

Welcome

2023 Maitland Visitor Economy Forum & Networking Lunch

maitland



Rachel MacLucas, Executive Manager Vibrant City **Destination Management update**



Destination Management Plan

- Five priority hubs
- Seven key themes
- Over \$20m in State and Federal funding secured for projects identified in the DMP



Value of the visitor economy

- 708,000 visitors each year
- 172,000 overnight stays and 536,000 day trippers
- Total value injected into local economy \$174m

Source: Tourism Research Australia –
Maitland LGA Profile Dec 2020 – Dec 2022



Maitland Town Hall

- Important asset in Central Maitland
- Fully accessible performing arts venue
- Working to attract high value business events



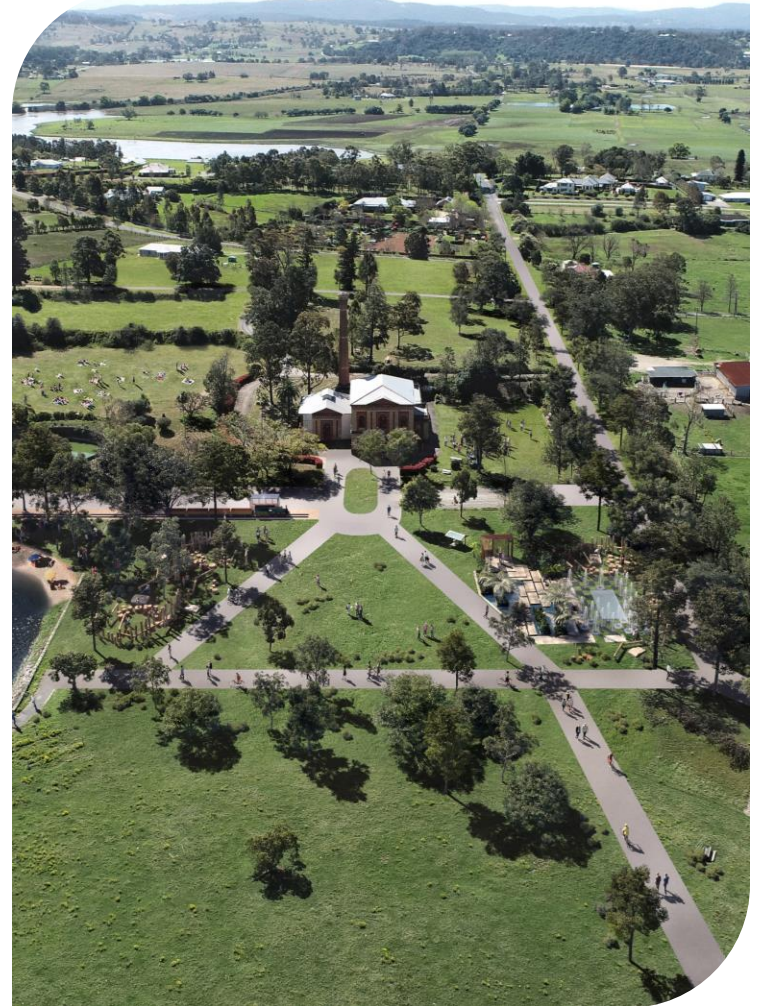
Maitland Gaol

- Vision to become an iconic tourism destination
- \$11.7m funding to progress works
- Focus on functions, events and activations
- Hotel feasibility study



Walka Water Works

- Vision to become an...
overnight destination for
nature based tourism,
weddings, functions and
events
- \$15.1m funding to
progress works
- Community Liaison Group



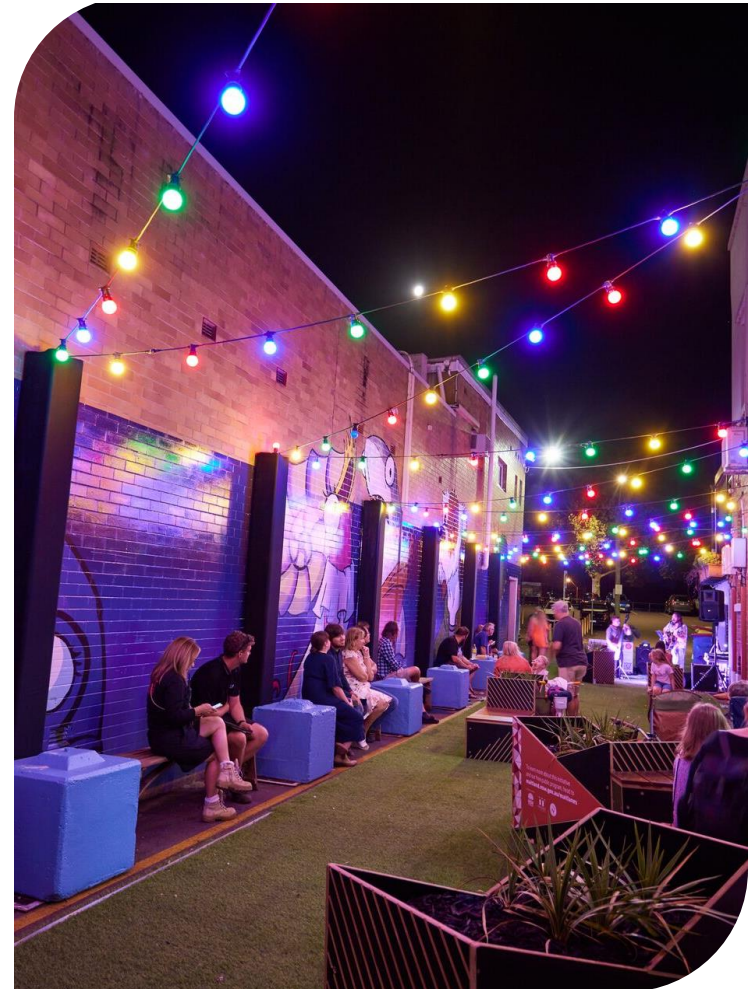
Morpeth to Walka Shared Pathway

- Vision to become an iconic trail for NSW
- 13km connecting four priority hubs
- More than \$3m in grant funding to date



Events & Place Activation

- Key driver of overnight visitation
- DMP highlights range of opportunities
- Review of how we deliver and support events upcoming



Maitland Riverlights

- Secured \$650k funding
- Premier multicultural festival in NSW
- Expanded to a five day event in 2023
- Finale on 7 October
- Opportunities for businesses to get involved



What else is happening?

- It Must Be Morpeth
- Destination marketing
- Agritourism plan
- Accommodation development
- Cultural tourism experiences
- Business development



The image shows an art gallery exhibition held in a large, multi-story brick building. The walls are a mix of light and dark brick. Two large, dark red walls serve as the primary display surfaces for various framed artworks. The art includes a large painting of hands, a painting of a person in a blue dress, and several smaller pieces. In the center, four people are seen from behind, looking at the art. The floor is made of light-colored wood. There are arched doorways and a staircase visible in the background. The overall atmosphere is that of a professional art gallery.

THANK YOU

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city council