

Positively



PENRITH



Thrive Penrith

Penrith Visitor Economy Strategy 2023-2030



Statement of Recognition of Penrith City's Aboriginal and Torres Strait Islander Cultural Heritage

Council values the unique status of Aboriginal people as the original owners and custodians of lands and waters, including the land and waters of Penrith City.

Council values the unique status of Torres Strait Islander people as the original owners and custodians of the Torres Strait Islands and surrounding waters.

We work together for a united Australia and City that respects this land of ours, that values the diversity of Aboriginal and Torres Strait Islander cultural heritage and provides justice and equity for all.

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1

Message from Penrith City Council

There has never been a better time to discover Penrith!

Penrith is undergoing rapid and significant change. It is becoming a vibrant, world-class city with quality amenity, connected to a diverse range of opportunities for employment, leisure, and lifestyle.

With a reputation as NSW's adventure capital and recreation destination, Penrith is ready to attract new visitor markets to sustainably grow the visitor economy supporting a diverse resident community.

Penrith is an established destination for day visitation with strengths in adventure, recreation, water-based sports, health and medical, education, and culture and heritage activities. With an expanding accommodation sector, Penrith is well placed to increase its share of overnight stays supporting growth in the conference, events and night-time visitor economy sectors.

Several major federal, state, and Penrith City Council projects including Western Sydney International (Nancy-Bird Walton) Airport, Sydney Metro – Western Sydney Airport, City Park, Regatta Park, St Marys Central Park and Gipps Street Recreation Precinct will underpin this transformation and bring new visitor markets to the region.

Penrith City Council is creating a shared vision to grow the local visitor economy through strong partnerships working with local tourism operators, Destination NSW (DNSW) and surrounding Councils. Our Draft Penrith Visitor Economy Strategy 2023-2030 (VES) builds on Council's strong leadership in destination management planning and tourism marketing.

Penrith is strategically located in one of Australia's fastest growing areas, with plenty of land to develop, and improving connectivity. Penrith has a target to attract an additional 2,000 new jobs by 2031 in the Tourism, Hospitality and Events, Sports and Recreation industry cluster.

We look forward to you sharing your discovering Penrith journey with us.

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About our Strategy

The purpose of Penrith's Visitor Economy Strategy (VES) is to nurture a thriving visitor economy, capitalising on our natural strengths and leveraging major infrastructure projects taking place in Penrith and our region. This VES is written as a guide to focus all stakeholders on the opportunities in Penrith and as a framework to deliver on this plan.

While focussed on Penrith Local Government Area (LGA), this strategy acknowledges visitors are likely to travel across local borders. The VES adopts a regional view of opportunities and projects to identify synergies and partnerships with surrounding areas.

Key objectives of this strategy are to create more jobs closer to home for our residents, enhance the amenity of Penrith to benefit residents and visitors, and to increase visitation and length of stay.

Six strategic priorities have been created to guide the development of the Penrith Visitor Economy Strategy:

- Accommodation diversity - Build on Penrith's existing offering by encouraging new investment in the accommodation sector.
- Events and festivals - Leverage and enhance Penrith's conference, events and festival assets to strengthen the visitor economy.
- Family friendly experiences - Foster new attractions to appeal to local and visiting families leveraging this growing market in Western Sydney and beyond.
- Culture, food and heritage - Unlock Penrith's art, culture and history to share rich stories and experiences.
- Destination marketing - Continue to promote Penrith as a unique destination with a focus on encouraging overnight stays.
- Collaboration - Collaborate with industry and partners to enhance and grow the visitor economy.

Success will be measured by the following key industry indicators (from 2021/2022 baseline):

- Increase in visitation.
- Increase in overnight stays.
- Increase in visitor spending.
- An increase in the Visitor Economy contribution to Penrith's Gross Regional Product (GRP)
- Increase in attractions and bookable accommodation stock.
- Increase in tourism, hospitality and events, sports and recreation jobs.

We have collaborated with key stakeholders including local business, industry groups, government agencies and community representatives to build this Strategy. Progress will be reported annually (except for Tourism Research Australia (TRA) data which is only available on a triennial basis). This VES supersedes the Penrith Destination Management Plan adopted by Council in 2015.



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Thrive Penrith

The Thrive Penrith Framework is an overarching vision for the key strategies that support and enable a prosperous and vibrant community. The Framework will be the driver to connect Council's Economic Development, Visitor Economy, 24 Hour Economy, and Cultural strategies. The Framework aims to enhance collaborative action and link the opportunities and experiences across Penrith to improve planning and implementation of projects, and deliver the economic, social, and cultural priorities across the city.

