



**Greg Aplin MP**  
Member for Albury

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## **MEDIA RELEASE**

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31 October 2017

### **NEW DIRECTION FOR VISITOR ECONOMY**

A new independent Visitor Economy Taskforce will undertake a review of the NSW Government's Visitor Economy Industry Action Plan, Member for Albury, Greg Aplin announced today.

Mr Aplin said the review is an opportunity to re-engage with industry, local government, organisations, associations and other relevant stakeholders throughout the region.

"This review is incredibly important and I encourage industry, local government and others to take the opportunity to contribute to this blue-sky approach that will work out the next frontier of tourism policy in NSW," Mr Aplin.

"Local knowledge will be critical to ensuring the Taskforce understands our regions' unique visitor experiences, products and issues, and will ultimately inform the outcomes of the Taskforce's review into the Visitor Economy Industry Action Plan."

Minister for Tourism and Major Events Adam Marshall said the Taskforce would take a long-term look at the NSW visitor economy, consider opportunities for growth and additional methods to measure success into the future.

"NSW is the number one visitor destination in the country across every metric and now is the perfect time to look at what we can do to make our domination over the other states even greater," Mr Marshall said.

"Tourism is big business and vital to the NSW economy, contributing \$32.5 billion each year in revenue and directly employing more than 261,000 people throughout the State.

"We need to start looking beyond 2020 and ensure every corner of the State reaps the benefits of this booming sector, which is why I have established this Taskforce to assess how we are performing and help establish new priorities and areas of focus.

"Rural and regional NSW is an important part of our future plan and our newly established Destination Networks will play key role in working with the Taskforce to ensure stakeholders are consulted across the State."

The NSW Government has delivered 92 per cent of the actions outlined in the initial Visitor Economy Industry Action Plan in 2012. The review will focus on any outstanding actions still to be delivered, with a particular attention on individual tourism sectors and regions across NSW. The Taskforce will report to the Minister by 31 January 2018.

**Have your say on the NSW visitor economy:**

If you are interested in attending one of our consultations, please [register an expression of interest](#). Your attendance and further details will be confirmed prior to the event.

Or complete the [NSW visitor economy survey](#) by **8 December 2017**.

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