Koala Reserve in Narrandera
- High country horse showmanship at Boggy Creek Shows
- Exotic animals within a Murrumbidgee River setting at Altina Wildlife Park
- Petting zoo at Wagga Botanic Gardens
- Bidgee Strawberries and Cream (will open in October 2019)
- Farms stays e.g. Corynnia Station, Kimo Estate

Journeys /
Touring Routes

- Spectacular natural beauty
- Rich history and heritage including heritage trails
- Riverside camping and caravanning
- Authentic local characters
- Riverina to Snowy Valleys Way: fresh produce and festivals celebrating a rich food & wine culture, fascinating heritage trails and gorgeous wilderness
- The Newell Highway
- The Kidman Way
- Darling River Run
- Sydney to Melbourne Touring, Heritage Drive
- Diverse landscapes within close proximity: rolling countryside to snowy mountains
- Sugar Pine Walk, Laurel Hill
- Canola Trail
- Adelaide to Sydney and Adelaide to Brisbane

Aboriginal

- UNESCO World Heritage-listed Mungo National Park: resting place of 60,000 year old Mungo Man and Mungo Woman; ancient Lake Mungo
- Aboriginal rock art
- Bundyi Cultural Tours in the Wagga Wagga region
- Sandhills Artefacts Indigenous experience at Narrandera
- The Rock Nature Reserve

Luxury

- High end, boutique/lodge style accommodation options
- High end experiences – art, culture, spa, golf, food & wine
- Kimo Estate
- Nimbo Fork Lodge
- Destination weddings
- The Houston, Wagga
- St Edwards of the Riverina
- Circa 1929 day spa in Wagga Wagga

Business Events

- Strong potential to attract agriculture-based business events
- Range of conferencing venues
- Convenient airport access e.g. Wagga Wagga
- Charles Sturt University
- Unique dining experiences

MURRAY The Mighty Murray River

Aquatic & Coastal

- Unique, immersive Murray River experiences underpinned by history & heritage – Australia’s longest river
- Houseboat holidays
- On water experiences: water skiing, wakeboarding, fishing, swimming, kayaking etc.
- Riverside beaches & picnic spots
- Murray River Adventure Trail in development linking land and water experiences
- Fishing for renowned Murray cod
- Winery to wharf cruise
- Southern 80 skirace
- Mulwala Ski Show
- Canoe tours on the Murray
- Edward River canoe and kayak trail

History & Heritage

- Corowa: the birthplace of Australia’s Federation, rich in colonial heritage and on the banks of the Murray River
- Paddle-steamer trips
- Colonial heritage & buildings
- Howlong Historic Trail, a self-guided tour
- Historic port of Echuca
- Bonegilla Migrant Experience
- Pioneer World Museum
- Jindera Pioneer Museum
- MAMA – Murray Art Museum Albury
- Corowa Federation Museum
- Perry Sandhills

Nature & Adventure

- Unique landscapes
- Spectacular natural beauty
- National Parks, e.g. Murray Valley, Mungo
- Abundant wildlife
- Riverside camping
- Multiple water sports on the Murray River
- Fishing
- Bushwalking
- Cycling
- Mountain biking
- Canoeing
- Bike riding trail through Murray Valley National Park
- Birdwatching in Murray Valley National Park
- Lake Hume
- Woomargama National Park
- Yarrangobilly Caves
- Outback Geo Adventure Tours





MURRAY continued

Food & Drink

- Providores
- Premium, local produce
- Agritourism
- Paddock to plate
- Echuca Moama Food and Wine Trail
- Farmers markets
- Food & drink events e.g. Flavours of Echuca Moama
- Strong café & restaurant offering e.g. Blacksmith Providedore, The River Deck, The Long Table Cafe, Junction Moama
- Classic country pubs
- Corowa Whisky & Chocolate Factory
- Elegant wineries with cellar door experiences e.g. Morrisons Riverview Winery & Restaurant, Trentham Estate Winery
- Paddle-steamer trip to winery

Journeys / Touring Routes

- Mighty Murray River Drive
- Darling River Run
- Spectacular natural beauty
- Rich history & heritage – heritage trails
- Riverside camping & caravanning
- Unique river activities, e.g. paddle-steamers
- Authentic local characters
- The Long Paddock – follows the historic Cobb stock route, bringing the history and heritage to life
- The Farm Gate Trail
- The Backroads Trail Touring Route
- Sydney to Melbourne Touring, Heritage Drive

