

# Draft Tourism and Transport Plan

Supporting the Visitor Economy

October 2017

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## 1. About the Draft Tourism and Transport Plan

The Draft Tourism and Transport Plan is one of the supporting plans in the Future Transport program:

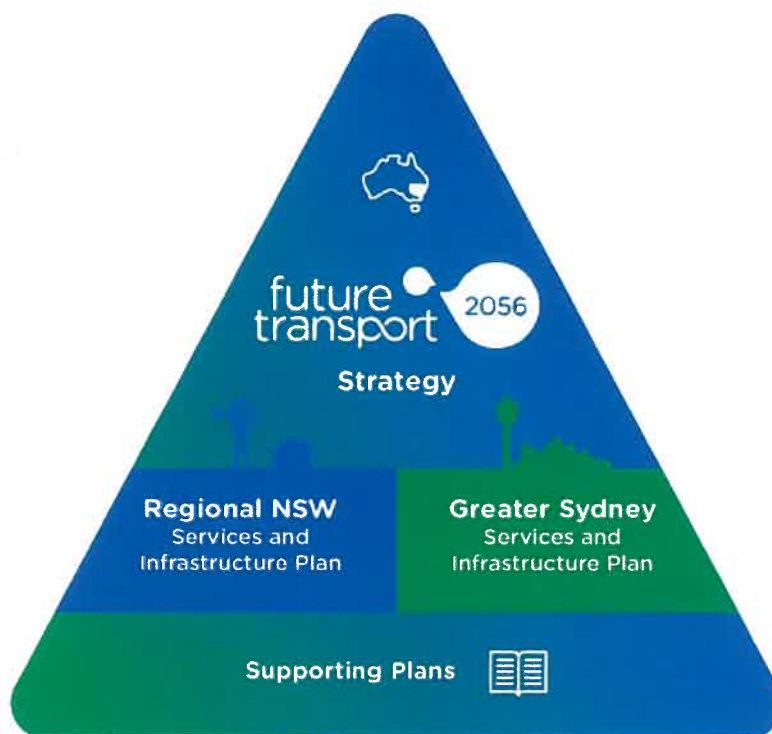


Figure 1

**The Strategy** sets the vision, statewide directions and headline initiatives that will deliver the 6 priorities

**The Services and Infrastructure Plans** set the service outcomes for Greater Sydney and regional NSW for the movement of people and freight, to meet customer needs and deliver responsive, innovative services

**The Infrastructure Plans** define the network initiatives we will deliver, plan to investigate or consider in the longer-term to achieve the service outcomes in Greater Sydney and regional NSW, including network enhancements, asset maintenance and renewal, and future corridors for protection

**The Supporting Plans**, including this draft Tourism and Transport Plan, are more detailed issues-based or network-specific planning documents which form part of the Future Transport suite

### How to give feedback

This is a draft plan and everyone in NSW is invited to offer their feedback. You can do this in three ways:

1. You can react and comment at the base of each page
2. You can highlight any phrase or paragraph, react and comment
3. You can enter a formal submission, through our [Submission Portal](#).

## 2. Ministers' foreword

Tourism is worth \$38 billion to the NSW economy and employs 261,000 people - one in every 14 jobs in the state. Tourism is especially important to the regional NSW economy. In 2016, 65 per cent of state-wide overnight stays and day trips were in regional NSW, generating \$15 billion in visitor expenditure.

We value visitors to NSW as important transport customers.

From vibrant and friendly cities and towns, to the rich history and natural wonder of the regions, NSW is a huge drawcard for domestic and overseas visitors. Our state capital, Sydney, is the international gateway for visitors to Australia and doubles as a leading location for business and major attractions of sport, festivals and entertainment.

Regional NSW, from its outstanding food and wine regions to its pristine beaches and World Heritage listed, awe-inspiring landscapes, is a diverse patchwork of exploration and relaxation possibilities for young and old tourists from around the world.

Whether visitors come from within NSW, interstate or overseas, transport plays a vital role in the visitor experience.

In 2016, our transport network carried more than 33.3 million overnight visitors around NSW, connecting them to unique destinations and experiences across our beautiful state.

The NSW Government has committed to a goal of doubling overnight visitor expenditure in the state by 2020.

Transport for NSW is currently contributing to achieving this goal through:

- New ticketing products, improving options for visitors and encouraging them to travel by public transport across NSW - including the NSW TrainLink Discovery Pass, Opal ticketing and a Contactless Payment trial
- Wayfinding improvements, including public transport and roadside signposting across NSW
- New train, bus and ferry services in Sydney serving growing numbers of visitors to key destinations including the Blue Mountains, Bondi Beach and Darling Harbour
- Transport infrastructure upgrades enabling greater destination options across NSW, including along the Pacific Highway corridor, which has contributed to significant growth in national park visits.

This draft Tourism and Transport Plan, a commitment made by the NSW Government in 2015, supports the Government's tourism goals by proposing Future Transport initiatives from the short to the long term.

Our visitors are important transport customers and this plan places their needs at the centre - addressing the entire visitor experience from planning trips to arrival, enjoying our wonderful destinations and sharing the journey with friends and family.

We welcome your feedback to improve the plan and support tourism growth in our cities and regional communities.



**Andrew Constance**  
Minister for Transport  
and Infrastructure



**Melinda Pavey**  
Minister for Roads, Maritime  
and Freight



### 3. Community engagement on Future Transport 2056

Between 15 May and 15 July 2017, Future Transport sought feedback on from stakeholders across Greater Sydney and regional NSW.

The engagement was undertaken to raise awareness and stimulate discussion on the ideas and topics to inform the Draft Future Transport Strategy, the Draft Service and Infrastructure Plans, and the issue specific plans like this Draft Tourism and Transport Plan.

A number of important issues arose during the consultation process, including:

- **Public transport** Improving the frequency, capacity, cross-regional connectivity, safety and speed of public transport
- **Interchanges** Improving ease of access to interchanges and facilitating better connections to local transport and active transport options
- **Transport and land use** Ensuring transport keeps pace with development and population growth
- **Freight** Addressing freight movement on the roads issues
- **Technology** Proactively preparing for emerging technologies to adopt what's most suited and beneficial to local needs and taking up technology that personalises services and coordinates all transport services for the customer
- **Accessibility** Ensuring services are accessible, readily available and affordable for everyone.

