



Destination North Coast NSW

CR8iVE Forum
2025

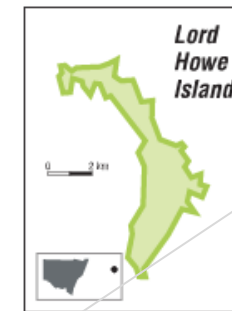
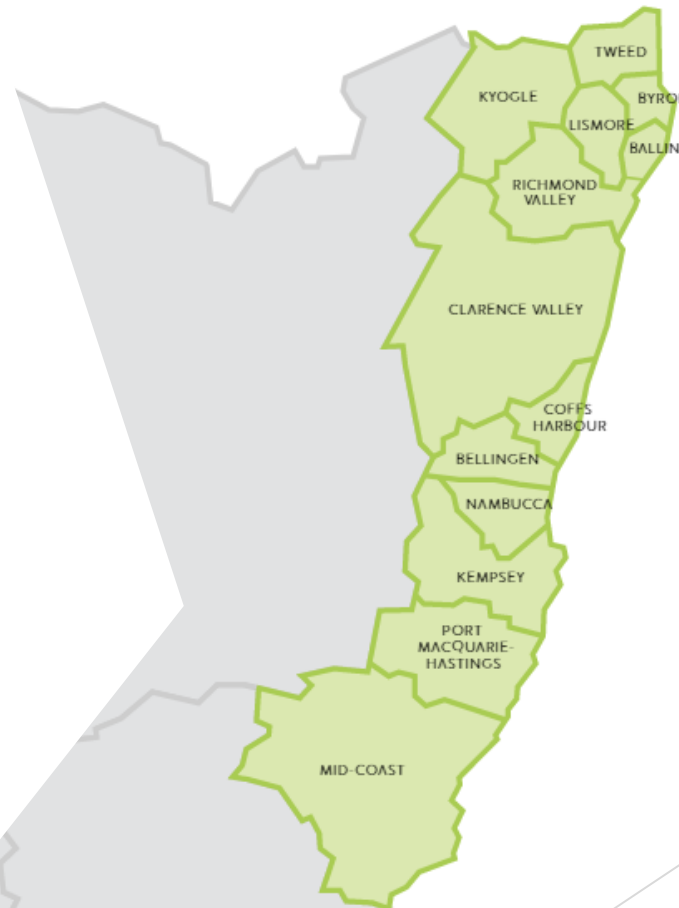
Vision & Mission

► Our Vision

The North Coast is world renowned for thriving, sustainable visitor experiences that celebrate our nature and culture.

► Our Mission

We use our expertise to influence, advocate and help visitor economy participants shape sustainable, world-class destinations.



Destination
North Coast NSW

Value of the Visitor Economy

How does the visitor economy benefit the Northern Rivers economy and communities?

- ▶ Injects over **\$2.8B** into the Northern Rivers economy - that is \$7.7M per day or \$5,381 every minute of every day
- ▶ Generates **7.5% of jobs** - 19k in total, 13K jobs directly and over 6K indirectly
- ▶ Supports circa **4,100 Northern Rivers businesses**
- ▶ NR Contributes **6% of NSW's total tourism consumption**