MURRAY continued

Aboriginal

- UNESCO World Heritage-listed Mungo National Park – resting place of 60,000 year old Mungo Man and Mungo Woman, ancient Lake Mungo
- Aboriginal rock art
- MAMA – Murray Art Museum Albury – one of the best regional galleries in Australia, including important Indigenous works
- Yindyamarra Sculpture Walk and Wagirra Trail
- Wickman Indigenous Gallery, Albury

Events & Festivals

- Riverboats Music Festival
- Perricoota Pop & Pour
- Great Australian Beer Festival
- World famous Deni Ute Muster
- Deniliquin Fishing Classic on the Edward River
- Write Around the Murray
- Southern 80 ski race
- Hogfest at Bundarra Berkshires
- Albury Gold Cup
- Echuca Moama Winter Blues Festival
- Flavours of Echuca Moama
- Mulwala Ski Show
- Riverboats Music Festival





MURRAY continued

Family

- Houseboat holidays
- Riverside caravanning & camping
- Riverside beaches & picnic spots
- On water experiences
- Family friendly events
- Abundant wildlife
- Big4 Deniliquin Holiday Park
- Yarrawonga Mulwala Kids Festival
- Childrens Park in the Albury Botanic Gardens
- Oddies Creek Playspace, Albury
- Nouriel Park Precinct, Albury
- House boat holiday on the Murray
- Corowa Whisky and Chocolate Factory
- An abundance of resort style holiday parks/accommodation

Luxury

- High end, boutique/lodge style accommodation options
- High end experiences – art, culture, whisky, spa, wineries, golf
- Moira Station
- Circa 1936 (Circa 1928 in development)
- Destination weddings
- River and lake frontage resorts
- Perricoota Station
- Tindarra Resort
- Perricoota Vines Resort

Golf

- Commercial Golf Club Resort, Albury
- Rich River Golf Club
- Murray Masters Pro Am
- Winter Classic Golf Tournament
- Spring Classic Golf Tournament
- Cobram Barooga Golf Club
- Tocumwal Golf & Bowls Club
- Deniliquin Golf Club
- Murray Downs Golf & Country Club
- Yarrawonga Mulwala Golf Club Resort
- Corowa Golf Club
- Howlong Golf Resort

Business Events

- Opportunity to attract large-scale events
- Proximity to Victorian border
- Convenient airport access e.g. Albury
- Diverse accommodation options
- Quality Albury conference venues
- Multiple options for accompanying persons programs



OUTBACK NSW (including Broken Hill)

Nature

- Breathtaking panoramas; World Heritage-listed sites
- National Parks
- Natural wetlands teeming with birdlife
- Desert
- Abundance of outback wildlife
- Expansive night sky
- Outback Astronomy Broken Hill
- Walls of China viewing platform – one of the most iconic views in Outback Australia
- Menindee Lakes
- Broken Hill Flora and Fauna Sanctuary

Adventure

- Bush walking
- Cycling
- Hot air ballooning
- Water sports – swimming, kayaking, water skiing, fishing
- Shooting
- Outback tours – Tri State Safaris, Outback Geo Adventures, 4 wheel drive
- Opal mining
- Gold fossicking
- Horse-riding
- Station stays

Arts & Culture

- Thriving arts scene in Broken Hill; notable galleries and artists including Pro Hart Gallery and Jack Absalom
- Notable movie locations – films such as *Mad Max 2* and *Priscilla: Queen of the Desert* were both filmed in and around Broken Hill
- Living Desert & Sculptures

OUTBACK NSW (including Broken Hill) continued

Journeys

Adelaide to Sydney via Broken Hill

- The Long Paddock**
- Follow the historic Cobb stock route
 - Public artworks and information boards along the way bring history & heritage to life
 - Start in Australia’s paddle-steamer capital, the twin towns of Echuca-Moama
 - Visit the Shear Outback, the inland Australian Shearers Hall of Fame in Hay
 - Explore Wilcannia, once a thriving inland port
 - Paroo-Darling National Park: wetland wildlife and significant Indigenous sites