**Engagement with a range of stakeholders and customers in Greater Sydney and regional NSW will continue until release of the final Future Transport Strategy in 2018.**

**The final Tourism and Transport Plan will be influenced by feedback from community, industry and government stakeholders in the context of other tourism strategy and planning currently in development including:**

- The NSW Visitor Economy Taskforce and review of the 2012 Visitor Economy Industry Action Plan
- The NSW Cruise Development Plan
- The NSW Food and Wine Tourism Action Plan

## 4. Achievements since 2012

### Delivering transport actions in Visitor Economy Industry Action Plan

The NSW Government developed the [Visitor Economy Industry Action Plan](#) in 2012. Since then, the needs of visitors have been incorporated into transport planning and service delivery. We have already implemented the transport-related recommendations made in the Action Plan, as outlined below.

#### **Recommendation 9: Take urgent action to address the issue of ground transport access to Sydney Airport.**

Examples of achievements since 2012

- [Comprehensive road upgrades are underway](#), which connect with internal road upgrades
- [Extra train services have been added](#), with more train and bus services planned

#### **Recommendation 14: Ensure that visitor needs relating to access to visitor precincts and major event venues are understood and effectively considered in the transport planning process.**

Examples of achievements since 2012

- Long term transport planning is incorporating visitor facilitation and access issues across all transport modes
- Projected visitor numbers are included in forecasting for new transport projects and services
- Major projects currently in delivery including the [CBD and South East Light rail](#) are designed to accommodate major events like those in the Sydney Cricket Ground precinct

#### **Recommendation 24: Develop a Visitor and Transport Policy to ensure that visitor needs and improved visitor service are incorporated into transport planning and service delivery.**

Examples of achievements since 2012

- Visitors are recognised as our customers throughout the planning and delivery of transport infrastructure and services



**Recommendation 25: Develop a cost-effective and integrated public transport ticket system which specifically meets the needs of visitors and includes major attractions and events packages that are appealing and easy to use for visitors.**

Examples of achievements since 2012

- The integrated Opal ticketing system has improved the experience for all public transport users
- Regional coach and rail ticketing and information is now available on the single [transportnsw.info](http://transportnsw.info) site
- [Contactless payments](#) are making it easier for travel on the Manly ferry – a key visitor service.

We have learned from implementing recommendations from the NSW Visitor Economy Industry Action Plan and recognise there is more to be done to improve the experience for visitors and further support the Government's goal to increase overnight visitor expenditure. The Government is about to embark on the review of the Visitor Economy Industry Action Plan to ensure NSW can prioritise initiatives and actions that will deliver the greatest benefits to the NSW visitor economy by 2020 and beyond.

**“As part of the (NSW Visitor Economy Industry Action Plan) review, we call for integrated transport and tourism plans for Sydney and regional NSW.”**

- NSW Business Chamber, 2017

## 5. Introduction

### The role of transport in the visitor economy

Customers from overseas and interstate expect transport services that are accessible, comfortable, and easy to use and connected to destinations. This draft plan focuses on how transport policy, assets and services can support the visitor economy in NSW.

### Visitor economy customer outcomes

#### Enhancing the visitor experience

Meeting the transport needs of customers visiting our cities and regions means ensuring services are accessible, comfortable, easy to use and suitable for people travelling in groups, carrying luggage and travelling outside of peak hours and on weekends to popular tourist destinations.

Seamless connections between airports, cruise ship terminals, mass transit services, on-demand services and car and bike rentals will enhance the experience for visitors. New technologies will make planning, booking and paying for travel and wayfinding on transport services easier.

#### Growing the visitor economy

Transport is essential in connecting visitors to our cities and regions. By expanding and improving connections to new destinations, transport can create new visitor experiences across the state and support new industries and employment in regional communities.

#### Making transport the attraction

Transport not only gets visitors to destinations, but can also be an attraction in itself. Heritage tours, walking and cycling trails, and iconic journeys by road, rail and sea all contribute to attracting visitors to NSW. These transport-related activities form part of the \$15.4 billion NSW leisure tourism market, which accounts for 59 per cent of the NSW visitor economy.

## Alignment with the draft Future Transport Strategy

The draft Tourism and Transport Plan is guided by the six statewide outcomes that make up the draft Future Transport vision for the next 40 years.

### **1. Customer Focus**

By considering visitors as our customers, we can shape more responsive and tailored transport infrastructure and services.

### **2. Successful Places**

Creating successful places will create more desirable tourism destinations.

### **3. A Growing Economy**

Increasing tourism will play a key role in growing the NSW economy.

### **4. Safety & Performance**

Providing a safe and high-performing transport system will improve the visitor experience.

### **5. Accessible Services**

Accessible tourism will make it easy for all people to enjoy tourism experiences. This includes: seniors, people with a disability, people from non-English speaking backgrounds, parents with children and people with luggage.

### **6. Sustainability**

Providing the right services in the right locations for our visitors will lead to a more efficient network, create better places and improve the financial sustainability of our transport system.

Improving the environmental sustainability of our transport system will drive tourism, including nature-based activities, which 27.1 million people took part in 2016.

