



MEDIA RELEASE

Tuesday 3 December 2019

TOURISM LEADERS ATTEND INTERNATIONAL STRATEGY LUNCH IN NEWCASTLE

Tourism Accommodation Australia CEO Michael Johnson was in Newcastle recently, along with other local Newcastle and Central Coast General Managers, for a luncheon with Glenn Caldwell, General Manager of Destination Sydney Surrounds North.

Held at Rydges Newcastle, the purpose of the event was to allow tourism leaders to learn more about Destination Sydney Surrounds North's International Tourism Strategy, aimed at further developing visitor experiences and bridging the gap between product and knowledge to increase growth potential.

"Overall this was an extremely worthwhile event and a great opportunity for our TAA NSW members to come together and enjoy a robust discussion centred round the future of tourism here in Newcastle and the wider Hunter," Mr Johnson said.

"Key topics at the event included discussion around the success of the Supercars Newcastle 500, but also the need for a more extensive event calendar to ensure consistent visitation to the area."

Future development of three high-end, luxury hotels within the Newcastle CBD was also on the agenda and Mr Johnson said it was a positive step forward for the city.

"It is a case of build it and they will come," he said.

"These properties will provide a new dimension in accommodation options for visitors and be an extremely important development for Newcastle."

Mr Johnson said he would be reviewing Destination Sydney Surrounds North's International Tourism Strategy with the aim of securing government support to ensure to future of the region's growing tourism industry.

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