- Central to Outback NSW**
- Breathtaking landscapes, beautiful colonial heritage, rich Indigenous culture and World-Heritage National Parks
 - Broken Hill: gateway to the outback & a friendly city of palatial federation heritage, fine restaurants and cafes, and amazing art galleries
 - Head north to Corner Country, an area of dramatic beauty, fascinating history and spectacular driving trails
 - Head south, and explore riverboat history in the historic river port of Wentworth

- Darling River Run**
- Nearly 950kms of spectacular landscape and history through Outback NSW
 - Follow the course of the Darling River, a journey rich with Indigenous history and the memories of Australia’s pioneering days
 - Explore heritage trails and museums
 - Enjoy quality fishing on the Darling River, where you will find ancient man-made fish traps.
 - Visit the historic river port of Wentworth, at the great confluence of the Mighty Murray and Darling Rivers, once Australia’s busiest inland port

History & Heritage

- Ancient fossils and world renowned fossil sites
- Historic colonial towns
- Geo-heritage
- Mining history
- Historic Lightning Ridge – famous for opals & home to the unique black opal
- White Cliffs area – legendary opal mining region with underground dwellings and fascinating heritage attractions
- Broken Hill – Heritage city
- Albert Kersten Mining & Minerals Museum, Broken Hill
- Silverton, birthplace of BHP
- Back ‘O Bourke experience
- Paddle Vessel Jandra cruises along the Darling River tell the story of the region’s rich river boat history
- Line of Lode Lookout and Miners Memorial
- Regional Galleries



OUTBACK NSW (including Broken Hill) continued

Youth / WHM

- Authentic outback experience – a ‘must do’
- Road trips
- Camping under the night sky
- Nature & adventure activities
- Events & festivals
- Working holiday makers jobs
- Jackarooing/Jillarooing

Caravanning & Camping

- Strong nature-based tourism offering
- Camp under the outback night sky
- Camp in stunning National Parks
- Outback journeys

Aboriginal

- Traditional lands of Aboriginal communities
- Rich Aboriginal heritage
- Mutawintji National Park – rich Aboriginal history
- Aboriginal rock art
- Underground art caves
- Tours with Aboriginal rangers
- Aboriginal rock art at Gundabooka National Park

Events & Festivals

- Well established world-class events and festivals
- Car bashes
- Motorbike bashes
- Cycling challenges
- Broken Heel Festival
- Lightning Ridge Opal Festival
- Broken Hill Heritage Festival
- A plethora of local festivals provide an authentic visitor experience

Business Events

- Boutique/unique conference options
- Small to mid-size conference groups
- Unique team-building opportunities
- Opportunity for growth in business events
- Opportunity to leverage existing flagship/incubator events with business events opportunities
- Once-in-a-lifetime experiences

COUNTRY NSW (including Orange, Bathurst and Mudgee)

Food & Drink

- Outstanding reputation for fresh produce and excellent wines
- Food & wine experiences: wine tours, cellar doors, festivals, markets, and farm tours
- Huge produce range: apples, berries stone fruits, fungi, truffles and venison
- Wide selection of dining experiences: fine dining, casual cafes, classic pubs, award-winning restaurants
- Small bars and wine bars
- Fruit picking
- Cooking schools
- Breweries, e.g. Mudgee Brewing Company

Nature & Adventure

- World Heritage wilderness near the city, e.g. Wollemi National Park, home of the prehistoric Wollemi pine
- Mount Canobolas, an ancient volcano
- Capertee Valley, world’s second largest canyon
- Nangar National Park
- Jenolan Caves
- Water sports – swimming, kayaking, water skiing, fishing
- Bushwalking
- Biking
- Bird watching – huge number of species
- Hot air ballooning
- Skydiving
- Night sky
- Mudgee Observatory
- Country gardens e.g. Mayfield Garden
- Canola fields

Journeys /
Touring Routes

- NSW Food & Wine Trail**
- An itinerary that delivers gourmet creations, fresh local produce and beautiful natural attractions
 - Discover wonderful wineries, thriving orchards and delicious farm tours
 - Enjoy wine tasting at cellar doors of acclaimed wineries and dining at quality restaurants in Orange
 - Stroll the heritage-listed main street of Canowindra on the banks of the Belubula River

