

## Jodi McKay

Minister for Tourism  
Minister for the Hunter  
Minister for Science and Medical Research  
Minister Assisting the Minister for Health (Cancer)



Embargoed until Monday March 16, 2009

### Minister joins Tourism Roadshow on visit to Blue Mountains

Minister for Tourism Jodi McKay will meet with Blue Mountains, Lithgow and Oberon City Councils today to discuss opportunities to collaborate to sustain and revitalise the region's tourism industry.

Ms McKay said the NSW Government had committed an extra \$40 million funding over three-and-a-half years to grow tourism and developed a comprehensive new Tourism Strategy which includes a significant focus on regional tourism.

"Regional councils play a critical role in fostering tourism in their areas. It is important they are informed of the latest developments in the industry and advice on how they can work with regional tourism organisations to help grow the existing market," Ms McKay said.

"Tourism is vital to the NSW economy. It provides 158,000 jobs across the State, with almost half of those in regional areas.

"Last financial year regional NSW earned \$8.3 billion from domestic and international tourism expenditure.

"But the tough global economic conditions mean there has never been greater competition to attract visitors. We have developed a strategy that is designed to grow the industry, a key component is partnership with industry and local government support.

"I will be joining Tourism NSW representatives to talk to council representatives from the Blue Mountains region about our new strategy and how councils can benefit from accessing funding to grow tourism in collaboration with local tourism organisations and Tourism NSW."

Member for Blue Mountains Phil Koperberg said the Tourism road shows are a worthwhile initiative.

"I'm delighted to see a strong focus on regional tourism and I am also pleased to host the Minister in the Blue Mountains as part of the consultation process in our region," Mr Koperberg said.

"I'm sure our local councils will make the most of the opportunity to learn how they can benefit from a collaborative approach to tourism."

Ms McKay said the visit was part of Tourism NSW efforts to meet with local councils in regional areas across the State.

"It is hoped that these meetings will provide invaluable input into tourism in regional areas," Ms McKay said.

“The new Tourism Strategy provides a unique opportunity for all areas of government to work together to build a sustainable tourism industry for our regions and the State.”

For more information on the Tourism Strategy and regional tourism go to [www.visitnsw.com](http://www.visitnsw.com)

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