



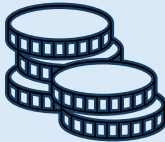



# TOURISM

With a Value Add of \$294m (8.4% of total) and employing 3,052 persons (direct and in-direct), tourism is a key industry and major contributor to the MidCoast economy.

The award-winning tourism brand ‘Barrington Coast – where the leaves touch the waters from the mountains to the sea’ has a social media following of over 150,000 and a global presence with America, Poland, United Kingdom and Canada representing the top countries (after Australia) for website sessions.

The region is currently undertaking Eco Destination Certification. The program, delivered by Eco Tourism Australia, assures travellers that the MidCoast, as a certified destination, is backed by a strong, well-managed commitment to sustainable practices and provides high-quality nature-based tourism experiences within the region.

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|--|---|---|--|
|  <p><b>EMPLOYMENT</b><br/><b>3,052</b><br/>(2023)</p> |  <p><b>NO. OF VISITORS</b><br/><b>2.23M</b><br/>(2yr avg YE23)</p> |  <p><b>VISITOR SPEND</b><br/><b>\$879M</b><br/>(2023)</p> |  <p><b>VALUE ADD</b><br/><b>\$294M</b><br/>(2023)</p> |
| <b>8.6% OF TOTAL EMPLOYMENT</b>  | <b>5.8% OF TOTAL VISITATION TO REGIONAL NSW</b>   | <b>3.3% OF TOTAL VISITOR SPEND REGIONAL NSW</b>   | <b>8.4% OF TOTAL VALUE ADD</b>   |

## Opportunities

- Development of **paid visitor experiences and events** including investment in sustainable, nature and cultural tourism experiences.
- Increasing the **supply and diversity of accommodation** including eco-accredited accommodation and the development of high-end accommodation.
- Initiatives that increase **low and shoulder season**, and midweek visitation and encourage **greater regional dispersal**.