Fossils: New fossil trail (in development)

Events & Festivals

- Exciting and varied events calendar
- Orange F.O.O.D. Week
- Orange Wine Festival
- Orange Farmers Market
- Canowindra Balloon Challenge
- Banjo Paterson Australian Poetry Festival
- Mudgee Wine & Food Festival
- Mudgee Farmers Market
- Rylstone Street Feast
- Cementa contemporary arts festival at Kandos
- Parkes Elvis Festival
- Bathurst 1000 and Bathurst 12 Hour
- A plethora of authentic local festivals and events, e.g. Camp Oven Cookout, Picnic Races
- Australian National Field Days
- Grazing Down the Lachlan
- Trundle ABBA Festival





COUNTRY NSW (including Orange, Bathurst and Mudgee) continued	
City / Short Break	<ul style="list-style-type: none"> • Wide range of accommodation options – guesthouses cottages, bed and breakfasts, motels, hotels, farm stays, eco retreat, classic pubs and caravan and camping sites • Easy access from Sydney by road, rail or air • Wide range of food & wine experiences • Wide range of dining options • Packed events & festivals calendar • Shopping • Galleries • Museums, e.g. Orange Regional Museum, Banjo Paterson Museum in Yeoval, Fossil museums in Canowindra and Bathurst • Nature & adventure activities
History & Heritage	<ul style="list-style-type: none"> • Heritage towns • Self-guided heritage trails • Rich mining heritage • Ophir – home of 1st Australian payable gold discovery • Lucknow – mining from the start of the NSW gold rush into 20th century • Wentworth Main Mine • Hire a gold pan and try your luck in Summer Hill Creek • Zig Zag Heritage Railway • Gulgong – colonial goldmining town Australia’s oldest operating opera house • Rylstone – heritage village & gateway to Wollemi National Park • Carcoar Historic Village • Ancient fossils • Bushranger history e.g. Ben Hall
Youth / WHM	<ul style="list-style-type: none"> • WHM jobs: packed with backpackers during fruit picking season • Wide range of nature & adventure activities • Packed calendar of events & festivals • Good range of budget accommodation
Business Events	<ul style="list-style-type: none"> • Emerging conference venues • Range of accommodation options • Unique dining experiences • Orange F.O.O.D. Week provides attractive pre- and post-touring options • Charles Sturt University • Wineries and associated experiences



DUBBO & GREATER WESTERN PLAINS

Nature & Adventure

- Taronga Western Plains Zoo at Dubbo: close animal encounters
- Vast open spaces
- Ancient volcanic mountains
- National parks, incl. Warrumbungle, Coolah Tops & Pilliga
- Expansive night sky and Australia's first 'dark sky park' – Warrumbungle National Park
- Wellington Caves
- Walking & hiking
- Water sports – swimming, kayaking, water skiing, fishing
- Biking
- Bird watching – tremendous variety of species
- Skydiving

History & Heritage

- Long & rich history
- Colonial heritage
- 19th Century Old Dubbo Gaol: ghost tours
- Prehistoric fossil sites
- Western Plains Cultural Centre
- Gilgandra: famous for the Coo-ee March and rich pioneer history
- Narromine Aviation Museum: one of Australia's most historic aerodromes

Events & Festivals

- Full calendar of events & festivals
- Riverfest Food, Wine & Music Festival
- Lake Burrendong Fishing Classic
- Coonamble Rodeo and Campdraft – largest in the Southern hemisphere
- Exciting and authentic local events, such as picnic races, farmers markets, drag races
- Dream Festival in Dubbo





DUBBO & GREATER WESTERN PLAINS continued

Journeys & Touring Routes

- Stargazing and storytelling
- Central to Outback NSW touring route

Family

- Taronga Western Plains Zoo at Dubbo – close animal encounters, overnight adventures
- Water sports – swimming, kayaking, water skiing, fishing
- Western Plains Riding Centre for horse-riding
- Bushwalking
- Ghost tours at Old Dubbo Gaol
- Dubbo Observatory
- Warrambungle Observatory
- Siding Spring Observatory
- Wide open spaces and great picnic spots
- National parks
- Narromine Aerodrome & Aviation Museum
- Variety of family friendly accommodation