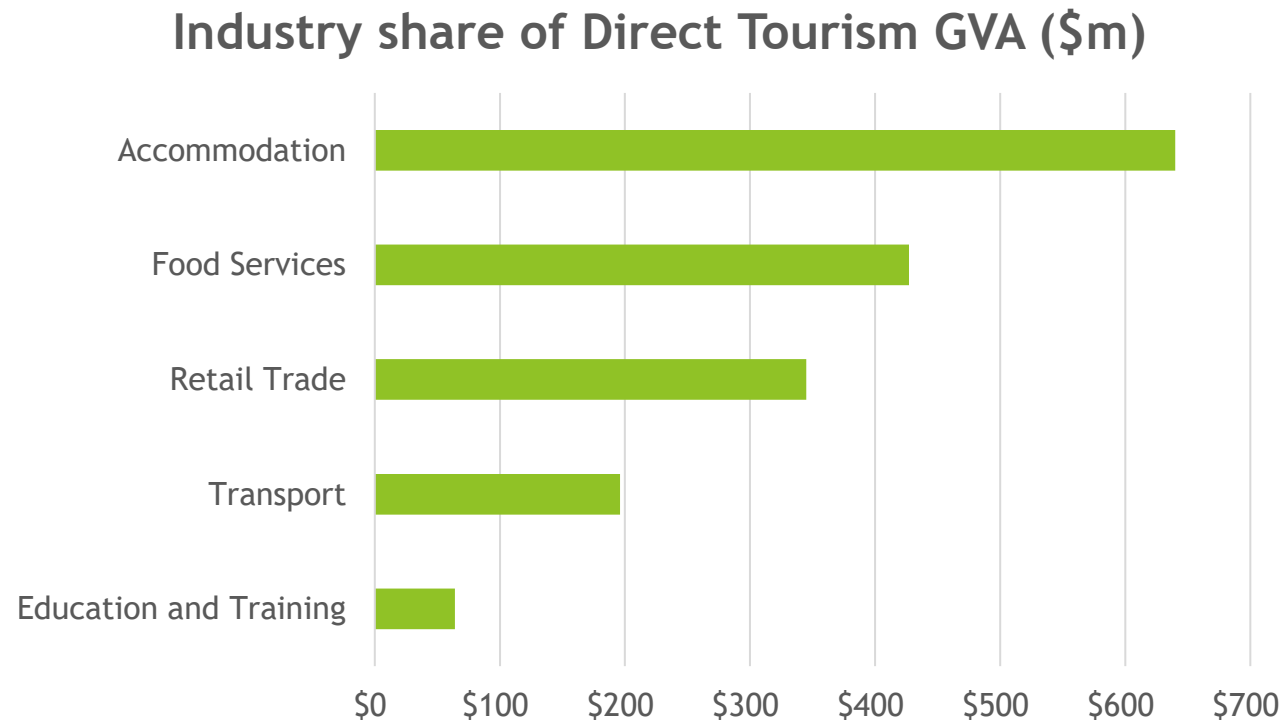


Destination
North Coast NSW

Value of the Visitor Economy

How does the visitor economy benefit the Northern Rivers economy and communities?

- ▶ NSW's tourism sector (5.5% share of state GVA) ranked 6th out of the 9 key sectors, outperforming Mining (3.3%) Agriculture, Forestry & Fishing (1.8%), and Education & Training (5.5%)
- ▶ The leading industries who benefit from the visitor economy;



