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MEDIA RELEASE

Destination Sydney Surrounds North

Destination Sydney Surrounds North (DSSN) are presenting to a Newcastle industry group meeting and providing Destination Network deliverables over the past 12 months. Within the Destination Network's regions, DSSN has delivered some strong programs which are continuing to enhance the Visitor Economy in the region. Overall, the DSSN region's Visitor Economy has grown a staggering 34% since 2012 and now delivers \$4.63 billion worth of expenditure in the region.

Some of the key deliverables from DSSN have included:

- Cooperative Marketing
- Product Development
- Events
- Conferencing.

3 Cooperative Marketing Campaigns have launched which include Hunter Valley, Lake Macquarie and the Regional Strategic Alliance which makes up Blue Mountains, Hawkesbury and Penrith. There are currently an additional 6 campaigns in the planning stage. This will result in over \$2m of marketing exposure for DSSN's regions.

4 new products under Product Development have been secured and funded with 2 in the assessment stage and more in the pipeline.

30 events have been secured for the region made up of 7 Incubator events, 14 Flagship events and 9 Major events.

18 conferences have been secured under *Regional Conferencing Business Development* along with 9 booths facilitated at AIME 2019 which resulted in 288 appointment, 9 proposals, 4 confirmed events and 1 site visit booked.

DSSN also provided trade and industry support for Virgin New Zealand flights to Newcastle; has delivered its International Strategy; has provided *Signage and Wayfinding* funding to 5 Local Government Areas; *Content Development* funding to 13 Local Government Areas; and 9 *Business Development* funding to 9 of Local Government Areas.

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