Short Break

- Easy access by road, rail or air
- Wide range of accommodation options including glamping
- Taronga Western Plains Zoo
- Packed events & festivals calendar, with many diverse local events
- Nature & adventure activities

Aboriginal

- Long Indigenous history
- Cultural tours led by Aboriginal guides – learn about bush medicine, eat bush tucker and hear local Indigenous stories passed down through generations
- Terramungamine Rock Grooves
- First Lesson Cultural Tours

Business Events

- Convenient air access
- Unique venues e.g. Taronga Western Plains Zoo, Dubbo Regional Theatre and Convention Centre
- Heritage sites and rich history
- Paddock-to-Plate culinary offering
- Attraction of agriculture-based events
- Range of conferencing venues and accommodation
- Extensive team-building options



NEW ENGLAND (including Tamworth) Little Places, Big Stories

Nature & Adventure

- Rainforests
- Waterfalls
- National Parks
- Fields of sunflowers
- Abundant wildlife
- Gunnedah colony of wild koalas
- Tamworth Marsupial Park and Adventure Playground – close animal encounters
- Water sports – swimming, kayaking, water skiing, fishing, boating
- Bushwalking
- Biking
- Bird watching – huge number of species, including rare birds
- Expansive night sky
- Fossicking
- Country gardens, botanic gardens, garden displays
- Artesian springs in the north west region (Moree, Walgett, Lightning Ridge)

History & Heritage

- Dreamtime history, heritage & cultural identity tours
- Rich colonial history
- European heritage
- Blue Mountains Heritage Centre
- Tenterfield Saddler and Sir Henry Parkes School of Arts
- Australian Standing Stones at Glen Innes

Food & Wine

- One of NSW’s richest agricultural production areas
- Niche food products, e.g. gourmet cheese, premium lamb, rangeland goat, truss tomatoes, herbs
- Broad restaurant offering
- Newest wine region in NSW – officially registered in 2008
- Viticulture history dating to the 1850s
- Artisan breweries & distilleries
- New England Brewing Co. – handcrafted beer
- Wine tasting, cellar doors
- Paddock to plate experiences, e.g. Graze
- Heritage pubs
- Fresh produce markets
- Food/wine festivals
- Rainbow trout fishing

Events & Festivals

- Packed events calendar, from world famous events to authentic local events
- World famous Tamworth Country Music Festival
- Hats off to Country Music Festival
- Taste Tamworth Festival
- Land of the Beardies Festival
- Seasons of New England Expo
- Uralla Lantern Parade
- Nundle Go for Gold Chinese Easter Festival
- The Great Nundle Dog Race
- Nundle Country Picnic
- Quirindi Rodeo
- Australian Stock Horse Society National Show at Tamworth
- AgQuip
- Australian Celtic Festival, Glen Innes
- Peter Allen Festival, Tenterfield
- Moree on a Plate
- Chill N Glen



NEW ENGLAND (including Tamworth) continued

Journeys

Fossickers Way: Explore the history and flavour of the beautiful New England region, nicknamed gemstone country after the sapphires and gems discovered here

- Discover gorgeous landscapes, historic country towns, delicious local produce and awesome events
- Try your luck fossicking for gold and gems
- Visit one of Australia's last working spinning mills
- Explore fascinating colonial heritage and goldmining towns

Waterfall Way: Stretching from Coffs Harbour to Armidale, this spectacular 185km drive winds through five gorgeous national parks with breathtaking waterfall views

- Drive through lush rainforest and woodland to enjoy the lofty lookout platforms at Ebor Falls
- See waters cascade an incredible 220m at Wollomombi Falls
- Discover ancient World Heritage wilderness at Dorrigo Rainforest Centre Marvel at Australia's second-highest waterfall
- Enjoy wine tasting at cool-climate wineries

Family

- Abundant wildlife e.g. colony of wild koalas at Gunnedah
- Tamworth Marsupial Park and Adventure Playground – close animal encounters
- Water sports: swimming, kayaking, water skiing, fishing, boating
- Bushwalking, biking and fossicking
- Wide open spaces, national parks, picnic spots
- Events & festivals
- Range of family friendly accommodation
- Access by road, rail, air