## Future Transport Strategy Outcomes

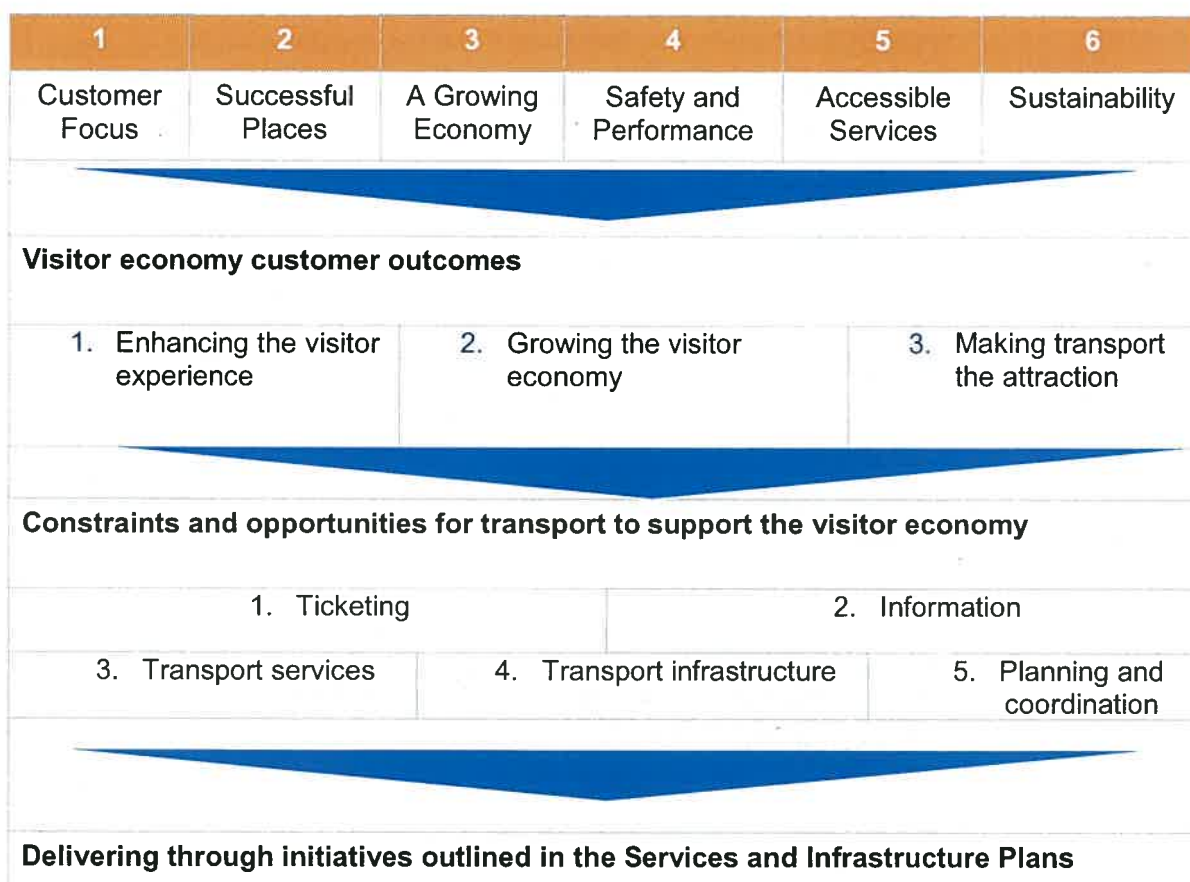


Figure 2

### Future transport supporting tourism

Improvements to transport infrastructure and services will also improve the experience for visitors, particularly where investment focuses on technology-enabled customer information, network connectivity and service integration.

### Constraints and opportunities

There are five key areas of focus where Transport for NSW can support the visitor economy in NSW: ticketing, information, services, infrastructure, planning and coordination of transport. There are initiatives the Transport cluster is undertaking under each of these categories, as well as identifying new initiatives for further investigation.

The initiatives identified for investigation in this Plan aim to support the unique tourism opportunities in each region.

## Summary of initiatives for investigation

Initiatives identified for investigation will address current constraints for visitors as they make their way around NSW. Categories of initiatives are listed on the right of the following table as opportunities for investigation. Shading indicates the lead time needed to deliver initiatives within each category.

Constraints		Opportunities		
		Committed initiatives	Initiatives for investigation	Visionary initiatives
Ticketing	<ul style="list-style-type: none"><li>• Availability of tickets</li><li>• Knowledge of ticketing system</li></ul>	New payment and ticketing options		
		Regional train and coach ticketing		
Information	<ul style="list-style-type: none"><li>• Legibility of the transport system</li><li>• Languages other than English</li></ul>	Wayfinding		
		Visitor information and regional promotion		
Transport Services	<ul style="list-style-type: none"><li>• Demand for transport during peak holiday times and events</li><li>• Serving dispersed new and emerging visitor destinations</li></ul>	Customer service on visitor routes		
		Making transport the attraction		
		Servicing visitor demand		
		Supporting the late night economy		
		Connecting key gateways including cruise terminals and airports		
Transport Infrastructure	<ul style="list-style-type: none"><li>• Lack of appropriate infrastructure for some visitor activities</li><li>• Underutilised assets</li></ul>	Re-purposing assets		
		Regional roads		
		Promoting regional bicycle tourism		
Planning and Coordination	<ul style="list-style-type: none"><li>• Managing events</li><li>• Prioritising visitors within limited budget</li></ul>	Servicing events, festivals and peak holiday times		
		Integrate tourism needs into transport planning		
		Typical implementation lead time for new initiatives		

Figure 3



### A flexible, agile investment approach

Our investment approach is designed to be flexible, responding to change and uncertainty. The draft timeframes are indicative, based on preliminary evidence, of when potentially these initiatives may be need to be implemented or committed.

Further investigation of all initiatives in the Draft Strategy and Plans will be undertaken within the next 10 years to ensure any major impacts in growth patterns or use are considered.

Initiatives are listed in the following categories:

- **Committed initiatives (0-10yrs)** – initiatives that either have committed funding, are committed/ contractually committed, are for immediate detailed planning, or are part of key maintenance, renewal or safety programs. Some initiatives are subject to final business case.
- **Initiatives for investigation (0-10, 10-20yrs)** – intended to be investigated for potential commitment or implementation within the next 20 years. Those listed in 0-10 horizon will be prioritised for more detailed investigation to determine if they are required in the next decade.
- **Visionary initiatives (20+ years)** – longer term initiatives that may be investigated within the next 10 years, but are unlikely to require implementation within 20 years.

“The success of the visitor economy is underpinned by well-coordinated interaction between the transport and tourism sectors.”

– Tourism and Transport Forum, 2017



## 6. State of tourism in NSW

### Value of tourism in NSW

Tourism is worth \$38 billion to the NSW economy and employs 261,000 people, or 1 in every 14 jobs, in the state. NSW makes up 29 per cent of Australia's total tourism consumption.