Destination
North Coast NSW

Who Visits and What They Deliver

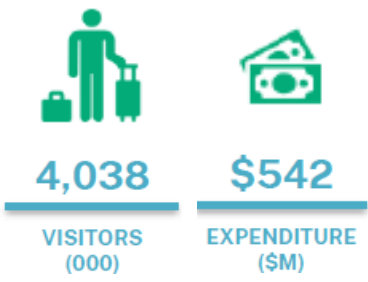
NORTHERN RIVERS



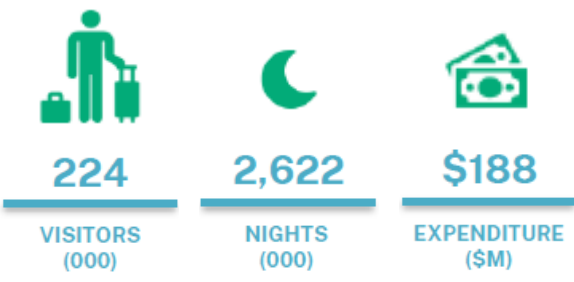
Domestic Overnight



Domestic Daytrip



International



What They Do & Businesses Supported

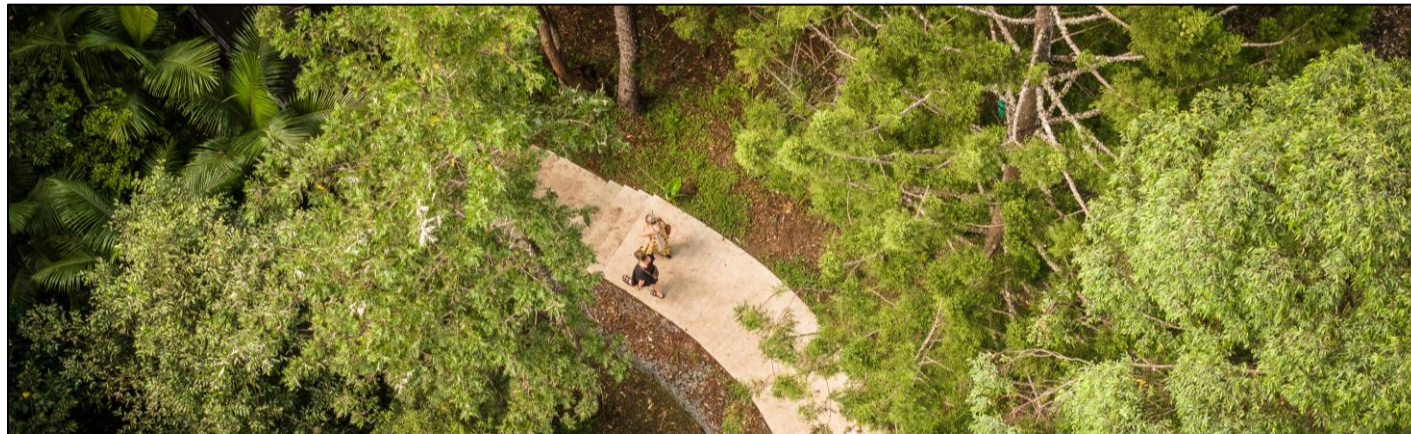
Domestic Visitors - Both overnight and day trip

- ▶ Eat out/dine at a restaurant and/or cafe
- ▶ Go to the beach
- ▶ Visit friends & relatives 36%
- ▶ Sightseeing/looking around

Overnight visitors are also more likely to sample the pubs, clubs, discos etc. whilst day trip visitors are more likely to go shopping for pleasure.

International Visitors

Primarily undertake the same activities but with a higher propensity to visit national/state parks or visit or attend and arts or heritage event or attraction.