Youth / WHM

- Road trips
- Wide range of nature & adventure experiences
- Packed events & festivals calendar
- WHM jobs
- Range of budget accommodation
- Camping under the night sky
- Tamworth country music heritage

Short Breaks

- Easy access by road, rail or air
- Wide range of accommodation options and quality dining options
- Packed events & festivals calendar, from world famous events like Tamworth Country Music Festival to authentic local events
- Broad range of quality food & drink experiences
- Nature & adventure experiences

Aboriginal

- Deep Indigenous heritage
- Red Chief Memorial at Gunnedah

Business Events

- Wide range of quality experiences
- Convenient airport access
- Large conferencing venues e.g. Australian Equine and Livestock Events (AELEC), Tamworth Regional Entertainment and Conference Centre (TRECC)
- Quality dining experiences
- Goonoo Goonoo Station
- University of New England

SNOWY MOUNTAINS

Australia's highest peaks
– snow covered mountains in Winter; wildflowers in Summer

Nature & Adventure

- Australia's highest peaks
- Kosciuszko National Park, including Thredbo Valley Track extension and Snowies iconic walk
- Snow covered mountains in winter; wildflowers in summer
- Snow gum forests
- Pristine rivers from melting snow
- Yarrangobilly Caves formations of stalactites and stalagmites, and delicate cave corals and exquisite shawls
- Wildlife: echidnas, wallabies and wombats
- Spot platypus at Bombala Platypus Reserve
- Enjoy a dip in naturally heated spring waters surrounded by snow
- Kosciuszko Express Chairlift

Skiing & Snow Activities

- Home to Australia's highest peak
- Thrilling downhill runs on pristine snow
- Terrain parks for beginners to advanced
- Cross country skiing trails & tours
- Camping tours for a magical snow experience
- Snow tubing
- Tobogganing
- Snowshoeing
- Snow kiting
- Night skiing
- Renowned resorts, all offering lessons:
- Perisher, largest snow resort in Southern Hemisphere
- Thredbo, Australia's longest ski runs
- Charlotte Pass, Australia's highest snow resort
- Selwyn Snow Resort, popular with families

Walking & Hiking

- Iconic walks e.g. Great Alpine Walk, Thredbo Valley Track, Snowies iconic walk
- Network of bushwalking tracks after snow melts
- Range from heritage trails to challenging trails in Kosciuszko National Park
- Walk to the Mount Kosciuszko summit along Kosciuszko Walk
- Guided walking tours: various levels of adventure
- Special interest guided walks: alpine ecology, aboriginal, heritage
- Wilderness walks/luxury spa accommodation

Aquatic Activities

Fishing

- Year-round fishing
- Easily accessible
- Fish in well-stocked waterways such as Lake Jindabyne, Lake Eucumbene, Thredbo River, Snowy River, Murray River, Eucumbene River
- Pristine waters from melting snow flow into rivers in spring perfect for fly fishing
- Guided fishing tours

White-water Rafting

- Snowy River / Alpine River Adventures

Kayaking

- Snowy River / Alpine River Adventures

Swimming

- Rivers & lakes





SNOWY MOUNTAINS continued

Special Interest Activities

- Walks**
- Kosciuszko National Park, including Thredbo Valley Track extension and Snowies iconic walk
- Mountain Biking**
- Network of dirt tracks & sealed roads ideal for this sport
 - Cross-country mountain biking, multi-day cross tours
 - Thredbo Downhill Bike Run
 - Track designed by mountain bike world champion
 - Thredbo Valley Trail from Thredbo to Lake Crackenback Resort & Spa, then on to Lake Jindabyne for walking and mountain biking
- Cycling**
- Quiet roads in high country
 - Many trails in national parks
 - Bike hire
- Motor bike riding**
- Horse riding**
- Follow in the footsteps of The Man from Snowy River
- Climbing**
- Abseiling**
- Caving**

Food & Drink

- Casual cafes, chic restaurants, brew pubs – scenic views
- Fresh fish caught in pristine waters
- Eucumbene Trout Farm fishing adventure – cook your catch
- Truffles & truffle hunting
- Fresh produce at farm gates
- Apple & berry picking
- Meet the Beef tours at Gilmore Braes Heritage Beef
- Cool-climate wines, award-winning sparkling wines
- Tumbarumba wine region cellar doors
- Craft breweries e.g. Dalgety Brewing Co.
- Wildbrumby Distillery & Cafe
- Crackenback Farm
- Sonja Schatzle Cooking School
- Food & wine festivals
- Après-ski

