



Media Release

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DESTINATION NSW TURBOCHARGES 23 VISITOR ECONOMY BUSINESSES

Twenty-three NSW businesses have fast-tracked their relationships with key domestic and international travel buyers this week at a Destination NSW networking event.

Held at the Sofitel Sydney Darling Harbour on 8 June 2022, the New Product Workshop provided a platform for NSW visitor economy businesses to meet with buyers including inbound tour operators, domestic wholesalers and online travel agents.

The workshop is part of the NSW First Program, a capability-building program delivered by the NSW Government to help businesses in the visitor economy develop, promote and sell their products.

Minister for Tourism Stuart Ayres said the New Product Workshop played a key role in the NSW Government's Visitor Economy Strategy 2030, which seeks to make NSW the premier visitor economy in the Asia Pacific.

"Developing and delivering a program of business support and industry development is vital to assist businesses to recover and be resilient and sustainable," Mr Ayres said.

"The Destination NSW New Product Workshop has reinforced that NSW is well and truly open for business and offers an unrivalled mix of diverse and compelling destinations and experiences to make visitors feel new again."

Products featured at the event included four Sydney tours that explore the city from new perspectives, four operators from Orange, four winery experiences and six regional NSW accommodation options. The visitor economy businesses spanned accommodation, tour and visitor attraction providers operating in Jervis Bay, the Blue Mountains, Hawkesbury, Hunter Valley, Orange, Port Stephens, Central Coast, Southern Highlands, Wollongong, Snowy Mountains, the Eurobodalla and Sydney.

More than 400 buyer appointments were secured for visitor economy businesses taking part in the New Product Workshop, in addition to informal networking opportunities.

All businesses featured at the event had previously attended NSW First Inbound Strategy and Seller Training workshops and received assistance from Destination NSW to prepare them to distribute tourism products through online and international travel distribution networks.

The appointment-based workshop provided a platform for the businesses to meet and network with buyers, including inbound tour operators, domestic wholesalers and online travel agents. It increased buyer awareness of NSW destinations and new distribution-ready NSW tourism products, while also providing an opportunity for sellers to seek feedback and generate additional bookings for NSW visitor economy businesses.

Printhie Wines Marketing Manager Emily Swift said the New Product Workshop was an exciting opportunity for businesses to improve skills at presenting and promoting their products to the international marketplace.

“As a regional business, it’s amazing to be able to access buyers from around the world and put Orange into international itineraries for the first time,” Ms Swift said.

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“The New Product Workshop has been a valuable opportunity to shine a light on the innovative businesses inviting visitors to get out and appreciate the beauty and wonder of NSW,” Mr Ayres said.

“NSW offers diverse and compelling destinations and experiences. From the vibrant 24-hour culture of Sydney, Australia’s truly only global city, to immersive local food and drink experiences to the incredible natural beauty of our regions, the NSW offering is unmatched.”

View the NSW Product Fact Sheets to find more commissionable tourism products [here](#).

Learn more about the NSW First Program [here](#).

The NSW visitor economy businesses that attended the New Product Workshop were:

SYDNEY AND SURROUNDS

Fit City Tours
fitcitytours.com.au

Sydney Harbour Bike Tours
sydneyharbourbiketours.com.au

Local Travel Planner Pty Ltd
localtravelplanner.com

Urban Walks Across Sydney
urbanwalks.com.au

CENTRAL COAST

Firescreek Botanical Winery
firescreek.com.au

HUNTER VALLEY

Tulloch Wines
tullochwines.com

PORT STEPHENS

Port Stephens Koala Sanctuary
portstephenskoalas Sanctuary.com.au

BLUE MOUNTAINS

Blue Mountains Biking Adventures

bluemountainbikes.com.au

Blue Mountains Stargazing
bluemountainsstargazing.com.au

CENTRAL NSW

Printhie Wines
Printhie.com.au

Country Foods Trails
countryfoodtrails.com.au

NORTH COAST

Vision Walks-Eco Tours
visionwalks.com.au

Kiff & Culture
kiffandculture.com.au

SOUTH COAST

Italian Cooking Experience with Stefano Marvello
stefanomarvello.com

Touchdown Helicopters
touchdownhelicopters.com.au

PepperGreen Estate
peppergreenestate.com.au

Wine Knot Tours
wineknottours.com.au

Southbound Escapes
southboundescapes.com

ACCOMMODATION

Bay and Bush Cottages
bayandbush.com.au

Blueberry Hills on Comleroy
blueberryhillsoncomleroy.com.au

The Oriana
orianaorange.com

The Remington
orange.theremington.com.au

Ski Rider Hotel & Deanes Coaches
skirider.com.au

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