



# **Mayoral Minute MM1 Ordinary Meeting**

**Venue:           Administrative Headquarters  
                      Civic Place  
                      Katoomba**

**Meeting:       7.30pm 21 April, 2015**





**ORDINARY MEETING**

**21 APRIL 2015**

**AGENDA**

<b>ITEM NO.</b>	<b>PAGE</b>	<b>SUBJECT</b>	<b>COMMENTS</b>
		<b><u>MINUTE BY MAYOR</u></b>	
MM1	4	Tourism in the Blue Mountains and Destination New South Wales	

ITEM NO: MM1

SUBJECT: TOURISM IN THE BLUE MOUNTAINS AND DESTINATION NEW SOUTH WALES

FILE NO: F09163 - 15/69806

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**Delivery Program Link**

*Principal Activity:* Civic Leadership

*Service:* Governance and Risk

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**Recommendation:**

*That Council writes to Destination NSW to request that their upcoming independent forum on the way forward with regional tourism consider developing alternate options for a robust and sustainable model for regional tourism and marketing for the Blue Mountains as soon as practicable.*

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**Mayoral Minute**

The Blue Mountains is one of the world's iconic visitor destinations, being the third largest regional tourism destination in NSW. In this role the Blue Mountains hosts many millions of visitors per annum, having an estimated gross economic value of \$520 million and local economic contribution is \$380 million. As a result, the Tourism sector is a most significant local employer, contributing directly or indirectly to an estimated 5,000 jobs.

The tourism sector is of considerable importance to the Blue Mountains economy. This has been borne out by recent figures produced by Destination NSW below, showing the scale of the industry but also the recent trends:

- BM domestic overnight visitors: 808,000 domestic overnight visitors to Blue Mountains, with an increase of 9.2%, between year ending December 2013 and the year ending December 2014. However, for the same period the actual number of visitor nights in the region decreased by 3.2% compared to year ending December 2013 (i.e. more visitors but staying less nights).
- Domestic overnight visitor spend: \$271 million down by 8.8% on year ending December 2013.
- Regional NSW domestic overnight visitors: Year ending December 2014 was up by 5.5% on year ending December 2013 – with the Blue Mountains out-performing other regions in NSW in domestic overnight visitors.
- BM overnight international visitors: 85,400 visitors year end September 2014, which was up by 3.9% on year ending September 2013.
- BM overnight international visitor nights: 409,800 nights, which was down by 4.7% on year end September 2013.
- BM domestic daytrip travel: 2.5 million in year end December 2014, which was up by 18% on year end December 2013.
- Regional NSW domestic daytrips: Day trip to year end December 2014 was down by 1.4% on year end December 2013.

Blue Mountains City Council has made a significant financial contribution to tourism in the Blue Mountains over an extended period, including direct funding of regional tourism organisations such as Blue Mountains Lithgow Oberon Tourism. The Council manages two,

seven day a week Visitor Information Centres located at Glenbrook and Echo Point. Council also manages major tourism destinations, including Echo Point and the Blue Mountains Cultural Centre. In addition Council has completed a \$360,000 upgrade of tourist signposting in the Blue Mountains and has planned infrastructure improvements, particularly for natural area visitor facilities, town centres and tourist parks in the coming years.

As a result of the significance of tourism to the economy of the Blue Mountains, it is essential that there is a robust model for regional tourism promotion and marketing for the Blue Mountains. As such DNSW have agreed to host an independent forum to discuss the way forward with regional tourism, likely to be in late May or early June 2015. It is recommended that Council write to Destination NSW stating the need for ensuring a robust model is considered going forward that meets contemporary needs of the City.

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