

Hunter Global Tourism

To leverage the investment in the Newcastle Airport, we need to increase international tourists to maximise the benefits for the region.

\$3.85m

Our Ask

Acknowledging the Federal Government's investment of \$110m as part of a \$250m upgrade at the Newcastle Airport to become international, we'd like to partner with you to leverage the investment by increasing international tourism.



Read the strategy



Watch the video



\$3.85m
investment over
three years



International visitor
spend from
\$72 to \$130
per night



resulting
in



Adding an additional
\$268m
in Australia's economy
over three years



will
increase

Outcome

- Unify the tourism industry through a cohesive, region-wide identity and associated marketing strategy that is supported by businesses.
- Stimulate business growth and development through training and mentoring programs, especially with first nations.
- Increase recognition to attract more international visitors as a high value market segment.
- Establish the Hunter as a world class tourism and events destination to diversify our economy and create more jobs.



Representing the communities of the Hunter Region

The Hunter Joint Organisation is the statutory collaborative body that brings together the **ten Councils in the Hunter Region, NSW** to provide a united and local voice for our communities

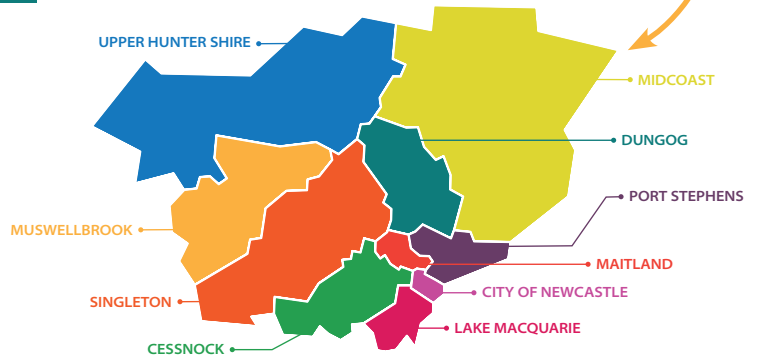


Has a rapidly growing population forecast to reach **1 million people by 2040**



Current Hunter Population **800,000**

Gross Regional Product
\$86.2b



Our Statutory Mandate	Strategic Planning and Priority Setting
	Regional Leadership and Advocacy
	Intergovernmental Collaboration

Our Member Council Mayors

Cr Sue Moore
Mayor Singleton Council
Chair Hunter JO

Cr Leah Anderson
Mayor Port Stephens Council
Deputy Chair Hunter JO

Cr Daniel Watton
Mayor Cessnock City Council

Cr Digby Rayward
Mayor Dungog Shire Council

Cr Adam Shultz
Mayor Lake Macquarie City Council

Cr Philip Penfold
Mayor Maitland City Council

Cr Claire Pontin
Mayor MidCoast Council

Cr Jeffrey Drayton
Mayor Muswellbrook Shire Council

Cr Ross Kerridge
Lord Mayor City of Newcastle

Cr Maurice Collison
Mayor Upper Hunter Shire Council