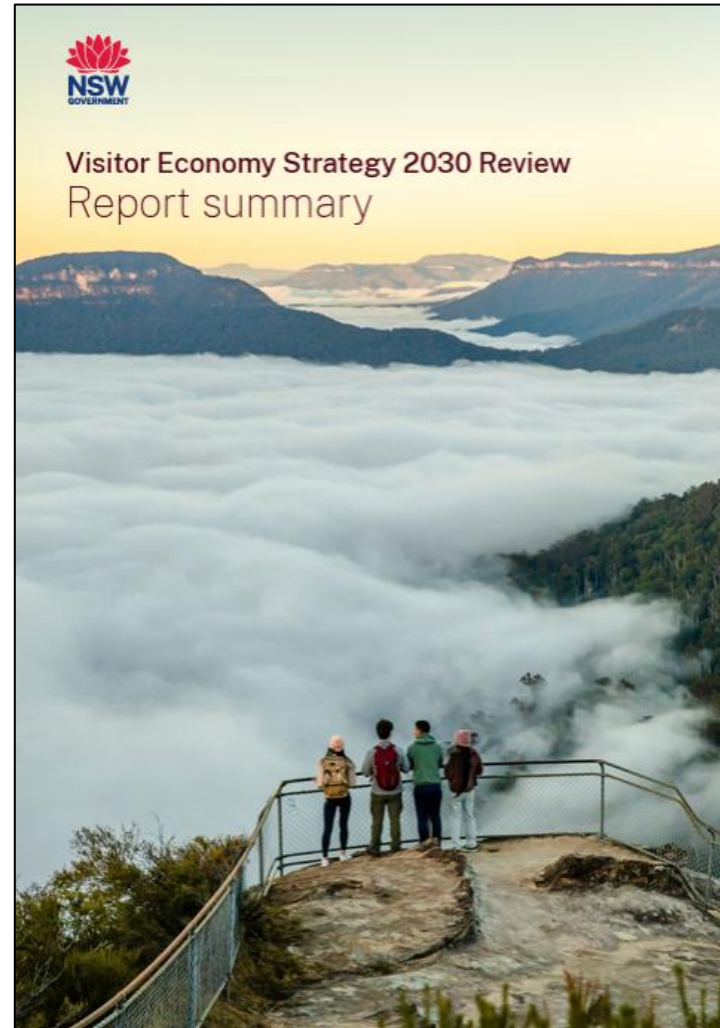
Destination
North Coast NSW

Towards 2035

NSW aims to grow the visitor economy to \$91B by 2035, with \$44B (48%) from regional NSW – a 40% increase on the previous target.

To achieve this, NSW will need:

- ▶ 150,000 new jobs, supported by expanded aviation access.
- ▶ 40,000 additional hotel rooms and solutions to workforce shortages.
- ▶ Major investment in business event infrastructure, especially in Sydney and key regional hubs.
- ▶ Focus on experience tourism, First Nations offerings, better regional accommodation, and aviation growth.



Destination
North Coast NSW

Supporting Lifestyle

‘A great place to live is a great place to visit’

- ▶ Most successful tourism destinations are authentic and reflect the character and culture of the area and community.
- ▶ Tourism is a major supporter of events often making the difference in regard to sustainability
- ▶ Visitors interact with destinations touch points whilst visiting - CBD, parks, beaches, shopping centers etc.

All of these aspects can be leveraged to improve the lifestyle and livability of local communities.



Destination
North Coast NSW

Expedite and Justify Infrastructure

The visitor economy is often a key catalyst for the development of infrastructure or a key component in its justification. The visitor economy has been integral in the following recent developments:

- ▶ Civic upgrades throughout the region
- ▶ Expedited sport, arts and cultural infrastructure
- ▶ Northern Rivers Rail Trail, Gidjum Gulganyi multi day walk, Ballina Coastal path
- ▶ Numerous retail and restaurant products or precinct
- ▶ Improved beach access and facilities across the region and much more



