



Media release

Mayor: Jim Simmons
General Manager: Ashley Lindsay

LOCKED BAG 23 GRAFTON NSW 2460
Telephone: (02) 6643 0200

FOR IMMEDIATE RELEASE

July 9, 2019

Record tourism numbers in the Clarence

THE Clarence Valley has recorded its highest tourist numbers in history, with an estimated 1.3 million visitors coming to the region during 2018.

Tourism Research Australia figures show a 22% increase in international, domestic and day visitors from 2017 to 2018, continuing an impressive increase over the past three years.

Clarence Valley Council destination management officer, Lou Gumb, said the word was getting out that the Clarence Valley region boasted some of the finest scenery, adventure and nature-based experiences that Australia had to offer.

“The Clarence Valley offers a diverse array of quality and unique offerings,” she said.

Key Clarence Valley tourism results for 2018 are:

- Domestically, we welcomed 680,000 overnight visitors who stayed 2,355,037 nights.
- Internationally, the Clarence Valley received 27,000 visitors who stayed 157,830 nights.
- Day visitors to the Clarence Valley totalled 600,000.

Council’s economic development manager, Elizabeth Fairweather, said Tourism Research Australia’s figures showed a big turn around after a steady decline in tourism numbers over the past 10 years.

“We hit the lowest point in 2014 when 857,000 visitors were recorded as coming to the area,” she said.

“But here we are at the end of 2018 with a whopping 52 per cent increase on this in a relatively short space of time.

“The graph line is now on a fast incline but this hasn’t happened by accident. We’ve worked incredibly hard to create awareness of the Clarence Valley, support the local industry, encourage nature-based sporting events and overall enhance the region’s nature-based experiences, targeting active families.”

Ms Gumb said there had been a multifaceted approach that included working with the local tourism industry, government bodies including Destination NSW and Tourism Australia, National Parks and Wildlife Service, Crown Lands and the Forestry Corporation.

“We are working to attract visitors and to create an atmosphere that encourages people to stay longer, spend more and return year after year because they have had such a wonderful time in our very special part of the world,” she said.

“You only have to look at our @myclarencevalley on social media to see how many people have already fallen in love with the area and can’t wait to come back. Even those who have not yet visited the Clarence Valley are fast realising the Clarence Valley should be on their to-do list.”

Mayor Jim Simmons said the impressive numbers were charging the region’s economy, generating jobs and driving investment in local communities as tourists chose to visit the Clarence Valley.

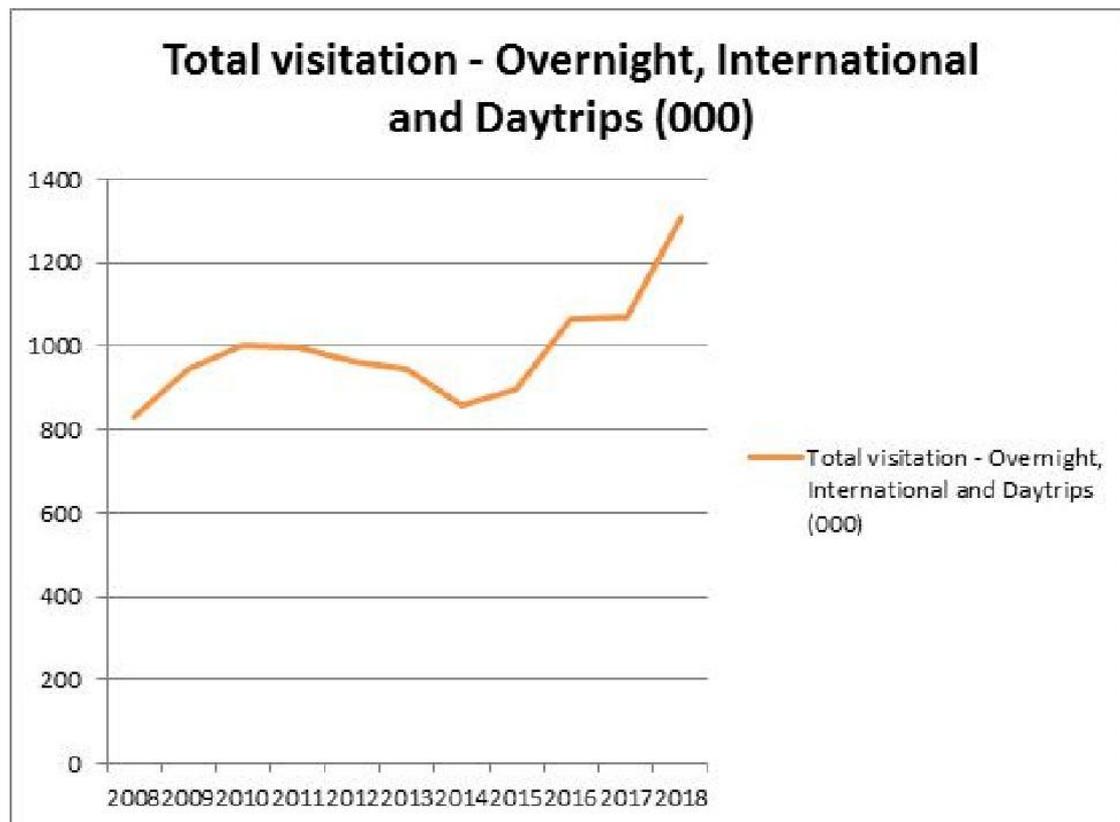
“The results speak to the broad appeal of the Clarence Valley region,” he said.

“We really do have something for everyone, with our renowned Clarence canoe and kayak trail, Grafton Jacaranda season, Yuraygir coastal walk, tourist towns including Yamba, Iluka, Brooms Head, Wooli and Ulmarra.

“Visitors are coming for our beaches and rivers, bush adventures, laid-back lifestyle, world-class food, events and just to kick back and relax if that’s all they want to do.”

Want to know more about visiting the Clarence Valley? Head to www.myclarencevalley.com

Release ends.





Captions: A graph charting tourism growth in the Clarence.

Holiday makers enjoy the family atmosphere at Minnie Water.

For media inquiries contact Clarence Valley Council communications coordinator, David Bancroft, on 6643 0230 or 0429 104 118.