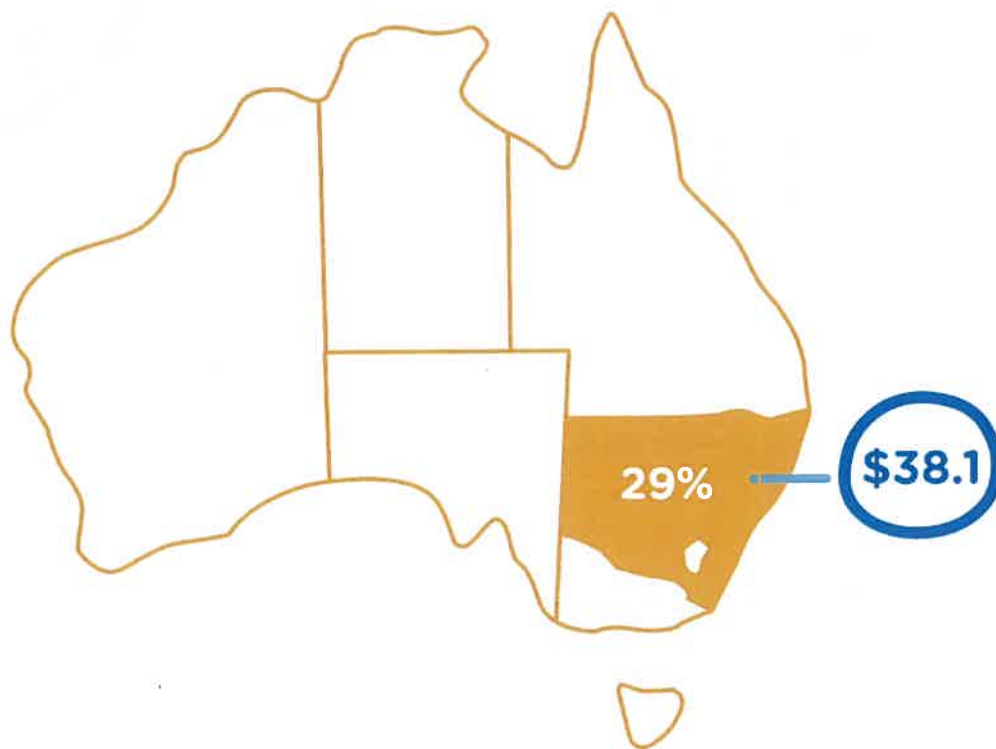


Figure 4 – Image source: *State Tourism Satellite Accounts and Tourism Businesses in Australia*, Tourism Research Australia

### Employment

The tourism sector employed 261,000 people in NSW in 2016 (directly and indirectly).

## Spend by purpose of visit

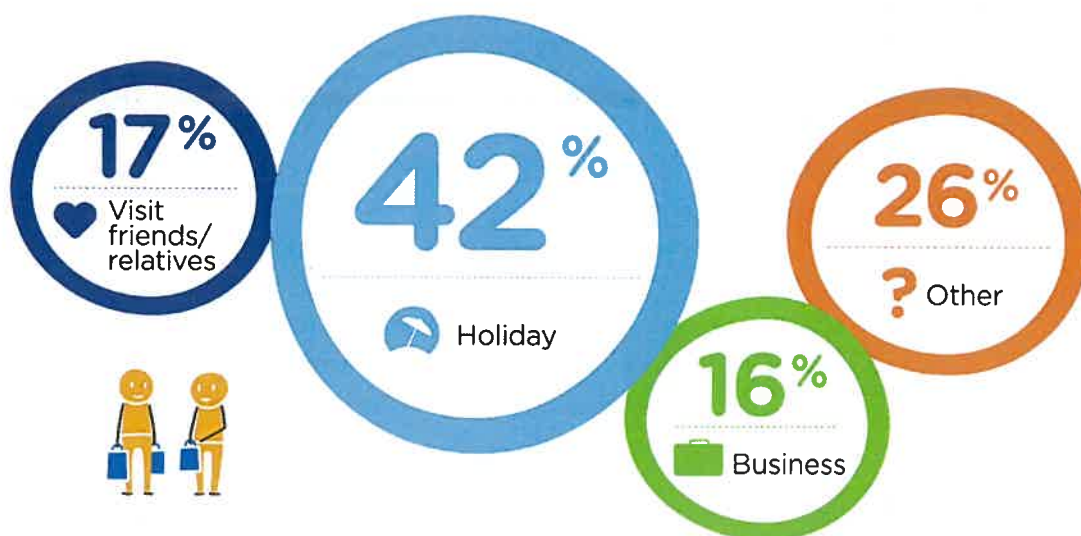


Figure 5 – Source: *National and International Visitor Surveys, YE December 2016, Tourism Research Australia*

## Tourism in Sydney and regional NSW

In 2016 NSW received 33.2 million overnight visitors, who stayed 183.3 million nights and spent \$26.2 billion.

### Sydney

Sydney is the number one capital city in Australia for visitors, nights and expenditure. Sydney received over 3.6 million international overnight visitors who spent over 74.1 million nights in Sydney in 2016. The highest number of tourists were from mainland China, who accounted for 18.4% of international visitors and stayed for 16 million nights, spending \$2.6 billion in 2016.

'Visiting friends and relatives' (38%) was the main purpose of visit for the largest proportion of domestic visitors to Sydney, followed by 'business' (29%) and 'holiday' (26.0%).



Figure 6 – Image courtesy of *Destination NSW*

### Regional NSW

Regional NSW is equally important to the visitor economy in NSW. Domestic and international visitors to NSW destinations outside Sydney generated 84.3 million nights of accommodation NSW and \$15 billion in visitor (overnight and day trip) expenditure in 2016. 'Holiday' (47%) was the largest purpose of visit for visitors to regional NSW, followed by 'visiting friends and relatives' (35%) and 'business' (13%). Regional NSW was the largest source of visitors to Sydney (42%) and Sydney was the largest source of visitors to regional NSW (36.4%). There is a great opportunity to grow the visitor numbers in regional NSW by showcasing the destinations and attractions on offer.

