



# MEDIA RELEASE

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## **A NEW WAY FORWARD FOR TOURISM IN NSW**

State Plan Priority P1: Increase Tourism Visitation to NSW  
State Plan Priority P6: Stronger Regional and Rural Economies

Today's release of the draft strategy for NSW tourism is a blueprint to deliver strong growth from the government's \$40 million dollar investment into the tourism industry in NSW.

The Lemna Government and the NSW tourism industry have come together over the last two months to develop a plan that will leverage this important injection of funds and deliver much needed tourism growth throughout the state.

The draft strategy reflects the views of the industry and gives industry and government a way forward to deliver renewed growth to the NSW tourism economy.

Industry stakeholders including the Tourism and Transport Forum, Tourism Industry Council, Australian Tourism Export Council, Australian Hotels Association, regional tourism organisations and the Sydney Chamber of Commerce gathered to provide comment on the draft strategy.

The draft strategy is a culmination of an extensive two-month program of consultations with industry stakeholders, regional tourism organisations and government agencies at a federal, state and local level.

A blueprint is being developed for the future direction of how the government, industry and stakeholders will work collaboratively to achieve tourism growth in NSW.

The release of the extra \$40 million in funds was contingent on industry and government reaching agreement on the way forward and this draft strategy has delivered on that.

Key components of the draft strategy are:

- Better State Plan Target to maintain our market share
- Stronger partnerships with the industry
- New 'Brand Sydney' for use across industries and government
- New 'Visit Sydney' unit in Tourism NSW to increase the promotion of Sydney
- Expanded international tourism, particularly into China and India
- Expanded regional tourism
- Greater focus on aviation, planning, National Parks and infrastructure
- New Tourism Industry Plan, replacing the Tourism Masterplan to be developed in the next 12 months

Industry and stakeholders have been thanked for their support and valuable input. The final NSW Tourism Strategy will be presented to NSW Cabinet in September 2008.

The draft NSW Tourism Strategy was developed in response to the NSW Government commissioned Review into Tourism by John O' Neill AO released in June this year.