



Visitors mean business: the link between tourism and prosperous communities

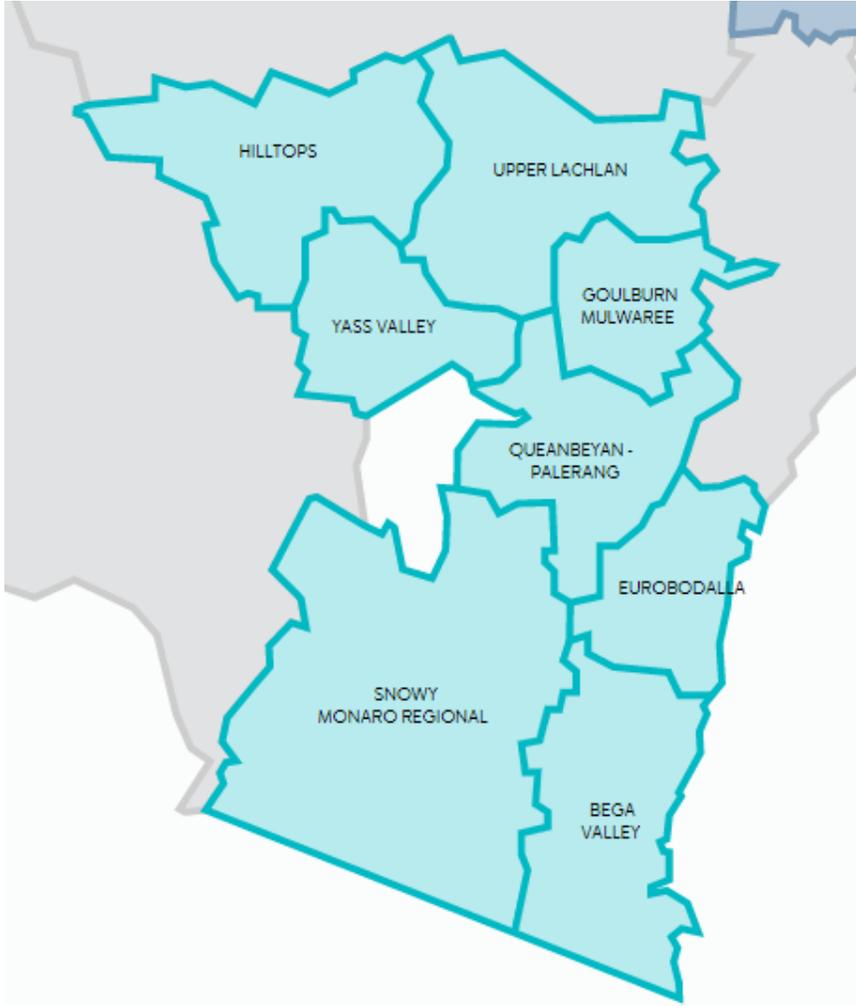
**QPRC Visitor Economy Forum
Monday, 11 August 2025**

**Richard Everson
General Manager, Destination Southern NSW**



**Destination
Southern NSW**

Value of the Visitor Economy in Southern NSW



| Destination Southern NSW | FY 2024-25 |
|---|------------|
| Total Spend | \$ 3.9B |
| Total spend increase on previous year | 0.7 % |
| Tourist Spend | \$ 1.1B |
| Tourist spend as % of total spend | 28.7 % |
| Tourist spend increase on previous year | 2.4 % |
| Tourist # | 3 M |
| Tourist # increase on previous year | 2.5 % |

Value of the Visitor Economy in Queanbeyan Palerang



| | |
|---|------------|
| Queanbeyan Palerang Regional Council | FY 2024-25 |
| Total Spend | \$ 720 M |
| Total spend increase on previous year | 3 % |
| Tourist Spend | \$ 54.8 M |
| Tourist spend as % of total spend | 7.6 % |
| Tourist spend increase on previous year | 10.1 % |
| Tourist # | 412,000 |
| Tourist # increase on previous year | 12.5 % |

Comparative value of the Visitor Economy

| | Destination Southern NSW | QPRC | QPRC as % of Destination Southern NSW |
|---|-----------------------------|-----------|---|
| Total Spend | \$ 3.9B | \$ 720 M | 18.7 % |
| Total spend increase on previous year | 0.7 % | 3 % | |
| Tourist Spend | \$ 1.1B | \$ 54.8 M | 4.96 % |
| Tourist spend as % of total spend | 28.7 % | 7.6 % | |
| Tourist spend increase on previous year | 2.4 % | 10.1 % | |
| Tourist # | 3 M | 412,000 | 13.9 % |
| Tourist # increase on previous year | 2.5 % | 12.5 % | |

