



\$6 million for regional conference strategy will help boost NSW Visitor Economy

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The Tourism Industry division of the NSW Business Chamber says the Baird Government's election commitment to invest \$6 million to attract more conferences to regional NSW is an important step towards boosting the State's visitor economy and supporting job creation in regional areas.

"If NSW is going to double overnight visitor expenditure by 2020, we need to invest in tourism infrastructure that improves access, conference opportunities and stimulates mid-week visits to regional areas," said Dean Gorddard, Executive Manager of the Tourism Industry division of the NSW Business Chamber.

"The stagnation in mid-week regional business tourism in recent years has had a discernible impact on many regional communities, and reversing this trend should be a priority for whichever party is elected on March 28.

"The Baird Government's commitment to provide \$6 million to implement a regional conference strategy is a great place to start in addressing this issue, but significant investment in airport and road upgrades in regional NSW is also needed to draw conferences beyond our metropolitan centres."

Investing in emerging tourist destinations in regional NSW is a key plank of the NSW Business Chamber's recently released plan to grow the state's tourism sector, ***NSW Visitor Economy on the move***.

"While a stronger framework of plans is a critical part in boosting tourism in regional NSW, shifting the needle on infrastructure through the long term lease of the State's electricity assets and reinvesting those funds in productive economic infrastructure is the only way we will overcome the stagnant growth in overnight regional visitation"

"We need government working side by side with industry to ensure that plans for regional tourism are linked to areas with real growth potential and are backed up by a firm infrastructure commitment to support that growth," Mr Gorddard said.

A copy of ***NSW Visitor Economy on the move*** can be found [here](#).

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