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MEDIA RELEASE

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NSW TO BANK BILLIONS WITH 2030 TOURISM TARGET

In a bid to triple overnight visitor spending by 2030 the NSW Government has launched an ambitious State tourism target and new Visitor Economy Industry Action Plan.

Minister for Tourism and Major Events Adam Marshall said the NSW Government would work with industry to aggressively pursue a new target of \$55 billion in overnight visitor expenditure for the State by 2030.

“A new ambitious 2030 tourism target is part of the NSW Government’s focused effort to grow NSW’s position as Australia’s leading destination,” Mr Marshall said.

“Marketing Sydney as the gateway to Australia is key to growing the visitor economy in NSW.

“International visitor markets like China and India represent significant growth opportunities for Sydney and rural and regional NSW, which is why we’re working on campaigns and strategies to fly more tourists to the State.

Promoting the diversity of our State’s rural and regional towns to these priority international markets will be a game changer for local economies.

“We want to make tourism an engine industry for rural and regional NSW – that’s why we’ve also, for the first time ever, created a regional NSW target of \$20 billion by 2020 and \$25 billion by 2030.”

Mr Marshall said the new target comes following an independent review of the NSW Government’s 2012 Visitor Economy Industry Action Plan.

“The review identified a number of areas for growth and recommendations – we’ve responded with 43 targeted actions in this plan,” Mr Marshall said.

“Since 2011 the NSW Government has turned around performance in the visitor economy – we’ve overseen growth of 36 per cent in overnight visitors and 54 per cent in visitor expenditure.

“Our tourism sector already directly employs 171,100 people in NSW – we know that growth in this sector means more jobs. This new plan is our whole-of-government strategy to work with industry to maintain that growth.”

The Visitor Economy Industry Action Plan 2030 is available at www.industry.nsw.gov.au/veiap

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