



Stuart Ayres

Minister for Enterprise, Investment and Trade
Minister for Tourism and Sport
Minister for Western Sydney

MEDIA RELEASE

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FREE PROGRAM ACCELERATES DIGITAL SKILLS IN NSW VISITOR ECONOMY

The NSW Government is launching a Digital Skills Accelerator for Tourism program to help NSW tourism businesses transform their online marketing.

Destination NSW has partnered with digital consultancy Tourism Tribe to offer the free program to accommodation providers, tour companies and visitor attractions.

Minister for Enterprise, Investment and Trade, Tourism and Sport and Western Sydney Stuart Ayres said the program would provide customised digital health checks to ensure businesses optimise their websites, improve their online listings and grow their Facebook and Instagram channels.

“The Digital Skills Accelerator for Tourism program is part of the NSW First Program, delivered by Destination NSW to assist businesses across the state to develop, promote and sell great visitor experiences,” Mr Ayres said.

“Digital innovation is crucial to success in the contemporary tourism landscape. Helping businesses in the visitor economy to improve their digital competency is a key pillar of the NSW Government’s Visitor Economy Strategy 2030, which aims to make NSW the premier visitor economy of the Asia Pacific.”

In addition to a customised digital health check report, successful applicants will also receive two, one-hour consultation sessions with a digital advisor and access to a course library to help improve their knowledge and digital skills.

The program complements NSW First Program content, which includes ‘how to’ guides, resources and on-demand webinars for tourism businesses.

Wajaana Yaam Adventure Tours owner Mr Clark Webb said the NSW First program played a vital role in helping his business define its product and how to get it into the market.

“The support that we received from Destination NSW helped get our business to where it is today. We have really valued the opportunity to take part in the NSW First program,” Mr Webb said.

Mr Webb welcomed the decision to add the Digital Skills Accelerator program to NSW First.

“Most small business owners run both the operational and the digital side of their business. Improving the digital skills of tourism operators will ensure better outcomes for the entire visitor economy. I always feel we can learn more in this area as it’s so vast.”

The Digital Skills Accelerator for Tourism program will be open to 150 tourism businesses in NSW.

To review eligibility criteria and apply, visit: www.tourismtribe.com/programs/dnsw2022/

Learn more about Destination NSW’s NSW First Program here: <https://www.destinationnsw.com.au/tourism/business-development-resources/nsw-first-workshops-program>

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