

Northern Rivers Tourism Presentation
to Alstonville - Wollongbar
Chamber of Commerce 9 November

Life After a Bypass



Who is Northern Rivers Tourism?

- The regional tourism authority for Northern Rivers NSW
- Member-based, incorporated Association
- Honorary skills-based Board
- Executive team based in Bangalow
- Vision for tourism to be recognised as essential to the economy, culture and communities of the Northern Rivers
- Industry development events, destination marketing campaigns, Advocacy, Insights and research
- First port of call for NSW government into this region's tourism sector
- www.northernriverstourism.com.au

Why is Tourism Important?

- Total visitors 5.312m
- Total visitor nights 8.511m
- Domestic nights 78.4%
- International nights 21.6%
- \$1.353b expenditure
- Employs 6.8% of regional workforce (approx 7200 people)

People Travel for Many Reasons

- Pleasure
- Visiting Friends and Relatives
- Business
- Conferences
- Education
- Employment
- Special Interest

Regional Branding



lennox-head

A peaceful village by the sea, between Ballin
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byron-bay.

Your guide to accommodation, activities, beaches
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Our Regional Brands

the rivers of



Marketing the region more consistently on its experiences

news • activities • attractions • drives • accommodation • transport • postcards • gallery & video • member directory • the rivers



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The Bangalow Experience





From This..



To This...

The Bangalow Experience

- Bypassed in 1994
- Some who believed business was from passing traffic felt it would be the death of the town
- In fact it was the opposite....

The Bangalow Experience

- The bypass meant something important could happen....
- The main street could be closed to traffic temporarily
- Created many options for community based events
- Sloping street was a strength, became the Bangalow Billycart Derby

The Bangalow Experience

- Retailers and Chamber members were united around a desire to prosper
- Community pride and a common vision led to investment
- Some businesses disappeared, others appeared
- Created other reasons to use the ability to close the street to create an **event...**



The town became destination

...and thrived



Applying it to Alstonville - Wollongbar

- Bypass scheduled for February 2011
- Chamber can be a catalyst for community pride, a common vision, investment
- Create reasons to use the ability to close the street to create an **event...**
- **Northern Rivers Food Festival?**
- **Macadamia Festival?**
- **Create a destination worth detouring for!**

The Legendary Pacific Coast



The Legendary Pacific Coast

- a touring experience that embraces the open road, freedom and the magnificent beaches and hinterland that lie on **either side** of the Pacific Highway between Sydney and Brisbane
- \$700,000 campaign – a collaboration of four RTOs, 210 tourism industry members, 38 National Parks and over twenty Local Tourism Associations
- Supported by the Federal and NSW Governments
- Accounts for 31 million visitors p.a. expenditure of \$7.7 billion (2009)

Legendary Pacific Coast Website

- [Click here to view Site Demo](#)

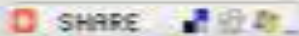
The Legendary Pacific Coast

- The road is the means to an end
- Travellers are encouraged to take a diversion to destinations offering something unique
- They will if its worth their while!

Search

Search criteria...

Community Home



Thankyou

Welcome to the Northern Rivers Tourism Community! Here are some highlights to get you started. Come back often as this page is sometimes updated several times a day!

Must read

www.northernriverstourism.com.au

[New report from Tourism Research Australia](#)

The latest consumer perceptions report from TRA has been released. Covering the Snowy Mountains region, it contains tonnes of great findings and recommendations for any eco-destination - like the Northern Rivers!

Plus...

Tourism Symposium presentations are now online in their exclusive forum. Not only can you download the presentations but you can discuss them on the same page!

Plus: [photos from the Tourism Symposium!](#)

Call for NRT Board Members!

We have three vacancies on the NRT Board. Appointments are for three years. [Click here for details.](#)



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Calendar

30/10/2010
Jacaranda F