



Troy Grant MP
Deputy Premier of NSW
Minister for Trade and Investment
Minister for Tourism and Major Events

MEDIA RELEASE

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VISITOR ECONOMY INDUSTRY ACTION PLAN DELIVERS FOR NSW

NSW Deputy Premier and Minister for Tourism and Major Events Troy Grant today announced more than 75 per cent of the actions set out in the State's Visitor Economy Industry Action Plan (VEIAP) had been delivered in just three years.

The Plan provides strategies and actions to achieve the NSW Government's goal of doubling overnight visitor expenditure by 2020 – resulting in an economic impact of \$36.6 billion.

Providing the tourism industry with an update on the success of the VEIAP today, Mr Grant said the NSW Government recognised the importance of tourism and major events to the State's economy and was committed to promoting NSW to the world.

"Results to date demonstrate the level of commitment to the plan by all involved," Mr Grant said.

"Destination NSW (DNSW), the NSW Government's tourism and major events agency, was tasked with leading the VEIAP, in collaboration with NSW Trade and Investment and other NSW Government agencies.

"Since DNSW was established and the VEIAP implemented, NSW has achieved a 9.5 per cent increase in overnight visitors, a 9.8 per cent increase in visitor nights and a 14.9 per cent increase in overnight visitor expenditure from 2011, until the year ended September 2014.

"DNSW has developed and implemented the 2012-2020 China Tourism Strategy, the largest reform to regional funding in the State's history and identified 13 priority international markets to increase international visitation, including Malaysia, Germany, India, the USA and China.

"We are also making NSW Australia's number one destination for events, with an additional 110 sporting, cultural and lifestyle events supported and secured – a 51 per cent increase since 2011."

Mr Grant said by taking a whole-of-government approach to the implementation of the VEIAP, a number of achievements had also been made across other agencies.

"We have attracted international and domestic investors and tourism operators, such as Chinese real estate and tourism company the Dalian Wanda group, which will develop a five-star luxury hotel at Circular Quay," Mr Grant said.

"We have committed to a new \$110 million Regional Tourism Infrastructure Fund, through Restart NSW, to deliver infrastructure works and grow regional tourism. Projects include funding to build regional rail trails and upgrading regional airports.

“We have continued expansion of Sydney’s cruise capacity by commencing work on a \$30 million upgrade of the Overseas Passenger Terminal, part of the \$87 million cruise infrastructure program.

“And we have delivered the NSW Hospitality Careers Campaign to encourage young people in NSW to pursue a career in hospitality, helping reduce an existing skills shortage.

“The NSW Government’s approach to tourism and major events is based on collaboration with industry and investment in critical infrastructure to raise the global profile of Sydney. Already the people of NSW are seeing the economic benefits.”

The VEIAP is based on the recommendations of the Visitor Economy Taskforce report, the largest ever review of the State’s Visitor Economy.

It contains 48 recommendations with 167 associated actions to achieve the 2020 goal. To date, a total of 123 actions are completed or on-going, with a further 43 actions progressed or in planning.