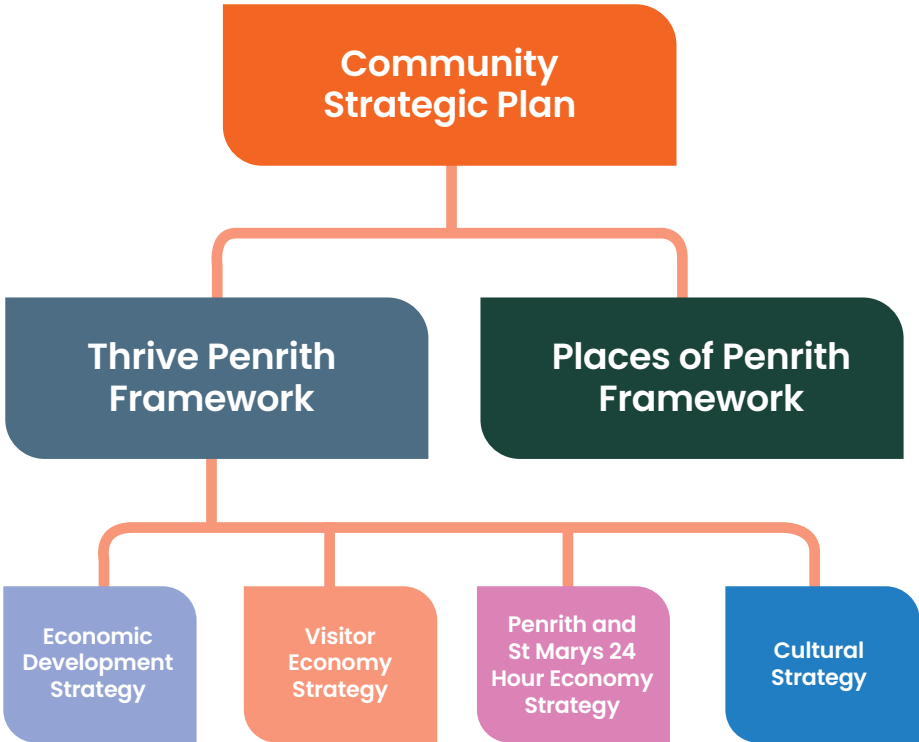
Thrive reflects and strengthens the intent of Council's Community Strategic Plan and Local Strategic Planning Statement (LSPS).

Council's Community Strategic Plan *Penrith 2036* identifies our community's future aspirations for the city. Based on a strong people and place led framework, it looks beyond the next 15 years. *Penrith 2036* sets out long term community outcomes and strategies building future readiness.

Thrive is complimented by Places of Penrith.

Places of Penrith encompasses a suite of city-shaping strategies in line with the Planning Priorities outlined in the Penrith LSPS and the Western City District Plan. Places of Penrith is a land use strategic framework that will establish the vision and direction for our city, provide direction on areas of change, and create better places for our community to connect, play, learn, work and live. This framework recognises and responds to the challenges and opportunities facing Penrith, and the need to balance growth with protecting the environment and preserving our cultural heritage.

In drafting the VES, other relevant Council and visitor economy plans and strategies have been considered.





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Council's Role

The role of Penrith City Council is to coordinate tourism-related strategies and projects that will grow our visitor economy. These will be in line with the objectives, strategies, and commitments of the NSW and Australian Governments. Sustainable growth will be achieved in partnership and with the support of other government agencies, industry, business associations, and tourism and allied business operators throughout Penrith.

This VES has been developed as an initiative of Council. Council's role will be one of ongoing coordination, advocacy, and support. Implementation will be in partnership with tourism industry stakeholders and the community.

The strategy provides Council with a framework to attract investment, support local businesses and create more local jobs within the visitor economy.

Council values its connection to our local businesses, workers, residents, and visitors. Through engagement and consultation, we find out what our community wants and use this feedback to shape Council's decision making.

As a catalyst for change, Council will work in partnership with key stakeholders to build on Penrith's strong visitor economy credentials and desirable lifestyle. Council will market the city and attract investment in the visitor economy. We take a balanced approach to encouraging growth in the sector while enhancing Penrith's unique natural and cultural assets.

We will continue to provide and maintain critical infrastructure and services and invest in creating and maintaining vibrant town centres along with beautiful city parks and safe and walkable tree-lined streets. We work with local business and creatives to encourage activation in our city centres day and night.

Working with partners including our Centre Corporations and the Penrith Valley Chamber of Commerce, Council will nurture favourable conditions for tourism-related businesses to thrive.



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Penrith Visitor Economy Snapshot

Penrith is in Global Sydney and is a key strategic centre in the Western Parkland City, one of the fastest growing areas in Australia. The Western Parkland City is part of the six cities metropolis, which includes the Eastern Harbour City and the Central River City (based around Parramatta).

Penrith is favourably located in the greater western Sydney region, surrounded by exceptional natural assets such as the Nepean River, Penrith Lakes, and the Greater Blue Mountains World Heritage Area.

These places and landscapes sustain and support a unique lifestyle not found anywhere else in greater New South Wales.

