

Media Release

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\$422 MILLION TO BOOST NSW VISITOR ECONOMY

The NSW Government is investing \$422 million to cement New South Wales as the premier visitor economy of the Asia Pacific and reach its target of \$65 billion in total visitor expenditure by 2030.

Minister for Enterprise, Investment and Trade, Minister for Tourism and Sport, and Minister for Western Sydney Stuart Ayres said the funding would build industry resilience and accelerate the recovery of the visitor economy.

“This Budget will support the visitor economy on the road to recovery, build our Feel New brand, showcase our world-renowned products and experiences, and create new business opportunities and jobs,” Mr Ayres said.

“We are committed to enhancing New South Wales’ offering and developing new opportunities across all corners of the state to drive demand. I want anyone considering a holiday, organising a business event or in need of an unforgettable experience to choose Sydney and New South Wales.

“The Budget supports local operators and businesses, promotes NSW destinations and experiences to domestic and international markets and secures strategic partnerships with airlines and trade partners.”

Over the upcoming financial year, Destination NSW will lead a coordinated, whole-of-government approach to achieving the targets and vision of the Visitor Economy Strategy 2030. Key initiatives include:

- Securing a state-wide calendar of world-class events, including Vivid Sydney, Sydney WorldPride 2023 and the 10 World Cups in 10 Years initiative
- Delivering the \$60 million Aviation Attraction Fund to secure routes and support airlines to return to the State’s airports
- Developing the NSW Government’s Feel New marketing campaign to provide a compelling and unified visitor message for the state to entice visitors
- Managing product and industry development programs.

“The past few years have been very challenging for the visitor economy, and we are focused on investment and collaboration across government and industry to build a brighter future for New South Wales,” Mr Ayres said.

“The visitor economy is the lifeblood of many communities from Byron Bay to Broken Hill, and is pivotal to the future economic prosperity of Western Sydney with the development of the Western Parklands City, Western Sydney Aerotropolis and new Western Sydney International Airport.”

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