



# Strategy 2024

NEWCASTLE  
**TOURISM**

INDUSTRY GROUP

A leading voice  
driving Newcastle's  
visitor economy.

Building our visitor economy.  
Driving growth and commercial success.  
Fostering sustainability and inclusivity.

# Strategic pillars 2024 and beyond

Newcastle Tourism Industry Group (NTIG) provides a unified voice for the local visitor economy, bringing together the tourism sector and businesses and services.

NTIG is a lean, agile organisation led by a group of diverse, passionate volunteer committee members. Our strategy for 2024 will be centered around five focus areas:

## Industry Education and Networking

Acting as a conduit between our education partners and industry we help to build sustainable programs to increase industry knowledge and standards.

## Advocacy

As we help promote the visitor economy and drive demand for NTIG members, we work closely with City of Newcastle and all industry stakeholders, giving a voice to our member businesses and making sure the Destination Management Plan will come to life through 2024 and beyond.

## Event Activation

We will draw on funding from a \$60,000 Special Business Rate grant to support two major events in Newcastle in 2024. Our concepts focus on precinct activation to promote the partnership between the respective events and the city.



## Industry Recognised Awards Program

The annual Newcastle Hospitality & Tourism Awards put a spotlight on the best of Newcastle's visitor economy and drive a sense of community and collaboration within the industry.

## Inclusiveness

We work with local, state and national businesses to assist NTIG members in understanding what areas of inclusivity can assist their customers and their business while promoting a culture of inclusivity in everything we do as NTIG.

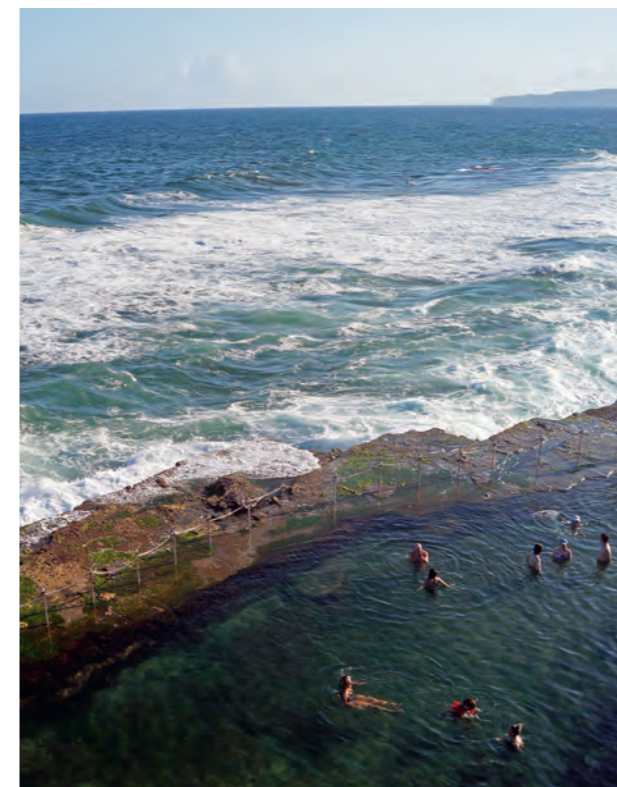


# Stronger together

NTIG is increasing the viability and **sustainable growth** of the Newcastle visitor economy by creating strong partnerships with our key stakeholders, using a whole-of-industry approach.

We support events, festivals and conferencing and encourage creativity, culture and heritage to increase the overall quality of the **Newcastle visitor experience**.

In doing so, we help our member businesses capitalise on the **business opportunities** of events both large and small.



We are committed to **raising awareness** for the stunning beauty of Newcastle's coastal areas, its rainforests and wetlands to further enhance the city's reputation as a must-visit destination.

We seek to support our growing number of tour operators, our vibrant hospitality scene, bars and vivacious nightlife.

NTIG is actively fostering unified marketing initiatives, product development and industry collaboration to enhance **promotional efficiency and effectiveness**.

We are keen to support **growth of** domestic, interstate and international **visitor numbers** in line with the Destination Management Plan's key focus areas of Aquatic and Coastal, Active and Outdoors, Arts, Culture and Heritage, Culinary and After Dark.



\$9,359/MINUTE:  
DOMESTIC VISITOR  
SPEND IN DSSN



\$255 MILLION:  
VISITOR SPEND AT  
KEY EVENTS



\$1 BILLION:  
ECONOMIC  
OUTPUT/YEAR



OVER 3.4 MILLION  
DOMESTIC VISITORS

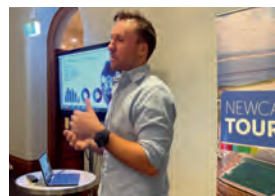


1.6 MILLION  
OVERNIGHT VISITORS

# Membership benefits



- ✓ Industry updates and education through monthly meetings, member forums, surveys and regular digital newsletter.
- ✓ Links and networking with key industry professionals and access to major tourism stakeholders.
- ✓ Opportunity to raise crucial local industry opportunities and issues.
- ✓ Input on tourism planning, development and marketing initiatives.
- ✓ Entry opportunities into the annual Newcastle Tourism & Hospitality Awards. ONLY members are eligible to win the major prize.
- ✓ Ability to share newsworthy information about your business with NTIG members.
- ✓ Access to and guidance with industry awards and grant opportunities.
- ✓ Access to tourism product development opportunities and inclusion in regional event activations.
- ✓ Invitation and FREE entry to monthly membership meetings.
- ✓ Discounted entry to NTIG-hosted events (eg bi-annual networking dinners with keynote speakers or the Newcastle Tourism & Hospitality Awards). Access to sponsorship opportunities.
- ✓ Listing on the NTIG website.



## JOIN US AS WE CONNECT AND PROMOTE NEWCASTLE

### Visitor Economy Associate

(e.g. retail, transportation)



### Tourism Operator

(< 25 FTEs)



### Major Operator/Corporate

(>25 FTEs)