In addition to its natural asset base, Penrith's built environment and infrastructure are rapidly shifting to support its growing community. Major game-changing developments are occurring in and around the local

government area (LGA), including the Western Sydney International Airport (WSI), Sydney Metro - Western Sydney Airport Metro (the Metro), The Quarter Penrith Health and Education Precinct (The Quarter), with future potential at Penrith Lakes and adjacent to the new stations on the Metro. These projects, together with new business, events and accommodation facilities ensure Penrith is well-positioned for ongoing economic growth.

Penrith is incredibly well placed to continue to deliver visitor economy growth while nurturing a high level of urban amenity for residents, workers, and students. The LGA is serviced by two well connected city centres at Penrith and St Marys. City Park in Penrith and Central Park at St Marys will enhance the attractiveness of both centres for visitors, workers and residents.

Penrith's Visitor Product Offering

Penrith has a strong array of attractions and experiences and a strengthening accommodation sector with opportunity for further growth.

From a tourism product perspective, Penrith is home to a diverse selection of experiences and attractions, with a particularly strong representation of adventure and recreation tourism products. Penrith offers more than 80 attractions and experiences including:

- Adventure
- Recreation
- Water-based sports
- Health and medical
- Education
- Culture and heritage activities

Accommodation

There are four internationally branded hotels in Penrith: Quest (115 rooms), Mercure (222 rooms), Holiday Inn (119 rooms), the newly opened Pullman Hotel (155 rooms), plus the local Astina Suites (58 rooms). These are the largest properties in terms of bookable unit stock and receive positive consumer reviews. (Source: TripAdvisor, Booking.com, Google Travel and Google Maps)

Penrith has a further 17 accommodation properties positioned at the affordable end of the market. An estimated 126 homes/rooms are also listed on Airbnb and Stayz.

Most properties are situated within or close to the Penrith City Centre with limited stock in other parts of the LGA. Apart from the Holiday Inn, the properties near and around St Marys are primarily pub and older motel-style properties.

There are additional properties currently being constructed including a 140-room Hilton Garden Inn within The Quarter precinct in Kingswood and 115 rooms planned for the Australian Arms Hotel redevelopment in the Penrith City Centre. These new properties will be important drivers for generating a stronger overnight visitor market.

There are opportunities to broaden the diversity and locations of Penrith's accommodation mix including four and five-star hotels in St Marys and boutique properties such as Bed and Breakfasts, guest houses and glamping.

Attractions and Experiences

Penrith has a strong attractions and experiences offering with approximately 80 different products across the LGA. Penrith is seen as an adventure destination with core strengths in sports, recreation adventure and water sports and many experiences unique to Greater Sydney and NSW such as iFly Indoor Skydiving, Cables Wake Park, Penrith Whitewater Stadium and Jetpack Adventures.

Penrith attractions rate highly in consumer reviews (Source: TripAdvisor, Booking.com, Google Travel and Google Maps) and offer a balanced mix of paid and free products generating both economic benefit and community amenity.

Opportunities exist to strengthen art, Indigenous and cultural products, build on destination and business events and conferencing as well as food and night-time experiences.

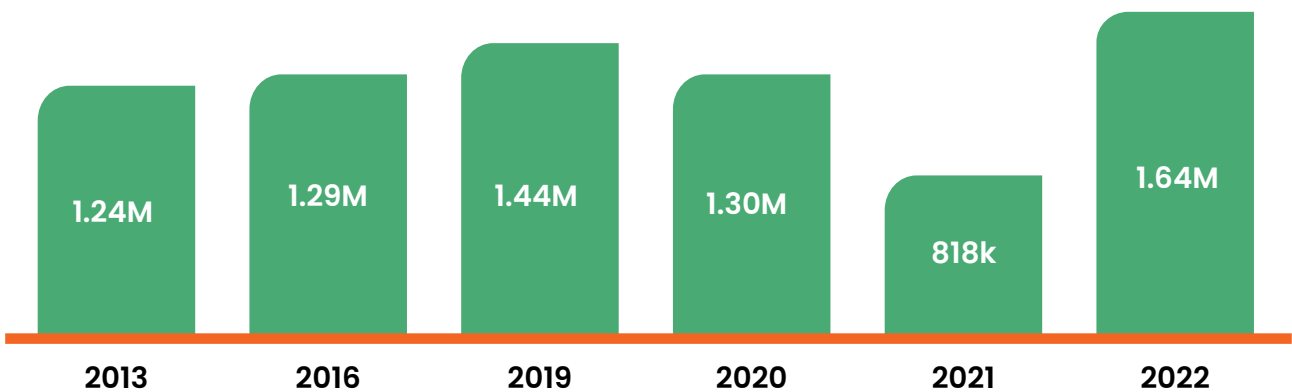


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Penrith's Visitor Profile

Penrith is an established destination for day visitation attracting the leisure and recreational traveller. 1.64 million people visited Penrith in 2022, an increase of 200,000 visitors (14%) from 2019. (Source: TRA). Penrith has recovered strongly post COVID-19 in this market segment with the day tripper market accounting for 82% of total visitors.

