



Stuart Ayres

Minister for Jobs, Investment, Tourism and Western Sydney

MEDIA RELEASE

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STATE'S VISITOR ECONOMY PRIMED TO DRIVE FUTURE DEMAND WITH NSW GOVERNMENT SUPPORT

More than 280 tourism organisations will share in \$9.5 million of NSW government funding to support product development, marketing programs and business events across the state.

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said the funding would provide a significant boost to the visitor economy and support tourism businesses statewide at a time when the industry was doing it tough during COVID-19 restrictions.

This funding will create jobs, enhance the visitor experience, promote NSW regions as 'must-visit' destinations, and stimulate new business event activity that will collectively generate hundreds of millions in visitor expenditure.

"These grants are all about generating future demand for NSW as the number one State to visit, host events and do business," Mr Ayres said.

"Whether it's to upgrade the standard of accommodation, develop an entirely new visitor experience, stage a regional conference or city-based business event, or deliver a compelling marketing campaign, these grants will ensure NSW flies out of the starting blocks when restrictions end and travel resumes.

"Our tourism operators, event owners and local tourism organisations are the backbone of this industry – their passion and resilience and incredible diversity of offerings, make them an essential part of growing the NSW visitor economy.

"In 2019, before the pandemic, overnight visitor expenditure hit a record level of \$35 billion – our goal is not simply to regain that position but to smash all previous records by investing in turbocharging our recovery.

"We need to get to work now so we're ready to welcome back our visitors and give those first time and repeat travellers even more motivation to love Sydney and NSW as much as we do."

The \$9.5 million will be delivered through the following programs:

- \$4 million Kickstart 2021 Sydney Business Events Fund (administered by BESydney in conjunction with Destination NSW) - 68 recipients to date, with assessment of submissions ongoing
- \$1.5 million for Regional Conferencing – 63 recipients to date

- \$3 million via two streams of the Tourism Product Development Fund – *Refresh and Renew Fund* and *Experience Enhancement Fund* - 118 recipients
- \$1 million Tourism Industry Marketing Support package – 32 recipients

The NSW Government through Destination NSW will deliver the grants and support recipients to best manage their project delivery considering the impact of the current restrictions.

Businesses involved in the NSW visitor economy that are affected by the COVID-19 related restrictions may also be eligible for funding through the Commonwealth and State Government's \$5.1 billion support package announced on 13 July.

For more information about all support available to businesses, go to Service NSW: www.service.nsw.gov.au.

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