Youth / WHM

- Good range of budget accommodation, including camping
- Mountain location – multiple snow sports in winter; adventure sports in summer
- Multiple activity options in summer
- Packed events calendar
- Lively nightlife
- Job opportunities



SNOWY MOUNTAINS continued

Family

- Perfect location for a family ski holiday in winter or nature and adventure holiday in warmer weather
- Good range of family accommodation
- Wide range of snow activities – skiing, snowboarding, tobogganing, snow play
- Family friendly slopes and lessons
- Fireworks and family entertainment
- Thredbo Flare Run and Kids run
- Kosciuszko National Park, including Thredbo Valley Track extension and Snowies iconic walk
- Wide range of warmer weather activities e.g. bushwalks, fishing, cycling, horse riding, swimming, kayaking
- Wide range of nature & adventure activities, e.g. easy walks, lots of animal encounters
- Kosciuszko Express scenic Chairlift
- Fruit picking

Events & Festivals

- Exciting events calendar
- Peak Music Festival, Perisher; official opening of the snow season
- Snowtunes music festival
- Man from Snowy River Rodeo
- Thredbo & Kosciuszko Craft Beer Festivals
- Thredbo Blues Festival
- Thredbo Snow Series
- Perisher Cross Country Ski Week
- Snowy Mountains Trout Festival
- Apple Blossom Festival
- Tumbafest food, wine and music festival
- Tumbarumba Tastebuds
- L’Etape Australia by Le Tour De France
- Australian Busking Championships, Cooma
- Australian National Cross Triathlon Championships
- Snowys Mountain Bike Festival

SNOWY MOUNTAINS continued

Short Break

- Accessible via Snowy Mountains Airport with transfers to resorts or by road
- Wide range of accommodation – camping and caravanning, cottages, chalets, hotels, resorts
- Skiing
- Nature & adventure
- Events & festivals
- Wide range of food & wine options
- Spas

Journeys / Touring Routes

- Kosciuszko Alpine Way**
- Breathtaking mountain views
 - Winding through the spectacular forests and mountain ranges of Kosciuszko National Park
 - Exhilarating outdoor adventures
 - Skiing & snowboarding in winter
 - Water sports, horse riding, fishing, hiking in summer
 - Summit chairlift and walk to Mount Kosciuszko, the rooftop of Australia
 - Snowy Hydro Discovery Centre
 - Food & wine experiences

- Snowy Mountains Highway**
- Cooma to Adaminaby, Kiandra Goldfields, Talbingo and Tumut

- Batlow Road**
- Tumut to Tumbarumba
 - Apple country
 - Cool climate wines
 - Many vineyards, cellar doors & restaurants

Touring routes from Snowy Mountains to South Coast

- Gardens of the Monaro Tour**
- Many fine established gardens in grand settings and stately homes

Arts & Culture

- Sculptures by the Lake in Jindabyne
- Multiple galleries peppered throughout, showcasing the work of local artists

History & Heritage

- Snowy Mountains Scheme
- Kiandra Goldfields
- Pastoral Stations with visitor experiences

CANBERRA REGION TABLELANDS

Extensive and varied authentic experiences on the doorstep of the nation's capital

City / Short Break

Canberra

- Good road & air access, including Canberra International Airport
- Variety of accommodation
- National institutions & attractions
- Seat of Government
- World-class events & exhibitions
- Variety of national sporting events
- Year round experiences
- Variety of food & drink experiences

Surrounds

- Good road access
- Cellar doors at over 30 wineries
- Wide range of food & wine experiences
- Variety of accommodation
- Events & festivals
- Nature
- Heritage/culture

