



Stuart Ayres

Minister for Trade, Tourism and Major Events

Minister for Sport

MEDIA RELEASE

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\$13 MILLION BOOST FOR REGIONAL TOURISM

The Regional NSW tourism industry is set to benefit from a massive funding injection of \$13 million with the NSW Government launching the new Regional Tourism Fund today.

Minister for Trade, Tourism and Major Events Stuart Ayres said the Fund offers operators two different programs for marketing and product development support replacing the previous Contestable Regional Visitor Economy Fund (RVEF).

“Tourism is going from strength to strength in Regional NSW with the highest absolute growth in visitors recorded across regional Australia, up by 1.2 million visitors and 4.5 million nights. This fund will provide a welcome boost to our operators,” Mr Ayres said.

“We’ve made the \$13 million fund available to 2019, an increased investment of \$2.5 million into the regional visitor economy on a matched dollar-for-dollar basis.

“From grants to assist with infrastructure and accommodation projects to delivering marketing campaigns aimed at driving overnight visitation, this fund will support even more projects, stimulating tourism across Regional NSW and create more jobs.”

The Regional Tourism Fund is available to Local Government, tourism and industry sector organisations as well as the six Destination Networks, with the product development program also available to tourism operators.

Destination NSW Chief Executive Officer Sandra Chipchase said unlike the old RVEF, the Regional Tourism Fund will be open year-round.

“Our new Fund will be open to receive applications at any time, offering simplified online forms, broader assessment criteria and quicker assessment processes,” Ms Chipchase said.

“I encourage the regional tourism industry to take advantage of this vital funding opportunity, designed to lure more visitors to some of the Australia’s most beautiful and memorable destinations across our diverse State.”

For further information on the two funding programs including guidelines, fact sheets, FAQs and online forms, visit www.destinationnsw.com.au/regionaltourismfund

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