



The Coastwatchers Association Inc.

CHARCOALITION

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COMMUNITIES & BUSINESSES FOR A CHARCOAL-FREE SOUTH COAST

MEDIA RELEASE

TOURISM

(Updated 6 June 2002)

The South Coast Region of New South Wales has been identified as the fifth most popular domestic overnight trip destination within Australia. This area is also the third most visited region for families.

Batemans Bay was the most popular town for an overnight stop along the South Coast. Other popular locations were Merimbula, Narooma, Ulladulla, Eden, Nowra and Kiama.

The Eurobodalla Coast Convention Bureau already has five conferences in place for 2001-2002 and expects to bid for at least ten more. 20,000 people responded to *A Tour By Car* campaign and this is the focus of further promotion aimed at international visitors.

It is estimated that 6,200 jobs or 14.1% of total employment in the South Coast region is due to tourism expenditure. The national estimate is 6% (1). This means that tourism employs twice as many South Coast residents as agriculture, forestry, fishing and mining.

The dollar worth of tourism to the South Coast today is estimated at around \$700 million.

The main attraction of the area is the pristine image of the south coast. It is an image that has been co-operatively created by the shires over the past few years providing a bright future for tourism and employment.

The proposed charcoal factory will destroy the image of an unpolluted south coast and hazards due to more heavy vehicles will deter driving-holidaymakers, leading to long term job losses.

The damage to tourism would offset initiatives designed to boost economic and ecologically sustainable regional development.

The Eurobodalla Tourism and the Batemans Bay Chamber of Commerce have publicly expressed their opposition to this proposal.

(1) Bureau of Tourism Research South Coast Study 2001.