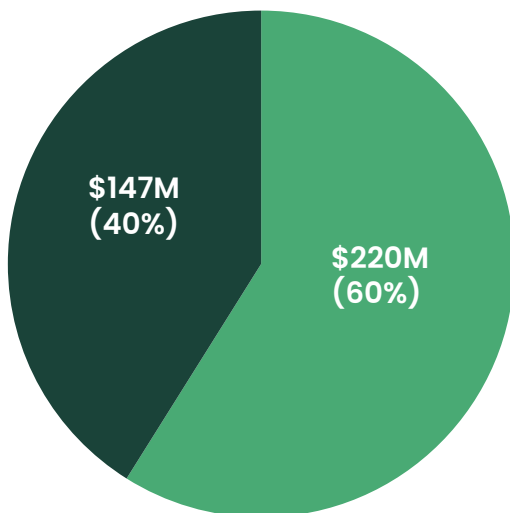
Total number of visitors to Penrith



The total number of visitors to Penrith has recovered strongly post COVID-19

While the number of visitors increased 14% between 2019 and 2022, the value of Penrith's visitor economy only increased by 7% (\$25M) to \$367M. Overnight stays have been slower to recover and present a significant opportunity to grow the visitor economy. In 2022, overnight visitors spent over six times more than day trip visitors in the LGA with increased spending on accommodation, additional food and beverage, attractions, and transport. (Source: REMPLAN) While overnight visitors accounted for only 18% of total visitation to the LGA, their spending represented 60%, showing the higher-yielding nature of this market.

Day vs Overnight visitor spend 2022

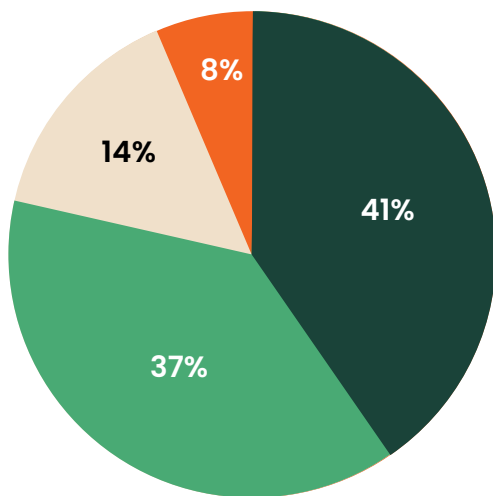


Visitor Type

- Day
- Overnight

Overnight visitors make up 18% of total visitors while their spending represents 60% of total spend, demonstrating the higher-yielding nature of this market.

Almost half of all visitors (41%) travelled to Penrith for the purpose of visiting friends and relatives (VFR), followed by holiday visitors (37%). This shows that the LGA is predominantly a leisure-based destination, a strength that existing and new tourism products should continue to leverage. There is a significant opportunity to grow the business events and conferencing market in Penrith, currently at 8%.

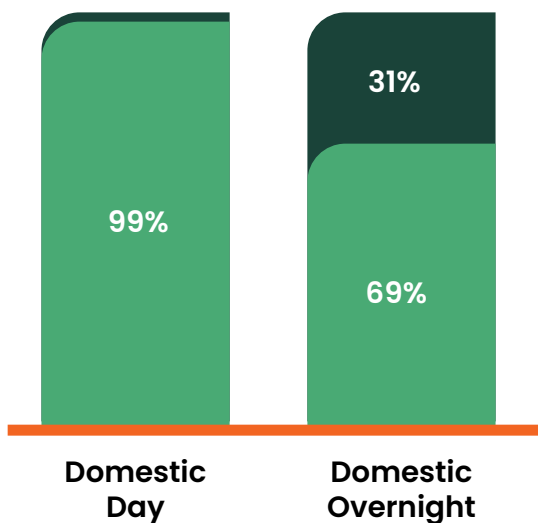


Reasons for travel in 2022

- Visiting Friends & Relatives
- Holiday
- Other
- Business

Penrith is predominantly a leisure-based destination, with significant opportunity to grow the business events and conferencing market in Penrith.

According to Tourism Research Australia data, most domestic day trippers to Penrith are from NSW, while there is a larger split between interstate and intrastate travellers for domestic overnight travel (31% and 69% respectively).

