



Stuart Ayres

Minister for Jobs, Investment, Tourism
and Western Sydney

MEDIA RELEASE

Tuesday, 27 April 2021

NSW TOURISM GETS A \$6.5 MILLION BOOST

The New South Wales visitor economy will get a boost through two new industry support and marketing programs.

Applications are open for the \$5.5 million Business Events Industry Support package and \$1 million Tourism Industry Marketing Support package through the NSW Government's tourism and major events agency Destination NSW and Sydney's business events bidding specialists BESydney.

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said these targeted programs would support the businesses and communities hardest hit by the COVID-19 pandemic.

"We're helping the event owners, businesses, local tourism organisations, regional councils and industry groups that need it most by stimulating activity now and creating a pipeline of events and visitors into the future.

"The business events industry is a powerhouse of the NSW visitor economy because it attracts high yield visitors who stay multiple nights, and these events engage many industry partners from accommodation and catering to staging, AV and other event delivery services.

"The Tourism Industry Marketing Support package offers dollar-for-dollar support to communities that are ready to drive demand that translates to bookings and confidence, for businesses," Mr Ayres said.

The programs are part of the NSW Government's Tourism Support Package and include:

- **\$4 million Kickstart 2021 Sydney Business Events Fund (administered by BESydney in conjunction with Destination NSW):** Up to \$45,000 for one-day events and up to \$90,000 for two-day events in Greater Sydney, Newcastle and Wollongong, matched dollar-for-dollar by event organisers
- **\$1.5 million for Regional Conferencing** to include an additional round of the *Regional Business Event Development Fund*: Up to \$15,000 for events with up to 150 delegates, and up to \$30,000 for events with more than 150 delegates
- **\$1 million Tourism Industry Marketing Support package – grants program:** Destination NSW will match dollar-for-dollar between

\$10,000 and \$50,000 for operators to deliver marketing activities to promote visitor experiences, attractions, tours and accommodation

“The NSW Government is committed to supporting businesses engaged in the visitor economy, so they have confidence and hope for the future,” Mr Ayres said.

Both marketing programs include digital, social media, print and video media placements, and are supported by publicity and partnership activity to amplify the message and convert interest to bookings.

To apply for the Business Events Industry Support package grants and for more information including eligibility criteria and the LGAs relevant to each fund, visit www.meetinsydney.com.au for the Greater Sydney, Newcastle and Wollongong program and www.meetinns.com.au for business events elsewhere in regional NSW.

To apply for the Tourism Industry Marketing Support package and for more information including eligibility criteria, visit www.destinationnsw.com.au/news-and-media/tourism-recovery.

Campaign assets are available to [download: www.media.destinationnsw.com.au](http://www.media.destinationnsw.com.au)

To apply for the Tourism Industry Marketing Support package and for more information including eligibility criteria, visit www.destinationnsw.com.au/news-and-media/tourism-recovery.

MEDIA: Sophie Hull | Minister Ayres | 0447 583 756