What is the Visitor Economy ?

| QPRC Tourist Spend \$ M | FY 2024-25 | % |
|-------------------------|------------|------|
| Food Retailing | 15.3 | 28 % |
| Transport | 11.5 | 21 % |
| Tourism & Entertainment | 9.8 | 18 % |
| Retail | 7.4 | 13 % |
| Accommodation | 7.1 | 13 % |
| Other | 3.9 | 7 % |
| Total | 55 | |



What is the Visitor Economy ?

| Visitor Definition | Month | Region Type | Spend location |
|---|-----------|-------------|------------------------------|
| Tourists <input type="button" value="v"/> | June 2025 | LGA | Queanbeyan-Palerang Regional |

| | Spend | Spend Location |
|---|---------------|----------------|
| Total | \$4.3M | ↑ 18.8% |
| Food Retailing | \$1.1M | ↑ 14.2% |
| Supermarkets | \$790K | ↑ 11.2% |
| Groceries and Other Food Retailing | \$330K | ↑ 22.3% |
| Private Transport | \$909K | ↑ 15.4% |
| Tourism and Entertainment | \$837K | ↑ 32.1% |
| Takeaway and Fast Food Outlets | \$229K | ↑ 21.9% |
| Pubs, Taverns and Bars | \$203K | ↑ 11.0% |
| Restaurants | \$155K | ↑ 40.9% |
| Attractions, Events and Recreation | \$149K | ↑ 187.6% |
| Cafes | \$93K | ↑ 4.0% |
| Discretionary Retail | \$620K | ↑ 30.9% |
| Other Discretionary Retail | \$467K | ↑ 34.6% |
| Department Stores, Clothing & Accessories | \$152K | ↑ 20.6% |
| Accommodation - Instore | \$235K | ↓ -7.0% |
| Accommodation - Online | \$222K | ↑ 29.7% |



The role of Destination Southern NSW



Strategy

Delivering strategic priorities via our Destination Management Plan



Coordination & Advocacy

Connecting industry and support agencies



Building Capacity

via sector-wide projects



Building Capability

by supporting industry operators



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Destination
Southern NSW

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Delivering strategic
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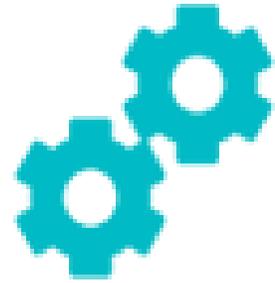
Building Capability

by supporting industry
operators

Choose Tourism NSW



How Can We Help?



Building Capability
by supporting industry
operators



How Can We Help?

Website
Newsletter
Data
Grants
Resources
Pathways
Events



Upcoming Events

Tuesday 19 Aug 2025, 2.00 - 2.30 pm
CyberWardens Level Two, Safe Ai for Small
Business webinar

Thursday 28 Aug 2025, 4.30 - 6.30 pm
Southern Yarns, The Gundaroo Inn

Wed 8 Oct 2025, 9.00 am - 1.00 pm
Social Impact Workshop - 'Social Impact of
Tourism' Queanbeyan

Thur 9 Oct 2025, 9.00 - 1.00 pm
Social Impact Workshop - 'Social Impact of MTB
Tourism', Jindabyne



Key Areas of Tourism Impact

Tourism has the capacity to support a range of social and wellbeing outcomes.

HEALTH

EDUCATION

EMPLOYMENT

HOME
(SECURITY OF
HOUSING)

SOCIAL AND
COMMUNITY
WELLBEING

SPORT
(Personal
Fitness)

Community and business support is essential



The Value of Tourism to Councils

This document has been prepared to supplement the content included in a recent presentation to the Local Government NSW Destination and Visitor Economy Conference by Richard Everson, General Manager...

[Read More →](#)

- Shared community values
- Authentic, genuine welcome
- Local voices and faces are essential for authentic marketing
- Regional dispersal – consistently good experiences
- Hunt in packs - collaboration, not competition > shared success
- Build a case for governments to fund investment in tourism infrastructure and sustainment
- We want to get it right – sustainable tourism benefits everyone



Destination
Southern NSW

Next Steps

Visit website

Subscribe to newsletter – via website

Attend events

Share your feedback

Engage with your Industry Development
Manager



**Destination Southern
NSW website**



**Value of Tourism to
Councils Summary**