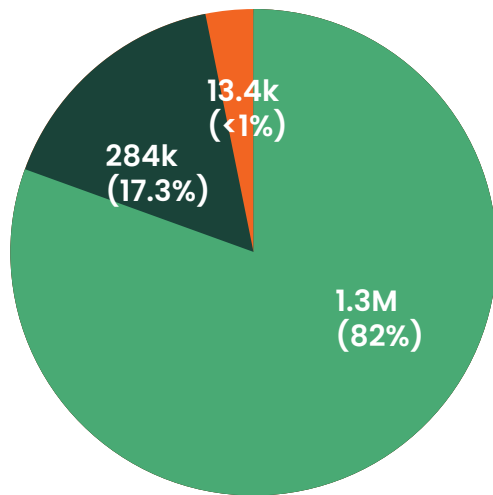


Intrastate vs interstate visitors in 2022

- Visitor Origin
- Intrastate
 - Interstate

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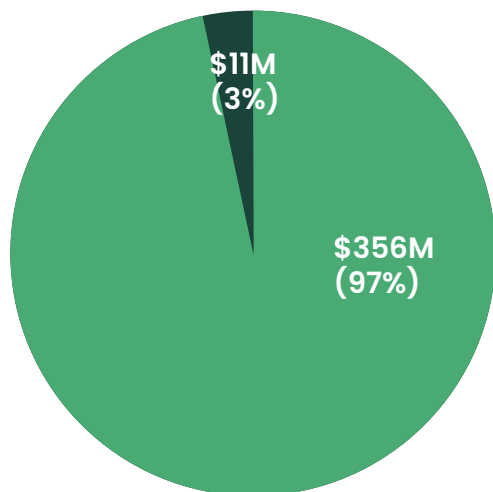
With the opening of WSI in 2026, there is significant potential to grow domestic and international visitation to Penrith.



Domestic vs International visitors in 2022

- Domestic Day
- Domestic Overnight
- International

Penrith is an established destination for domestic day visitation with opportunity to increase domestic overnight and international visitors



Domestic vs International spend in 2022

Visitor Type

- Domestic
- International

With the opening of WSI in 2026, there is significant potential to grow international and domestic visitation to Penrith.

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Building the Strategy

A collaborative approach

Council consulted with local businesses, industry, Government agencies and key stakeholders to prepare this strategy to unlock potential opportunities and respond to current and future challenges. More than 30 organisations shared their insights, knowledge, and aspirations for Penrith through consultation, conversation, online interviews, and an online survey.

Themes identified by stakeholders helped shape the objectives and strategic priorities outlined in this strategy.

Analysis

In addition to engagement and consultation with Penrith visitor economy stakeholders, extensive market research and analysis including auditing Penrith's accommodation and attractions products provided insights into developing this strategy.

Key inputs include:

- Review of Penrith 2015 Destination Management Plan (DMP) and 2019 DMP update
- National and international visitor survey (NVS and IVS) data published by TRA.
- Accommodation product audit and consumer sentiment reviews May 2022
- Attractions and experiences product audit and consumer sentiment reviews May 2022
- TripAdvisor, Booking.com, Google Travel and Google Maps reviews
- Economic modelling from REMPLAN
- Global and local tourism trends
- Penrith VES survey data
- Industry trends
- Plans developed by State and Federal agencies.

Here is what we heard

During consultation and analysis, the following opportunities were identified:

- Diversity in accommodation mix to attract a higher yielding overnight visitor market
- Promotion of complimentary attractions to extend length of stay and spend
- Focus on Penrith's adventure and natural attractions strengths
- Build night-time, cultural, heritage and family experiences
- Attract more business and conference events
- Enhance and diversify destination events
- Increase destination marketing to broaden awareness of Penrith's offering
- Encourage stronger industry collaboration
- Improve connectivity between attractions to extend length of stay
- Improve recreational infrastructure
- Build skills and experience in the visitor economy workforce
- Improve directional and interpretive signage.





Global and local context, opportunities and challenges

Global and national trends in Tourism

Online visitor information and tourism marketing

Tourism operators and providers need to be prepared to meet the needs of the smartphone generation, with online booking capabilities, mobile-friendly websites, and social media-driven marketing. Travellers want to search, book and pay online for their travel, accommodation, and attractions. Many operators in Penrith do not yet offer a full digital service and this is an opportunity to build on before the new airport opens in late 2026.

For public and commercial operators, digitalisation provides opportunities to use more detailed data on human behaviour, particularly throughout the booking cycle.

Package deals have strong appeal (especially to a time-poor consumer) and are motivating as they create a call to action and offer a sense of urgency to book.

Changing traveller expectations

Visitor expectations have changed. Visitor economies must be proactive and adapt to address the changing needs of different traveller cohorts. While younger visitors are seeking authentic and sustainable experiences (and want their interactions digitally enabled throughout the journey) there is an increasing number of older travellers, multi-generational families, and people with disabilities travelling. These travellers require destinations to focus on accessible infrastructure, quality experiences, and a safe environment. Australia's quality infrastructure and reputation for safe and secure travel positions us well to attract these growing markets.