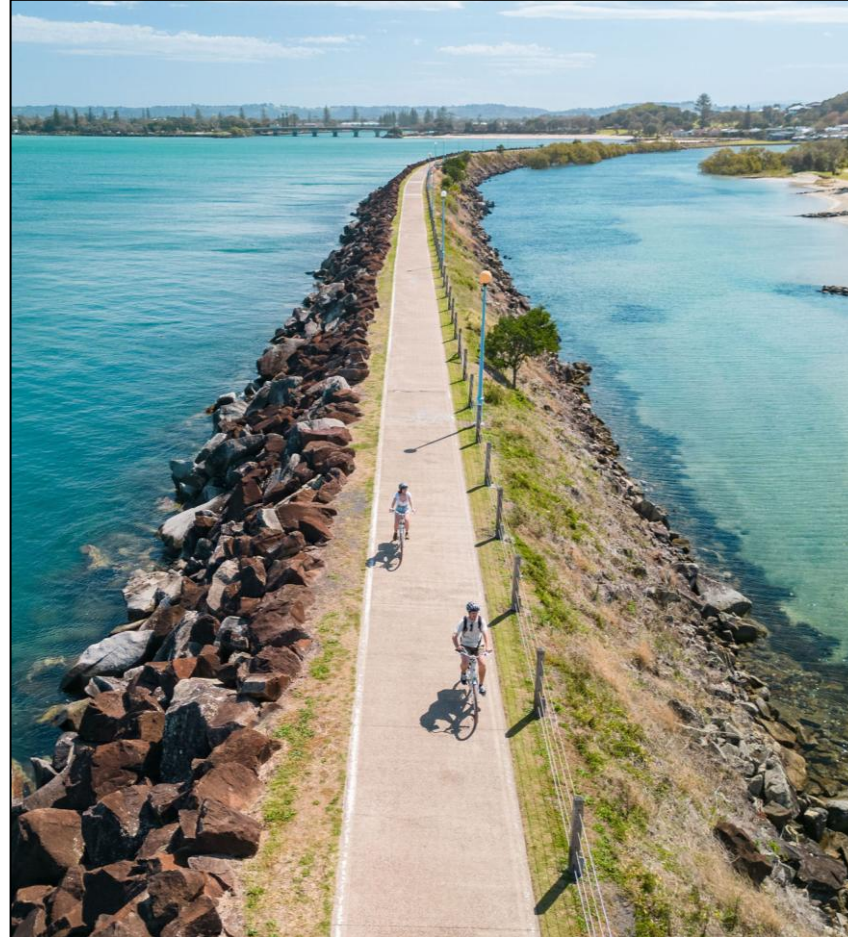
Destination
North Coast NSW

Why Get Involved & Which Direction To Take

Living in a beautiful destination **tourism is an inevitability**. How you manage the interaction with your community and leverage the financial benefits are the variables.

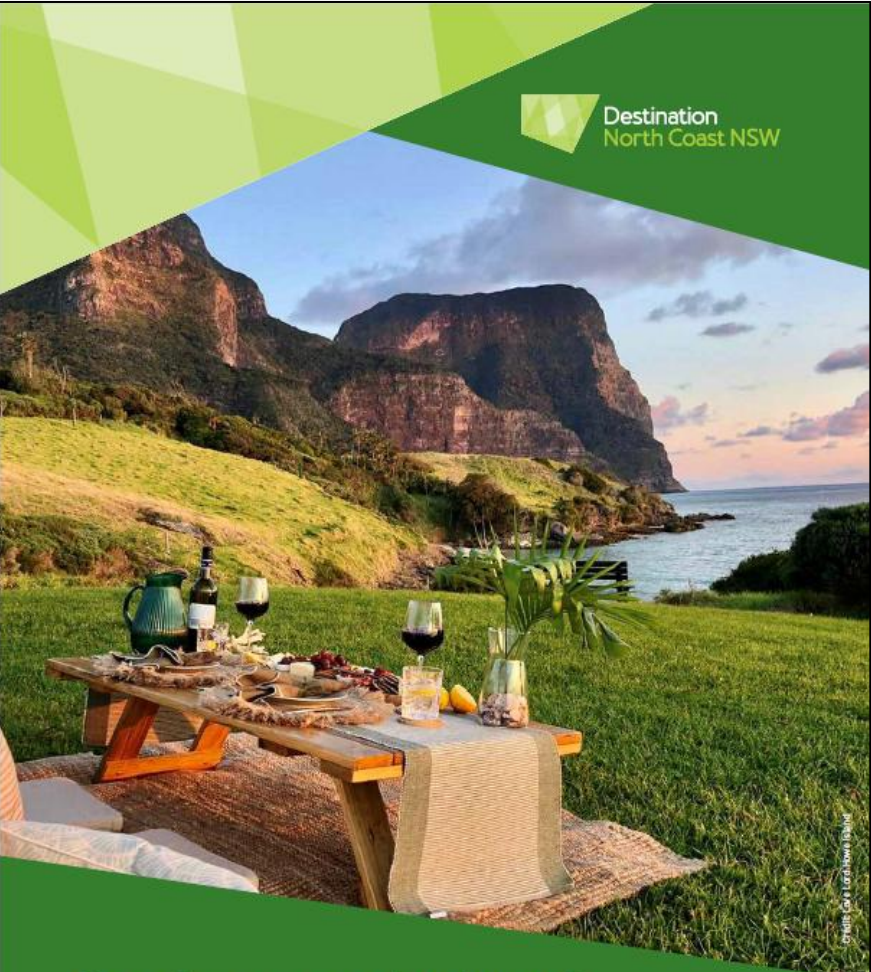
Passive management of the tourism sector will inevitably lead to increased friction between the industry and community.

