

INQUIRY INTO TOURISM IN LOCAL COMMUNITIES

Organisation: Goulburn Mulwaree Council

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The Director General
General Purpose Standing Committee No. 3
Legislative Council
Parliament House Macquarie Street
Sydney NSW 2000

Dear Sir,

SUBJECT: INQUIRY INTO TOURISM IN LOCAL COMMUNITIES

We thank you for the opportunity to present a submission in relation to the value and impacts of tourism in local communities across NSW.

The Goulburn Mulwaree area receives an estimated 240,000 domestic overnight visitors and 430,000 domestic day visitors annually, with an estimated 520,000 nights spent in the area each year. This equates to an estimated \$88 million dollars in domestic visitor spending in Goulburn Mulwaree each year. It is estimated that 1,005 full time equivalent jobs in Goulburn Mulwaree are dependent on this Tourism.¹

The value and impact of tourism on the Goulburn Mulwaree community has never been fully measured or appreciated. Tourism has vastly been recognised by many as only being related to the traditional leisure holiday visitor, rather than capturing the broad impact of tourism economically, socially and culturally. It is anticipated that the findings from the inquiry to review the value and impacts of tourism in local communities across NSW will recognise the importance of tourism to our local economy.

Many business and industry sectors play an important role in the visitor economy, yet many of these businesses and sectors do not recognise their contribution or their connection to tourism.

Whilst we share similar thoughts to that of Inland NSW Tourism as documented in their submission to the inquiry into tourism in local communities, we do not object to the use of special rate variations by Councils to support tourism initiatives.

We wish the Committee well with the inquiry and look forward to seeing the final report.

Yours faithfully

Sarah Ruberto
Manager Strategic Marketing

¹ Tourism Research Australia: National Visitor Survey (1998-YE June 2011); International Visitor Survey (1999-YE June 2011); Tourism Profiles for Local Government Areas in Regional Australia (New South Wales) 2008; Department of Industry Tourism and Resources: Tourism Impact Model for Australian Local Government (2006). Data sampled and provided by Tourism Strategy Development Services.