The time-poor traveller

Travellers are increasingly time poor. In long-haul travel markets, such as the USA and Europe, Australia is seen as a destination that requires a large commitment of both time and money. There is much greater pressure on first-time visitors to see as much as possible or to see the key 'icons.' The opening of WSI in 2026 offers an opportunity for incoming passengers to explore Penrith in addition to the Blue Mountains and the Harbour City.

Engaging the community

Before COVID-19, many destinations globally were suffering from over-tourism, where communities were turning against the visitor economy due to perceived and real impacts on the environment and local amenity. A fully engaged and supportive community will be more welcoming and will appreciate the amenity brought by the visitor economy, including more local jobs.

A stronger domestic tourism focus

The domestic day tripper visitor sector accounts for 82% of total visitors to Penrith. Post COVID-19, many destinations have focused more on the domestic market, increasing competition amongst Australian destinations. Penrith has an opportunity to ensure product development and marketing activity align with visitor trends and promote Penrith's unique attributes to a wider audience.

Authentic local experiences

Visitors are increasingly international. Through globalisation and international mobility, both multiculturalism and the importance of the diversity related to it, have increased rapidly in the last few years.

There is an increased expectation regarding authenticity and engagement. The quest for a deeper connection to a place and its people continues to be a strengthening travel goal. More visitors are looking for ways to have a local and connected experience.

Strong interpersonal visitor services and bespoke product is also important for visitors to engage with nature, history, and culture.

Wellness Tourism

Wellness Tourism is a key tourism trend harmonious with destinations offering natural environments, assets and cultural experiences. Wellness destinations appeal to higher yielding business, luxury and event travellers and complement the growing medical tourism market. According to the Australian Institute of Health and Welfare, Australians spent \$221B on health goods and services in 2020-21 (Source: aihw.gov.au 2022)



Rebuilding the visitor economy workforce

A major impact of COVID-19, particularly on the tourism sector, was that many experienced staff exited the visitor economy, resulting in lost expertise. The opportunity exists over the longer term to enhance the reputation of the visitor economy and encourage more local people to choose it as their career path. This will include providing industry specific training through TAFE and other training providers, and the tourism industry ensuring that employers are offering attractive conditions and career opportunities.

Expectations of improved customer service standards

Customer service remains an issue for many destinations, yet can be the point of difference that provides visitors with positive lasting memories. This is often a challenge for the tourism industry, which tends to have a higher staff turnover, and often attracts those who are seeking more transitory employment. Further, the visitor economy workforce is still rebuilding post COVID-19. Destinations are strategically building their competitive offer around a well-skilled and trained workforce delivering exemplary service standards.

Sustainable Tourism





There is significant focus on a changing climate with a trend to the development of sustainable tourism strategies. The warming of different parts of the world and extreme weather phenomena, as well as the related social consequences, could increase tourism to parts of Australia where the weather conditions are still relatively stable. A changing climate may also result in many of the nation's key tourism attractions changing over time, particularly those based on natural experiences.

There is also a shift towards short-haul travel and carbon offsetting as society is increasingly aware of the carbon footprint long-haul travel generates. (Source: United Nations World Tourism Organisation, World Economic Forum 2022)




Opportunities and challenges

Several opportunities have been identified to support the growth of Penrith's visitor economy.

These have been aligned with the destination management components of product development, infrastructure, sustainability, and marketing and promotion, and are not in any priority order.

OPPORTUNITIES FOR GROWTH	 PRODUCT DEVELOPMENT	 INFRASTRUCTURE	 SUSTAINABILITY	 MARKETING & PROMOTION
Inclusion in a destination network going forward				●
Building brand awareness outside of Western Sydney and NSW	●			●
Enhanced public transport connectivity		●		
Elevate quality and value proposition of some accommodation products	●	●		
Build Indigenous tourism products and presence in the tourism sector	●			●
Increase pool and pipeline of skilled and semi-skilled staff with education, attraction, and retention strategies	●		●	
Attract well-capitalised investors/ developers in the region	●	●	●	●
Increase resources in Traditional Owner corporations	●	●	●	●
Partner with surrounding regions with major iconic brands	●			●
Promote Penrith as a destination as well as a gateway to the Blue Mountains				●
Enhance consistency of interpretation and directional signage		●		
Increase community awareness of the benefits of tourism			●	●
Increase export-ready product and packaging and build understanding of the opportunities of WSI	●	●		●



OPPORTUNITIES FOR GROWTH	 PRODUCT DEVELOPMENT	 INFRASTRUCTURE	 SUSTAINABILITY	 MARKETING & PROMOTION
Upskilling operator digital literacy	●			●
Promote linkages with Blue Mountains, Hawkesbury and other surrounding LGAs				●
Improve connectivity between the Penrith City Centre and the Nepean River		●		
Encourage overnight visitation in Penrith				●
Build links between tourism and the arts/ culture sector	●			
Encourage product packaging	●			●
St Marys Town Centre development	●	●		●
Enhancement of REAL festival and development of new major, iconic destination events	●			●
Activate Penrith as a key destination from WSI	●	●		●



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Our Strategic Framework

The current visitor economy market in Penrith can be summarised as follows. Penrith has:

- an established domestic day tripper market with limited overnight and international visitation
- a growing accommodation offer, with existing serviced apartments and hotels rating well
- a strong attractions offer with unique adventure and water-based products
- an opportunity to build on existing events, family and cultural experiences
- a need for increased destination marketing
- room for improved connectivity to support longer visitor stays.