### Regional overnight stays in NSW



Figure 7 – Overnight Stays in NSW: 46 per cent were in regional NSW. Source: *National and International Visitor Surveys, YE December 2016, Tourism Research Australia*

**20.9 million**

visitors to Regional NSW  
in 2016



**35%** Sydney  
**34%** Regional  
**27%** Interstate  
**4%** Overseas

**37.2 million**

domestic day trips  
to Regional NSW in 2016



Figure 8

## Top reasons for trips to Regional NSW



Figure 9 – Source: *National and International Visitor Surveys, YE December 2016, Tourism Research Australia*

The North Coast is the most visited regional destination, followed by the Hunter, Illawarra and the South Coast.

**“If it’s a great place to live, it’s a great place to visit.”**

– Tourism and Transport Forum, 2017

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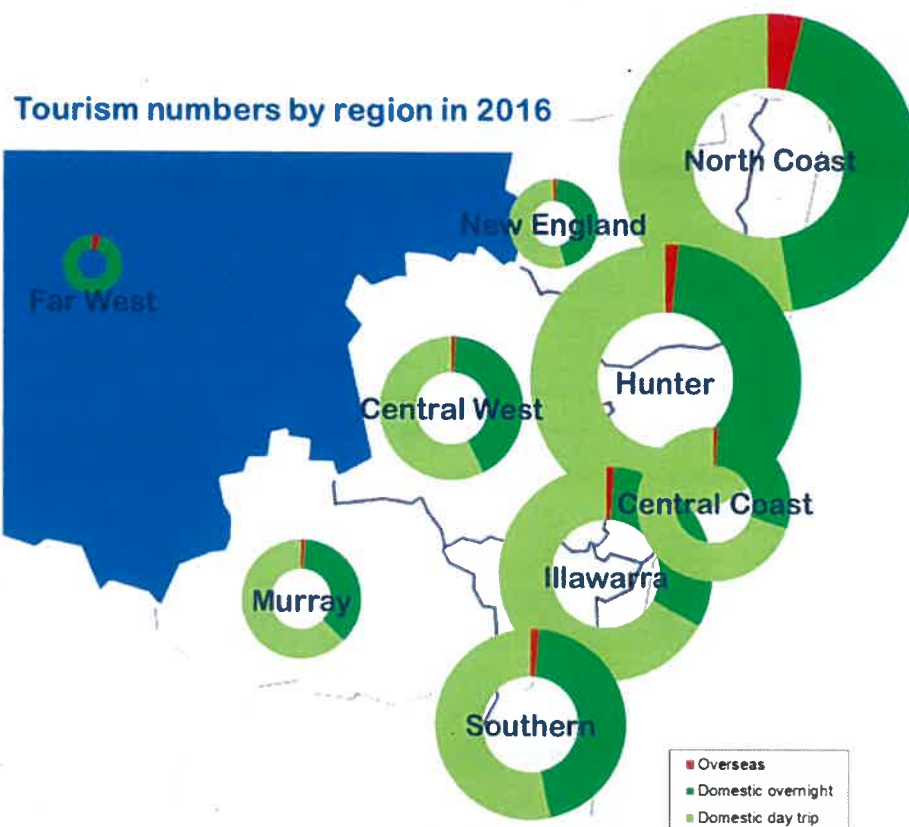


Figure 10

Transport can play a major role in growing regional tourism, by providing new and more convenient ways to get to and travel around regional destinations and attractions. Transport can also showcase these destinations through advertising on the network and improving roadside signage.

Airports bring the largest number of international visitors to our shores, while roads are the main way domestic visitors travel within NSW.



Camping and caravan tourism, which relies on a safe and efficient road network, accounted for over 4 million domestic caravan and camping visitors in 2016, spending an estimated \$3 billion.



Figure 11 – Image courtesy of *Destination NSW*

### Expected tourism growth

Tourism is expected to grow robustly in both Sydney and regional NSW. By 2025, total visitor nights are expected to grow by:

- 174,000 in Sydney
- 110,000 in regional NSW.

