



With the ever changing restrictions for COVID-19 we are working to get you the best resource list for tourism in the region.

As always please contact [Marilyn](#) 0428 663 147 or [Alex](#) 0418 830 257 if you would like to chat or need anything specifically addressed in this time.

Make sure you feature on the new Macleay Valley Coast website

Super exciting that the new website for Macleay Valley Coast is in the final stages of completion! All Macleay Valley Coast tourism operators that are listed on ATDW will be featured. Please make sure you are listing and up to date before we go live.

Contact Alex on 0418 830 257 or [email](#) to check if you are unsure whether you have a listing.

The Value of Tourism from Destination North Coast

Together with Destination NSW, DNC produce the '[Value of Tourism](#)' document highlighting the value of our industry along the North Coast. Due to the various sources of data this document references, DNC are unable to release this 2019 report until the second half of 2020. This year due to bushfires and COVID-19 this lag period has been exacerbated, but it does provide a timely reflection on the importance of the visitor economy to our region and what we need to build back towards.

What are some of the key changes that have happened from 2018 to 2019?

For the Macleay Valley Coast

- The Macleay Valley Coast increased its visitation from 541,000 visitors in 2018 to 674,000 visitors in 2019
- This meant that we had an increase in expenditure from \$154 million in 2018 to \$224 million for the year of 2019

Overall for the North Coast

- Every minute of every day tourism delivered \$9,787 of visitor spend to the North Coast. This is \$14.1 million per day and \$5.1 billion annually, a 12% increase on 2018.
- Tourism continues to deliver 9.5% of our jobs supporting 7,394 businesses (+4.5% YOY) and employing just under 22k residents
- Visitors stayed in North Coast hotels for 28.5 million nights (+14%), with an average nightly rate of \$185

Throughout late 2019 and all of 2020 our industry has experienced an unprecedented amount of challenges. As always the industry has risen to the challenge, adapted where necessary and capitalised when the opportunity has been right to do so. Many parts of our industry have seen increased activity since the opening of inter-regional travel early in June. Unfortunately the benefits have not been shared by all sectors of our industry with events, internationally focused businesses and excursions and attractions not experiencing the same uplift. As a result we continue to endeavour to find ways to support these entities to adapt and mitigate these challenges to ensure their survival beyond the pandemic.

NSW/Victoria Border To Reopen From 23 November

The NSW Premier announced that the NSW/VIC border will **reopen 23 November**. Advance notice of the reopening date should give people confidence to make plans and book holidays in the lead-up to Christmas and the holiday period.

[Read Media Release.](#)

With this announcement comes the decision that [QR code registration](#) will become mandatory for hospitality outlets throughout NSW with plans for this still being finalised.

In another positive step the [Framework for National Reopening by Christmas](#) was announced following National Cabinet meeting last Friday.

Web tutorials from Destination NSW

Destination NSW has produced a series of web tutorials as part of the NSW First Quick Tips series to help tourism businesses in the recovery phase. The web tutorials provide advice about how to stay in touch with customers, maintain relationships with media and distribution partners, and opportunities to develop new areas of business.



The seven Quick Tips Web Tutorials now available include:

- Adapting your product
- How to shoot video
- Refreshing and updating your online presence
- Regional conferencing
- Social media
- Staying connected with distribution partners
- Working with the media

To view the tutorials, visit the [NSW First program page on the Destination NSW](#) website.

NAIDOC Week 2020

NAIDOC Week celebrations are traditionally held around the country each July to celebrate the history, culture and achievements of Aboriginal and Torres Strait Islander peoples, however was postponed to November due to the impacts and uncertainty surrounding COVID-19. NAIDOC is celebrated not only in Indigenous communities, but by Australians from all walks of life.

This year's theme is Always Was, Always Will Be. This recognises that First Nations people have occupied and cared for the continent for over 65,000 years.

Your Business Is Food



CUTTING FOOD WASTE is the best way to save money and boost your business profits... and it's easy.

Our free program provides information, advice and resources to reduce the amount of food you throw away in your business.

How it works:

Do a FOOD WASTE REVIEW to work out where food is being wasted (during preparation, storage or from customers plates)

Develop an ACTION PLAN to reduce food waste

Celebrate SUCCESS with a follow-up review

PROMOTE your achievements to staff and customers

The Your Business is Food program step-by-step tips will help you identify where to cut costs and provide practical solutions to reduce food waste and save money.

[Contact Mid Waste](#) to take part in this FREE program and

receive face to face support and useful resources such as coasters and take away stickers.

[Visit the Your Business is Food program website](#) to read about seven ways you can reduce food waste in your business.

[Click here for more information.](#)

[Sign up to receive these emails directly](#)