Our Vision

Penrith will continue to build on its reputation as NSW's adventure capital and recreation destination. As a vibrant city, Penrith offers enviable amenity, lifestyle, business opportunity and connectivity, attracting new visitor markets to enhance the visitor economy and support a diverse resident community.

VES Objectives

These objectives have been established to guide the development of the VES and to assist in measuring and evaluating the effectiveness of this plan.

The five objectives are:

- Grow the Visitor Economy contribution to Penrith's GRP.
- Increase number of visitors, overnight stays and spend per visitor.
- Enhance the amenity of Penrith to benefit residents and increase visitation.
- Increase number and diversity of jobs close to home.
- Leverage opportunities created by the Western Sydney International Airport and Sydney Metro – Western Sydney Airport.

Strategic Priorities

The following six key priorities focus the attention of Council and all visitor economy stakeholders to nurture a strong, sustainable, adaptive, and thriving visitor economy. The actions listed where Council's role is to deliver are funded from existing resources.

There are a small number of projects shaded in the following tables currently outside the resources available for delivery. These projects will be considered for delivery should funding become available through grants or other opportunities.



pullman

Strategic Priority 1

ACCOMMODATION DIVERSITY

Objective

Build on Penrith's existing offering by encouraging new investment in the accommodation sector.

NO.	ACTIONS	COUNCIL'S ROLE	TIMEFRAME
1.1	Commission a feasibility study to identify new accommodation options for Penrith	Deliver	Short
1.2	Facilitate investment attraction to increase and diversify Penrith's accommodation mix	Facilitate Promote	Medium



Strategic Priority 2

EVENTS AND FESTIVALS

Objective

Leverage and enhance Penrith’s conference, events and festival assets to strengthen the visitor economy.

NO.	ACTIONS	COUNCIL’S ROLE	TIMEFRAME
2.1	Deliver adopted 10-year REAL festival strategy increasing visitor participation (identify funding source)	Deliver	Ongoing
2.2	Continue to build the Meetings Incentives, Conferences and Events (MICE) market in Penrith	Facilitate Promote Collaborate	Ongoing
2.3	Develop an annual night-time foodie event to showcase local food and beverage operators and activate the night-time economy	Facilitate Promote Collaborate	Medium
2.4	In line with the Think Penrith Think Events Strategy, explore funding opportunities to attract major, regional and community events	Facilitate Promote Collaborate	Ongoing
2.5	Work with industry and strategic partners in the development of a major health/education/science event	Facilitate Promote Collaborate	Future Project *

*Subject to future funding



Strategic Priority 3

FAMILY FRIENDLY EXPERIENCES

Objective

Foster new attractions to appeal to local and visiting families leveraging this growing market in Western Sydney and beyond.

NO.	ACTIONS	COUNCIL'S ROLE	TIMEFRAME
3.1	Promotion of Tench Reserve, City Park and Regatta Park to local and regional audiences	Deliver	Ongoing
3.2	Promotion of Gipps Street Recreation Precinct to local and regional audiences	Deliver	Medium
3.3	Promotion of St Marys Central Park to local and regional audiences	Deliver	Medium
3.4	Leveraging Penrith's reputation as an accessible city by promoting accessible and inclusive tourism experiences	Deliver Promote Collaborate	Ongoing
3.5	Advocate for an integrated walkway connecting Penrith City Centre to the Nepean River and the Great River Walk	Advocate Promote Collaborate	Ongoing
3.6	Develop a prospectus to attract major family friendly attractions and experiences to Penrith	Deliver Promote	Future Project*
3.7	Support the formation and activation of Penrith Beach at Penrith Lakes	Advocate Collaborate	Future Project*

*Subject to future funding



Strategic Priority 4

CULTURE, FOOD AND HERITAGE

Objective

Unlock Penrith’s art, culture and history to share rich stories and experiences.