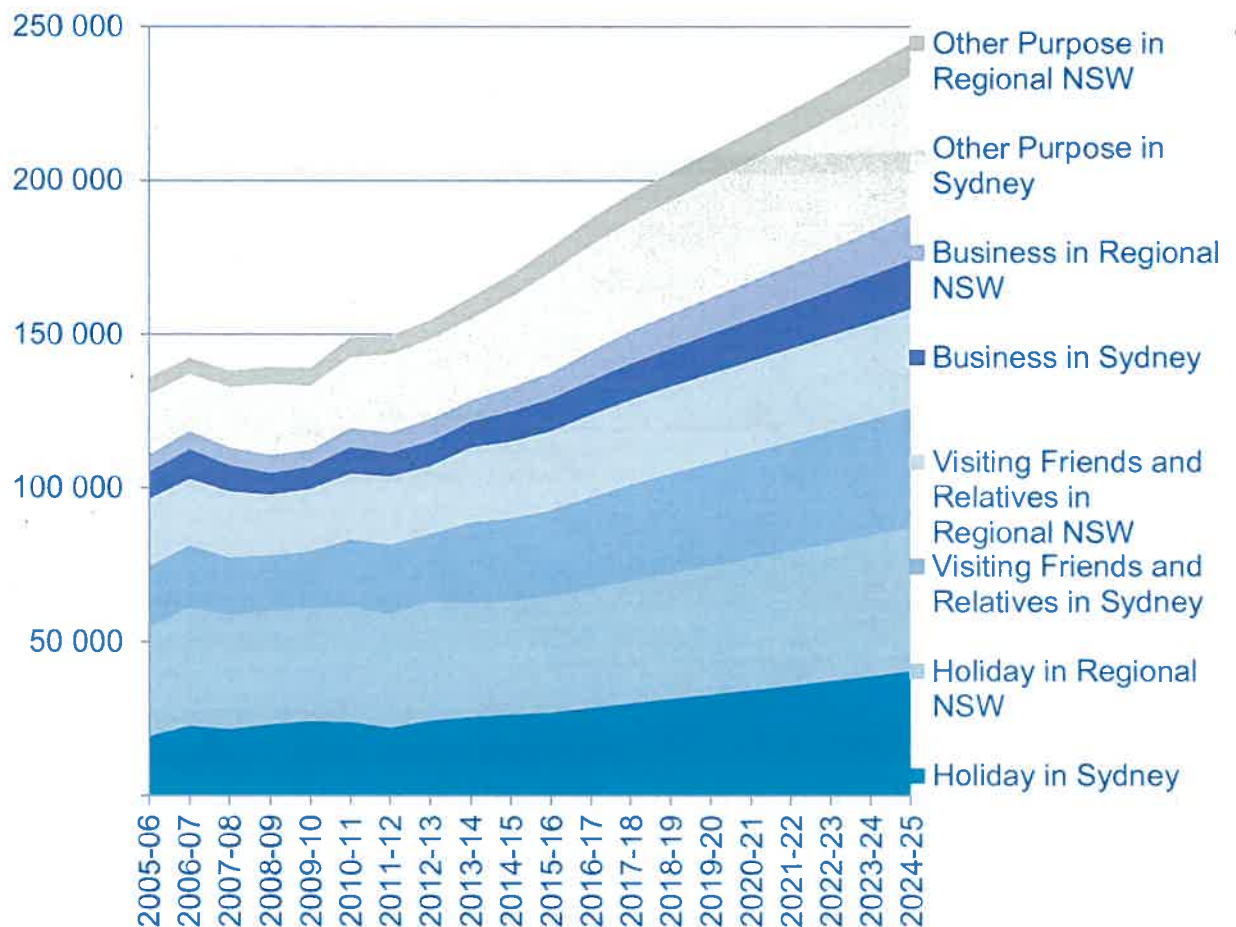


Figure 12 – Source: *Tourism Forecasts 2017*, Tourism Research Australia

### National and international visitors to NSW

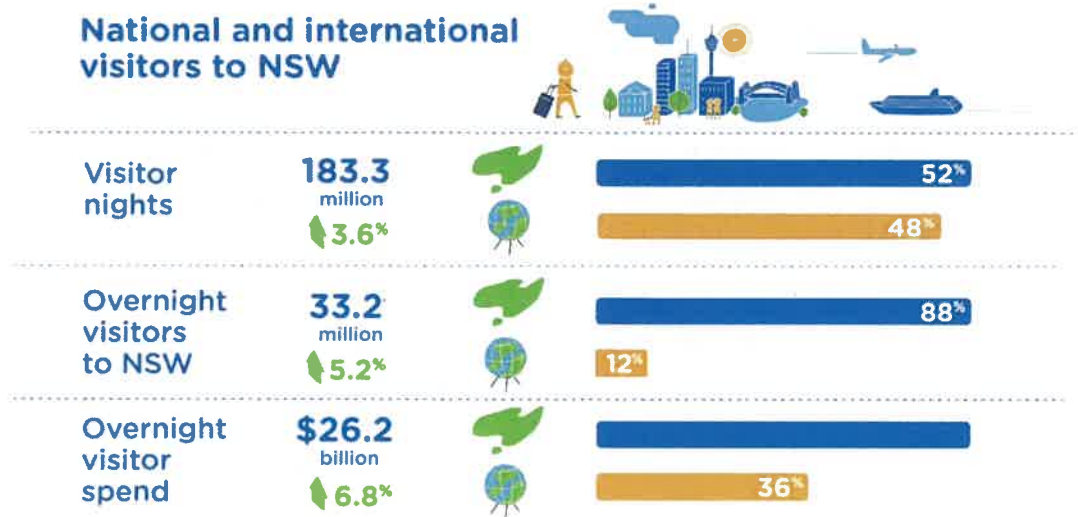


Figure 13 – Source: *National and International Visitor Surveys, YE December 2016, Tourism Research Australia*

Tourism in NSW has increased on all major measures (year ending December 2016). International visitors account for nearly half of visitor nights in NSW.

## International visitors

Visitors from non-English speaking countries now outnumber visitors from English speaking countries. In the year to January 2017, NSW welcomed 3.1 million international short-term visitors.

The top ten source markets for NSW accounted for 71.6 per cent of all international short-term visitors to NSW.

### Top 10 countries of origin for visitors to NSW

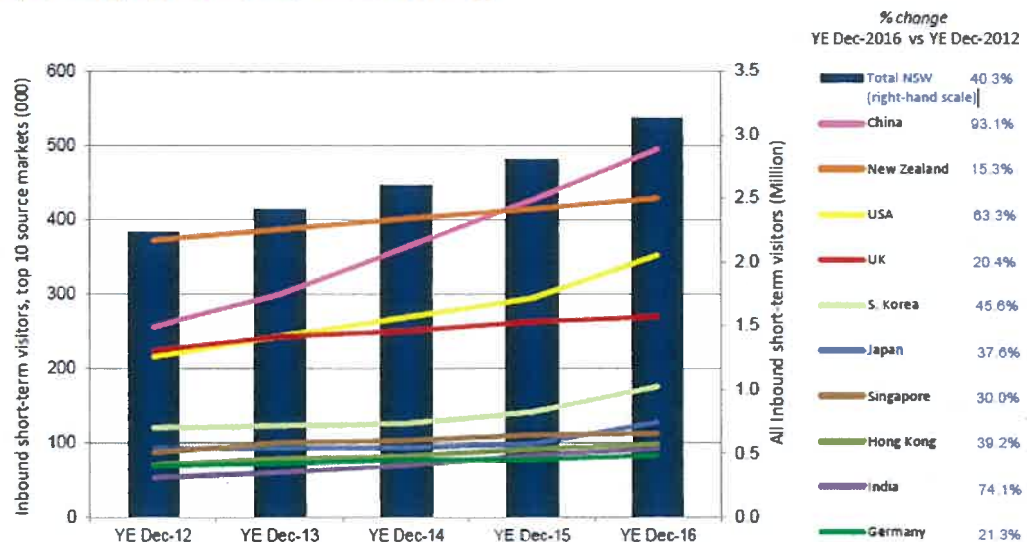


Figure 14 – Source: *Overseas Arrivals and Departures, Australian Bureau of Statistics (ABS)*

Our services need to adapt to better meet the needs of our culturally and linguistically diverse visitors.

### Cruise ship visits

Cruise ship tourism is expected to continue growing. Cruise ships are getting larger and more frequent.

