



Ben Franklin

Minister for Aboriginal Affairs
Minister for the Arts
Minister for Regional Youth
Minister for Tourism

MEDIA RELEASE

Wednesday, 1 March 2023

BOOST FOR NATURE-BASED TOURISM OPERATORS ACROSS NSW

Tourism operators and businesses seeking to develop nature-based experiences may be eligible for a share in \$3.5 million to support the creation and enhancement of tourism experiences.

The NSW Liberal and Nationals Government is providing dollar-for-dollar matched grants from \$100,000 up to \$250,000 including tour, attraction and accommodation providers and landholders to fund eligible projects to grow the visitor economy.

Minister for Tourism Ben Franklin said the Nature-Based Visitor Experience Development Grant program would enable the creation of new attractions or capacity to significantly grow existing offerings and drive visitation to local communities.

“This program allows tourism operators to expand or improve their business by creating a new nature experience, build viewing platforms, establishing infrastructure such as walkways or glamping accommodation, which will significantly drive visitation and inject more money into their local economy,” Mr Franklin said.

“Reconnecting with nature is one of the themes that sets NSW apart, with abundant opportunities for visitors to see our National Parks, enjoy the bush and outback stargazing, get up close with marine life or to experience walking, cycling and mountain biking trails.

“The NSW Liberal and Nationals Government is proud to work with industry stakeholders to grow our capability and visitor appeal, and shows our commitment to support new products and visitor experiences that showcase our State’s tourism strengths.

The program was developed in consultation with industry and in-line with NSW Government strategies, including the Destination Network Destination Management Plans, to address key opportunities and actions.

Applications for the grants will open in autumn via <https://www.destinationnsw.com.au/tourism/business-development-resources/funding-and-grants>.

MEDIA: Ben Ingram | 0499 565 629