NO.	ACTIONS	COUNCIL’S ROLE	TIMEFRAME
4.1	Develop products that enable visitors to explore Penrith’s rich and diverse history	Deliver	Ongoing
4.2	Work closely with First Nations communities to identify and promote storytelling experiences	Facilitate Promote Collaborate	Ongoing
4.3	Develop a campaign to position Penrith as a wellness tourism destination and attract industry investment	Deliver Facilitate Promote Collaborate	Medium
4.4	Continue to develop digital experiences with heritage, cultural, nature, adventure and art themes	Deliver Facilitate Promote Collaborate	Ongoing
4.5	Support the expansion of Penrith’s live music and entertainment culture	Deliver Facilitate Promote Collaborate	Ongoing
4.6	Advocate for an Indigenous Experience Centre in Penrith	Advocate Promote Collaborate	Future Project *
4.7	Identify opportunities to attract sporting events to Penrith	Facilitate Promote Collaborate	Ongoing

*Subject to future funding



Strategic Priority 5

DESTINATION MARKETING

Objective

Continue to promote Penrith as a unique destination with a focus on encouraging overnight stays.

NO.	ACTIONS	COUNCIL'S ROLE	TIMEFRAME
5.1	Through campaigns profile Penrith as a compelling visitor destination	Deliver Promote	Ongoing
5.2	To ensure visitors have access to the information about what to see and do in Penrith, keep the Visit Penrith website refreshed and up to date	Deliver Promote Collaborate	Ongoing
5.3	Produce updated printed and digital visitor guides annually	Deliver Facilitate Promote Collaborate	Ongoing
5.4	Deliver exciting and fresh biannual tourism marketing campaigns increasing awareness of Penrith	Deliver Facilitate Promote Collaborate	Ongoing
5.5	Leverage the market influence of government and industry to deliver destination and cooperative marketing campaigns that increase visitation to Penrith	Deliver Facilitate Promote Collaborate	Ongoing
5.6	Develop and deliver a visitor economy benefits community awareness campaign	Deliver Collaborate	Medium
5.7	Improve access to visitor insight data and share with tourism industry operators to assist in product development and planning	Deliver Promote Collaborate	Medium



Strategic Priority 6

COLLABORATION

Objective

Collaborate with industry and partners to enhance and grow the visitor economy.

NO.	ACTIONS	COUNCIL'S ROLE	TIMEFRAME
6.1	Deliver two annual tourism events to foster industry collaboration	Deliver Facilitate Promote Collaborate	Ongoing
6.2	In partnership with industry, facilitate programs that provide skills development and collaboration	Deliver Facilitate Promote Collaborate	Ongoing
6.3	Continue to build visitor economy relationships with surrounding Councils, Western Sydney Airport Corporation and the Metro	Facilitate Collaborate	Ongoing
6.4	Work with DNSW to deliver a digital ready / export ready training program to prepare operators for the opening of WSI	Deliver Facilitate Promote Collaborate	Ongoing
6.5	Develop and deliver an operator upskilling program to enhance marketing, customer service and business development expertise	Deliver Facilitate Promote Collaborate	Medium



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Measuring Success

Success of the VES will be measured through visitor economy data, jobs growth and annual reporting to Council of the implementation of actions outlined in this plan.

INDICATOR	2016	2021/2022	2030 (TARGET)
Visitor Economy contribution to Gross Regional Product (GRP) (Economy .id data)	\$447 Million	\$367 Million (2022)	\$615 million (based on medium growth target)
Visitation (TRA data)	1.29 million visitors per year	1.64 million visitors per year (2022)	2.74 million visitors per year (based on medium growth scenario)
Visitor Economy Jobs	6,442 (direct)	5,394 (direct)	7,394 (direct)
Annual overnight stays	256k	284k	637k (based on medium growth scenario)
Percentage of Overnight Stays	20%	18% (2022)	23%

Source: Tourism Research Australia, REMPLAN and Economy .id.



Conclusion

The **Visitor Economy Strategy 2023–30** sets out a plan to increase visitation to Penrith. Council will work with our partners in the tourism industry – local operators, Penrith Valley Chamber of Commerce, our Town Centre Corporations, government and investors to achieve this goal.

From a strong base, the evidence is compelling that Penrith is well placed to increase our share of the NSW visitor economy. Penrith is an established destination for day visitation (82% of all visits) attracting the leisure and recreational traveller. 1.64 million people visited Penrith in 2022 which shows a strong recovery of our visitor economy post COVID-19.

With the opening of WSI in 2026, there is significant potential to grow domestic and international visitation to Penrith. The modern traveller is looking to search, book and pay online for their travel, accommodation, and attractions. There is an opportunity (and an imperative with the new airport opening just down the road in 2026) for local tourism operators to improve these options for their current and future customers. These visitors will be looking for somewhere to stay – overnight visitors spend six times more than day visitors, so this is a crucial segment to grow. Continuing to attract investment in the accommodation sector will help to secure more overnight stays and strengthen our local economy. Progress will be reported annually with a review of the VES in early 2028, to assess the impact of WSI's first year of operation on the local visitor economy.



It's an exciting time to be involved in the visitor economy in Penrith; there are opportunities at every turn. Let's start the conversation so you can be part of it too.

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