- The 2016-17 financial year was the biggest NSW cruise season ever. We welcomed 1.53 million passengers through our cruise terminals, with Sydney Harbour hosting more than 300 ships, including 10 maiden voyages.
- In 2017-18, 360 cruise ships are scheduled to visit Sydney, including 8 maiden voyages.



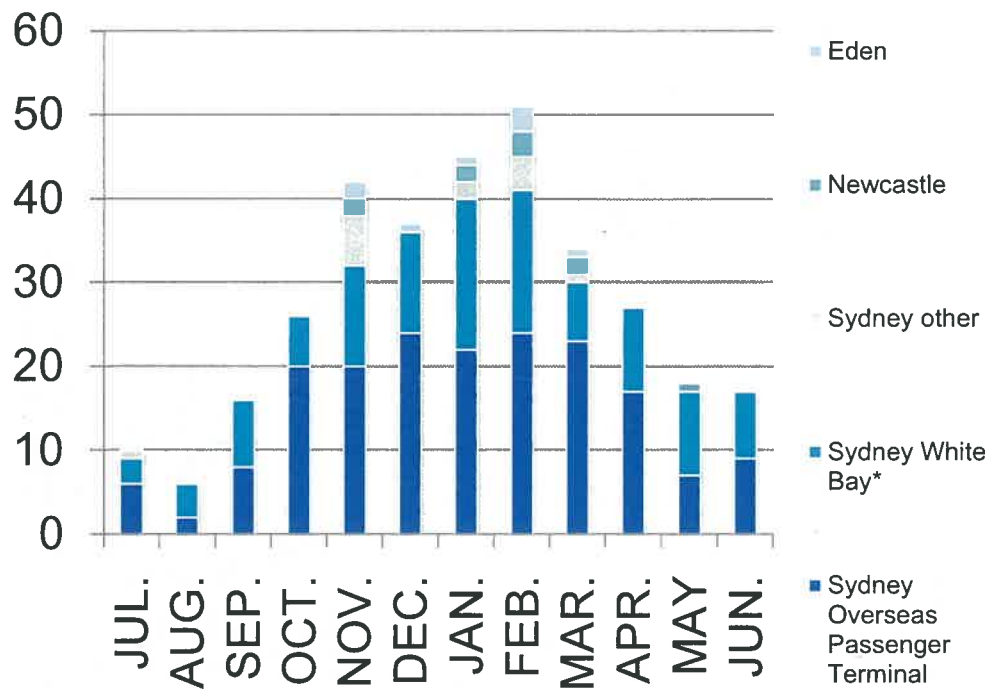


Figure 15



Figure 16 – Image courtesy of Destination NSW

## Growth opportunities by region

The initiatives identified for investigation in this plan aim to support the unique tourism opportunities in each region of NSW. Research undertaken for the NSW Government identified the following tourism-related economic opportunities for each NSW region.



Figure 17

### North Coast

As the largest tourist destination within regional NSW, further develop the region's amenities and attractions focused on the national parks, marine assets and events and festivals to support further tourism growth in the area

### New England and North West

Capitalise on the region's natural parks, artesian spas in Moree and a rich cultural heritage to develop the region as a visitor destination

### Hunter

Grow the visitor offering in the region by developing attractions in Newcastle and building on the strength of the Hunter Valley's wineries and the coast

### Central Coast

Capitalise on the region's natural amenities and proximity to major population centres to encourage further visitation by enabling improvements to visitor amenities and accommodation



### **Illawarra-Shoalhaven**

Build on Wollongong's proximity to Sydney and its existing range of attractions and amenities, to further develop its offer to both business and leisure visitors

Activate the potential of Shoalhaven's pristine coastline, national parks, and existing strengths in boutique food and wine production, to develop a compelling visitor proposition

### **South East and Tablelands**

Develop the Snowy Mountains into Australia's premier winter and summer alpine destination

Develop the Far South Coast into a premium destination for visitors attracted to the pristine coastline and boutique culinary experiences

### **Riverina-Murray**

Capitalise on the natural amenities of the Murray River and existing visitor attractions by developing an expanded range of attractions to drive further visitation to the region

### **Central West and Orana**

Develop the potential of the region's existing amenities including strengths in fine food and wine experiences and tourist attractions with further supporting investments to drive visitation, length of stay and spend

### **Far West**

Build on the region's heritage and unique tourism assets, such as the opal fields and national parks, to develop a compelling offer for a broader range of visitation segments

## **Boating**

### **Boating plays a key role in supporting the visitor economy**

Visitors are attracted to a range of recreational activities on the water in NSW including boating, fishing and yachting.

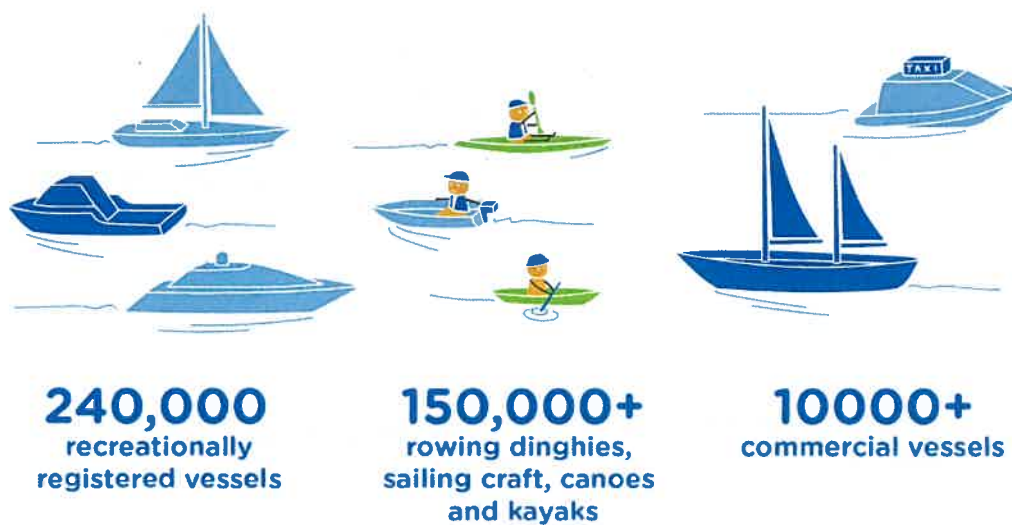


Figure 18

As of 30 June 2017, there were nearly 240,000 recreationally registered vessels and 10,000 commercial vessels in NSW. Recreational and commercial activities on our waterways contribute an estimated \$2.7 billion to the state economy and employ an estimated 8,000 people.