Food & Drink

Canberra

- Hatted restaurants
- Breweries
- Wineries
- Smoked meats
- Small bars & cafes

Surrounds

- Award-winning cool climate wines / winemakers:
Tim Kirk's Clonakilla, Helm Wines, Shaw Vineyard Estate, Eden Road Wines
- Over 30 cellar doors
- Food and wine events
- Dining experiences using local produce
e.g. Grazing, Clementine, Olleyville, Poachers Pantry, Sir George, Taralga pubs, The Argyle Inn
- Farm stays
- Casual dining, country pubs, cafés
- Fresh seasonal produce – cherries, stone fruit, apples, potatoes, truffles, mushrooms, olives (includes fruit picking in some areas), smoked meats, local meats
- Wine tours
- Cluster of 'Meet the Makers' experiences
- Small boutique intimate experiences (Former Poachers Way – collective of food and wine experiences – businesses still exist)
- Makers of Murrumbateman
- Hilltops Harvest



CANBERRA REGION TABLELANDS continued

Nature & Adventure

Canberra

- National Arboretum
- Botanic gardens
- Tidbinbilla
- Cycling/mountain biking & trails – centenary trail
- Hot air ballooning
- Floriade

Surrounds

- Water sports / Inland Waterways; Burrinjuck
- Taralga Wildlife Park
- Caves and caving
- State Reserves & National Parks – Bungonia
- Harvest festivals & pick your own
- Hume and Hovell Track
- Landscapes and vistas
- Skydiving
- Motorsports – Wakefield Park
- Bushwalking
- Camping
- Canola fields
- Walking trails & riverside walks
- Horse riding
- Cycling trails, particularly wine trails

Arts & Culture

Canberra

- National galleries (World-class blockbuster exhibitions)
- Museums
- War Memorial
- ANZAC Day service
- Enlighten

Surrounds

- Regional museums and galleries
- Goulburn Performing Arts (under development)
- Artisans – workshops, trails, events
- Sculpture in the Paddock (Shaw Vineyard Estate)
- Antiques & collectibles
- Bungendore Woodworks

History & Heritage

Canberra

- Home of the Australian Story – museums, war memorial, exhibitions, politics
- National Museum of Australia – Aboriginal story

Surrounds

- Early 1800s settlements, architecture & streetscape
- Australia's oldest inland City – Goulburn
- Self-guided tours
- Villages – some heritage listed – Braidwood and Gundaroo
- Homesteads and homestays
- Colonial & pioneering history
- Cemeteries & genealogy
- Gold discoveries & bushrangers
- Home of the Australian light horse (Bill the Bastard)
- Festivals & events celebrating our heritage past – Lambing Flat/Chinese Festival
- Links to iconic Australians – Hamilton Hume, Banjo Paterson



CANBERRA REGION TABLELANDS continued

Journeys / Touring Routes

Surrounds

- Sydney – Melbourne corridor
- Cellar door – food and wine trails
- Canberra to the Coast (Bungendore/Braidwood)
- Stroll heritage streetscapes & villages – mid 1800s architecture
- Country landscapes
- Canola fields
- Water sports & inland waterways
- NSW Roadtrips
- Caravanning and camping

Special Interest

Canberra

- Politics
- National capital
- National institutions /attractions

Surrounds

- Destination weddings/unique venues
- Fishing & water sports – inland waterways
- Cycling
- Genealogy
- Motorsports – Wakefield Park



CANBERRA REGION TABLELANDS continued

Events & Festivals

- Canberra**
- Floriade
 - Enlighten
 - ANZAC Day
 - Blockbuster exhibitions
 - National sporting events/codes

- Surrounds**
- Murrumbateman Moving Feast
 - Irish Woolfest
 - National Cherry Festival
 - Crookwell Potato Festival
 - Collector Pumpkin Festival
 - Australian Blues Festival
 - Classic Yass
 - Canberra District Wine week and Harvest Festival
 - Canberra Region Truffle Festival
 - Plethora of authentic local & regional shows, rodeos etc

Family

- Canberra**
- National Zoo
 - Arboretum
 - Museums
 - War memorial
 - Events and festivals

- Surrounds**
- Inland waterways & water sports
 - Camping & nature based escapes
 - Events & festivals Taralga Wildlife park

Education

- Canberra**
- Nation's capital / Seat of Government
 - School groups
 - University of Canberra – ranked in the world's top 100 young universities
 - UC multi-billion dollar campus development in train
 - Ranked one of world's best cities to live in
 - Extensive on campus accommodation

Business Events

- Canberra**
- Nation's capital / Seat of Government
 - International airport
 - Extensive accommodation options
 - Extensive venue options, many unique

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