

# Jodi McKay

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



Monday March 23, 2009

## Tourism NSW roadshow comes to the Outback

Tourism NSW will meet with Outback councils today to discuss opportunities to sustain and revitalise the region's tourism industry.

Minister for Tourism Jodi McKay said Tourism NSW will meet with councils from Bourke, Walgett, Brewarrina, Bogen, Cobar, Central Darling, Broken Hill, Wentworth and Balranald.

"Regional councils play a critical role in fostering tourism in their areas," Ms McKay said.

"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 NSW representatives will talk to council representatives about how they can benefit from funding to grow tourism in collaboration with local tourism organisations and the Government.

"We have committed an extra \$40 million funding over three-and-a-half years to grow tourism and developed a comprehensive new strategy which includes a significant focus on regional tourism.

"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."

Duty MLC for the Murray-Darling Tony Catanzariti said tourism is important to the economy of outback NSW and welcomed the opportunity to explore new ways to strengthen the industry.

"Outback NSW received 443,000 domestic overnight visitors and 12,600 international overnight visitors who contributed nearly \$215 million for the region to the year ending December 2008," Mr Catanzariti said.

"I'm delighted to see a strong focus on regional tourism and 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.

"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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