



Media Release
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Big aims need to be backed with funding

The NSW Tourism Association welcomes the NSW Government’s ambitious new goal to transform the state's visitor economy into a \$91 billion powerhouse by 2035, as outlined in the latest review of the NSW Visitor Economy Strategy. While we recognise the potential benefits for Sydney, our cities and regional communities and the wider economy, we emphasise the importance of adequate funding and full industry involvement in realising this vision.

Achieving this ambitious target requires more than infrastructure investments and policy reviews. The success of the strategy will hinge on collaboration between multiple government departments—each playing a distinct role in removing access issues, supporting growth, workforce development and regional infrastructure improvements. We urge the government to ensure that agencies beyond the tourism portfolio are brought into this conversation, including those responsible for planning, education, transport, public lands and regional development, as each has a critical role in delivering on the opportunities outlined.

The NSW Tourism Association is well-positioned to serve as the critical link between the government's strategic goals and the on-the-ground action needed for successful implementation. Our association has deep-rooted connections within the tourism industry and can ensure that the plans set out by the government translate into real, impactful actions for operators, local businesses, communities and economies. We offer our expertise and resources to bridge this gap, ensuring that the government’s vision aligns with industry capabilities and needs.

“Tourism and the visitor economy is all about collaboration, and we look forward to working with the government on realising these goals... with industry!” Lori Modde, Chair of the NSW Tourism Association said.



“The role of Destination NSW must be clearly defined; they should be the leading force in marketing our destinations”. Natalie Godward, CEO of NSW Tourism Association emphasised that Destination NSW should be amplifying NSW's unique experiences to domestic and international audiences. “Marketing plays a pivotal role in attracting tourists, and we believe Destination NSW should work closely with the Destination Networks and industry to ensure that promotional efforts align with the needs of the tourism operators and stakeholders in Sydney and across our regions.”

We encourage the government to create more opportunities for industry stakeholders to actively participate in both the strategic planning and marketing efforts led by Destination NSW, ensuring that all voices are heard in shaping a thriving visitor economy.

The NSW Tourism Association remains committed to working alongside the government to secure the future success of NSW’s visitor economy. By combining the resources and expertise of the industry with the strategic vision of the government, we can achieve this ambitious target together, ensuring that NSW continues to be a world-class destination for all visitors.

Call to action:

We call on the NSW Government to:

1. Involve multiple government departments—such as planning, transport, education, public lands and regional development—in addressing the infrastructure, workforce, and marketing challenges to support the tourism strategy.
2. Leverage the NSW Tourism Association as the ‘glue’ between strategy and action, ensuring effective implementation on the ground.
3. Empower Destination NSW to take the lead on marketing our state's destinations, working collaboratively with the Destination Networks and tourism operators to enhance visitor experiences.
4. Ensure sufficient funding is allocated to industry development programs, including workforce training, accommodation expansion, and regional tourism initiatives.



Summary

This release emphasises the need for coordinated efforts across government departments and reinforces the NSW Tourism Association’s readiness to lead on-the-ground actions while urging Destination NSW to take charge of marketing and collaboration.

Background

The NSW Tourism Association (NSWTA) represents the interests of the visitor economy in NSW and recognises the significant contribution and economic benefits of tourism in both metropolitan and regional areas. This paper outlines the association’s position on the NSW Government’s Visitor Economy review emphasising the need for a collaborative approach that ensures delivery of the Government’s goal to transform the state’s visitor economy into a \$91 billion powerhouse by 2035

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