



****Media Release****

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NSW Tourism Industry Gets a Facelift

Sydney, NSW – 25 July 2024

Today marks an exciting milestone in the advancement of the tourism industry with the official launch of the NSW Tourism Association. Dedicated to supporting and advocating for the robust growth and sustainability of the tourism sector, the NSW Tourism Association aims to be the pivotal voice and champion for the industry, addressing the evolving needs and fostering a collaborative, thriving visitor economy.

Under the leadership of Chair Lori Modde, the association brings together a group of founding members committed to spearheading initiatives that will not only fill the existing gaps within the industry but also propel it towards new heights of success and celebration.

“The tourism industry is at a crucial juncture, and our time is now to start building the foundations for growth and celebration,” Lori Modde stated. “We envision an industry where collaboration and innovation lead to remarkable visitor experiences and substantial economic benefits for our communities across New South Wales.”

In addition to these initiatives, the association is pleased to be the licensee of the Quality Tourism Framework in NSW, an accreditation program that supports business development and promotion that is accessible to NSW businesses.

Natalie Godward, CEO, emphasizes the program's potential impact: “The accreditation program is a game-changer for businesses in NSW. It provides an incredible opportunity for them to develop various aspects of their operations, ensuring quality and excellence, not only statewide but nationally and internationally. Moreover, it allows businesses to showcase their commitment to high standards and continuous improvement to their customers.”

The association recognises the vital contributions of its founding members who have dedicated their expertise and resources to establish a unified platform for creativity, advocacy, and excellence. Their collective effort highlights the importance of united action in addressing shared challenges and seizing emerging opportunities within the tourism landscape.

As the NSW Tourism Association embarks on this journey, it remains steadfast in its mission to advocate for policy change by working closely with government, industry stakeholders, other tourism industry councils, and communities to shape policies that benefit the tourism sector. It is also committed to building industry capacity by offering resources, training, and support to tourism operators to enhance service quality and operational efficiency. Through fostering strategic partnerships, they will be promoting collaboration across the industry and addressing industry gaps.

The launch event, held today, saw an outpouring of support from industry leaders, tourism businesses, and government representatives, all united in their commitment to a prosperous future for NSW's tourism sector.

For further information, interviews, or partnership opportunities, please visit www.nswtourismaassociation.com.au

Or contact

Lori Modde – Chair 0415 279 822

Natalie Godward – CEO 0434 058 871

****About NSW Tourism Association****

The NSW Tourism Association is a premier organisation dedicated to advocating, supporting, and promoting the tourism industry in New South Wales. Through collaboration, innovative strategies, and continuous engagement with stakeholders, the association aims to nurture a vibrant visitor economy that benefits businesses and communities alike.