The sector provides a **diversity of opportunity** to go it alone, partner with others or leverage from key assets the envy of most industries.



Destination
North Coast NSW

Business Plan FY26



Creating prosperity through our visitor economy

DNC Business Plan 2025-26

Helping to grow the visitor economy around iconic infrastructure investments



With three iconic landmarks and funding being sought for the iconic **North Coast Drive**, the **North Coast Drive** is already emerging as a key experience for the region. DNC will continue working for its completion and supporting the development of experiences and services around the drive.

North Coast Drive is a key experience for the region. DNC will continue working for its completion and supporting the development of experiences and services around the drive.



With three iconic landmarks and funding being sought for the iconic **North Coast Drive**, the **North Coast Drive** is already emerging as a key experience for the region. DNC will continue working for its completion and supporting the development of experiences and services around the drive.

North Coast Drive is a key experience for the region. DNC will continue working for its completion and supporting the development of experiences and services around the drive.

North Coast, Destination Management Plan - Actions

Grow the Visitor Economy Around Iconic Infrastructure Investments

Action	Description	Lead agency	Support Partners	Timeline (Mths)
1.1	Develop strategy for the North Coast Drive to support the development of experiences and services around the drive.	DNC	Local Government	1 2 3 4
1.2	Develop and promote a North Coast Drive experience package, including a North Coast Drive app, a North Coast Drive map, and a North Coast Drive brochure.	DNC	Local Government	1 2 3 4
1.3	Develop a North Coast Drive experience package, including a North Coast Drive app, a North Coast Drive map, and a North Coast Drive brochure.	DNC	Local Government	1 2 3 4
1.4	Support the development of experiences and services around the North Coast Drive.	Local Government	DNC	1 2 3 4
1.5	Support the development of experiences and services around the North Coast Drive.	Local Government	DNC	1 2 3 4
1.6	Support the development of experiences and services around the North Coast Drive.	Local Government	DNC	1 2 3 4
1.7	Support the development of experiences and services around the North Coast Drive.	Local Government	DNC	1 2 3 4
1.8	Support the development of experiences and services around the North Coast Drive.	Local Government	DNC	1 2 3 4
1.9	Support the development of experiences and services around the North Coast Drive.	Local Government	DNC	1 2 3 4
1.10	Support the development of experiences and services around the North Coast Drive.	Local Government	DNC	1 2 3 4

North Coast, Destination Management Plan - Actions

Elevate Vibrant and Emerging World-Class Experiences and Precincts

Action	Description	Lead agency	Support Partners	Timeline (Mths)
2.1	Support the development of experiences and services around the North Coast Drive.	DNC	Local Government	1 2 3 4
2.2	Support the development of experiences and services around the North Coast Drive.	DNC	Local Government	1 2 3 4
2.3	Support the development of experiences and services around the North Coast Drive.	DNC	Local Government	1 2 3 4
2.4	Support the development of experiences and services around the North Coast Drive.	DNC	Local Government	1 2 3 4
2.5	Support the development of experiences and services around the North Coast Drive.	DNC	Local Government	1 2 3 4
2.6	Support the development of experiences and services around the North Coast Drive.	DNC	Local Government	1 2 3 4
2.7	Support the development of experiences and services around the North Coast Drive.	DNC	Local Government	1 2 3 4
2.8	Support the development of experiences and services around the North Coast Drive.	DNC	Local Government	1 2 3 4
2.9	Support the development of experiences and services around the North Coast Drive.	DNC	Local Government	1 2 3 4
2.10	Support the development of experiences and services around the North Coast Drive.	DNC	Local Government	1 2 3 4

Leadership, connections and support

Vision

The North Coast is world renowned for its living, sustainable visitor experiences that celebrate our nature and culture.

Mission

We use our visitor economy expertise to influence, advocate and help visitor economy participants shape sustainable, world-class destinations.

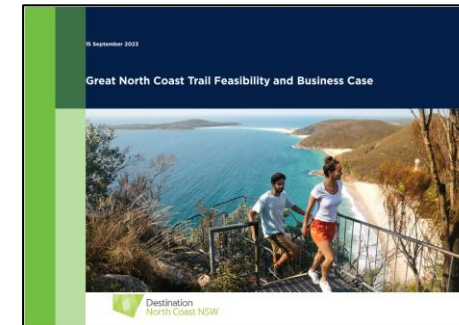
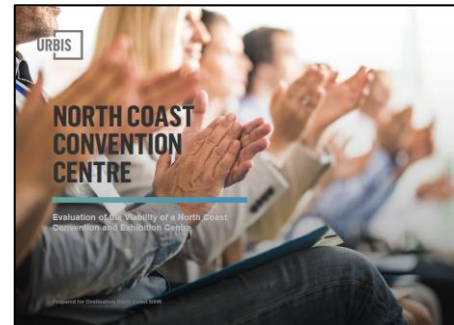
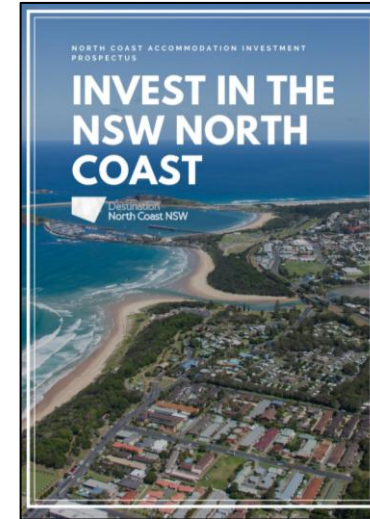
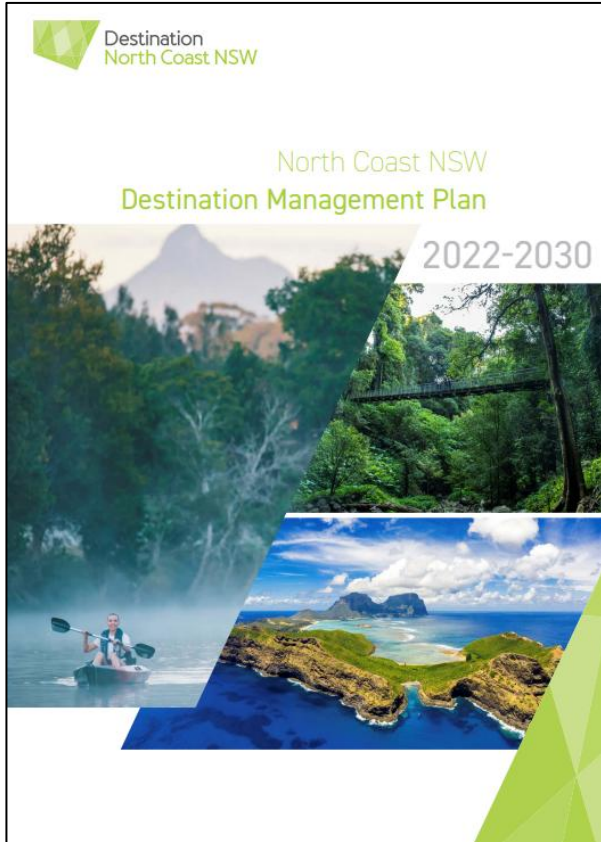
DNC aims to achieve this by:

- Helping visitors, essential for achieving the North Coast visitor economy.
- Helping visitors, essential for achieving the North Coast visitor economy.
- Helping visitors, essential for achieving the North Coast visitor economy.
- Helping visitors, essential for achieving the North Coast visitor economy.

DNC Strategic Pillars FY25-26

- Helping to grow the visitor economy around iconic infrastructure investments
- Elevating vibrant and emerging world-class experiences, precincts and products
- Building an engaged community of visitor economy participants and partners including via our facilitation of events and business events

DMP and Tourism Research





Destination North Coast NSW

Thank you



Destination
North Coast NSW