Figure 19

A large proportion of ferry customers are also visitors, with 15 million ferry journeys in NSW each year, servicing tourism hubs such as Circular Quay, Darling Harbour and Manly.



Figure 20

The commercial vessel sector also plays an important role in showcasing NSW waterways to local, interstate and international visitors through various forms of charter and tourist services including harbour cruises, river cruises, fishing charters, whale watching and adventure-based services.

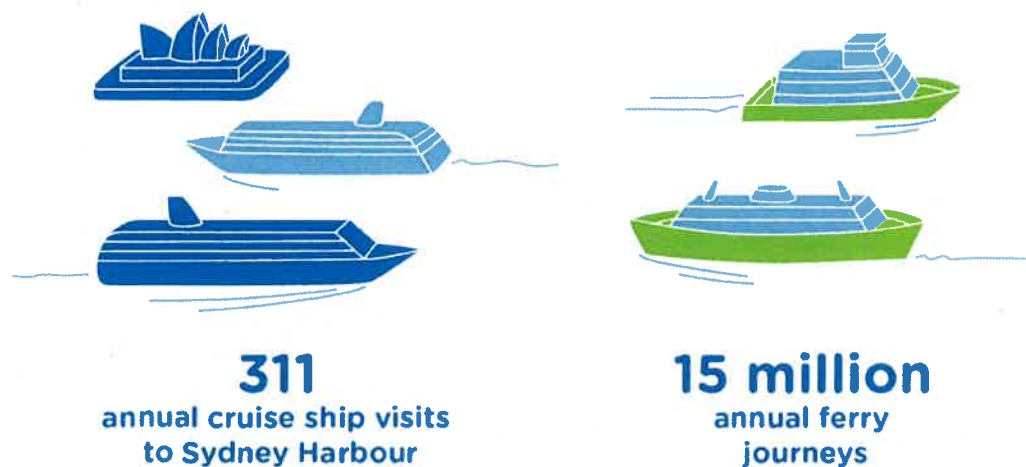


Figure 21

### Nature-based tourism

**Transport can facilitate growing nature and cultural tourism in more locations in NSW**

Nature-based tourism includes outdoor and nature experiences, and is one of the main reasons people visit regional NSW. In 2016 visitors who took part in a nature-based activity stayed 46.2 million nights in regional NSW, spending \$8.5 billion. Thirty-two per cent of visitors to regional NSW participate in a nature tourism experience.



Figure 22



National parks cover 9 per cent of NSW and generate more than \$11 billion per year in expenditure, enabling hundreds of small to medium businesses to operate across the state. Over the past two years, national parks have seen a 30 per cent increase in visitation.

National parks in the Sydney basin provide valuable open space and recreational opportunities for a growing number of residents and visitors to the region. Transport infrastructure and services are needed to accommodate this growth.

Regional NSW national parks have seen significant growth in visitor numbers where transport has been improved. For example, upgrades to the Pacific Highway corridor have contributed to a 70 per cent increase in visitation in the North Coast Region.

## NSW national park and road network



Figure 23

Improved visitor access to national parks could enable the further growth of nature-based tourism. This could be achieved through:

- Improved connections to parks from key visitor gateways like regional airports and cruise terminals
- Upgraded wharf infrastructure to access island parks including the Sydney Harbour Islands
- Linked transport packaging to events hosted in national parks, such as mountain bike championships and cultural events
- More regular public transport to some of the most visited national parks around Sydney, to reduce and manage road congestion
- Increased signage to national park destinations along main roads, aligned to a broader tourist drives strategy
- Coordinated road safety upgrades and road sealing at entry and exit points near high speed roads
- Regional cycling connections to national parks
- Links with operators to improve accessible tourism to national parks.



## 7. Visitor transport needs

### **The transport needs of visitors and people who work in tourism differ from weekday commuters**

To create a world class travel experience for visitors, we need to consider the needs of customer groups who may be unfamiliar with the transport system and travelling at different times.

#### **Improving out of peak hours services**

Meeting the transport needs of customers visiting our cities and regions means ensuring services are accessible, comfortable, easy to use and suitable for people travelling in groups, carrying luggage and travelling outside of peak hours and on weekends to popular tourist destinations.

The visitor economy operates all day, every day. Opportunities to connect visitors to a wide range of experiences, whether on short or long stays, requires transport services to be available for both visitors and tourist businesses alike. For example, the Western Sydney Airport will offer 24/7 operations and will need to be serviced by efficient transport links for both employees at the airport and co-located businesses as well as travellers. Similarly, cruise ships can berth out of hours and frequently have short stopovers. Visitors will expect to access retail and leisure activities with minimal travelling time.



Figure 24

### Creating accessible tourism

Older people make up a substantial and increasing proportion of visitors to Sydney and regional NSW and therefore make an important contribution to the visitor economy. NSW accessible tourism is valued at around \$8 billion per year and is growing. Twenty per cent of the population has a disability and of these, 88 per cent take a holiday each year. Around one third (29 per cent) of visitors to Sydney are aged 55 years and over, and closer to two thirds travelled in groups of two or more people, adding to the importance of ensuring services are flexible and fully accessible. The proportion of older people and people travelling in groups are even higher in regional NSW.

**“Visitors with disabilities are usually accompanied by carers, friends and family, which makes inclusive tourism a huge section of the travel market.”**

- Local Government NSW President Councillor Keith Rhoades



Figure 25

## Age of visitors to Sydney



Figure 26 – Source: National and International Visitor Surveys, YE December 2016, Tourism Research Australia



Combined with an ageing population, the proportion of people with disability will increase, representing a growing market for travellers who require the physical environment as well as digital engagement and marketing material to be adapted to meet their needs. This growing market for Accessible Tourism presents both short term and long term opportunities in making tourism and recreational activities universally accessible.



Figure 27

## The visitor experience

### Enhancing the end-to-end journey for visitors

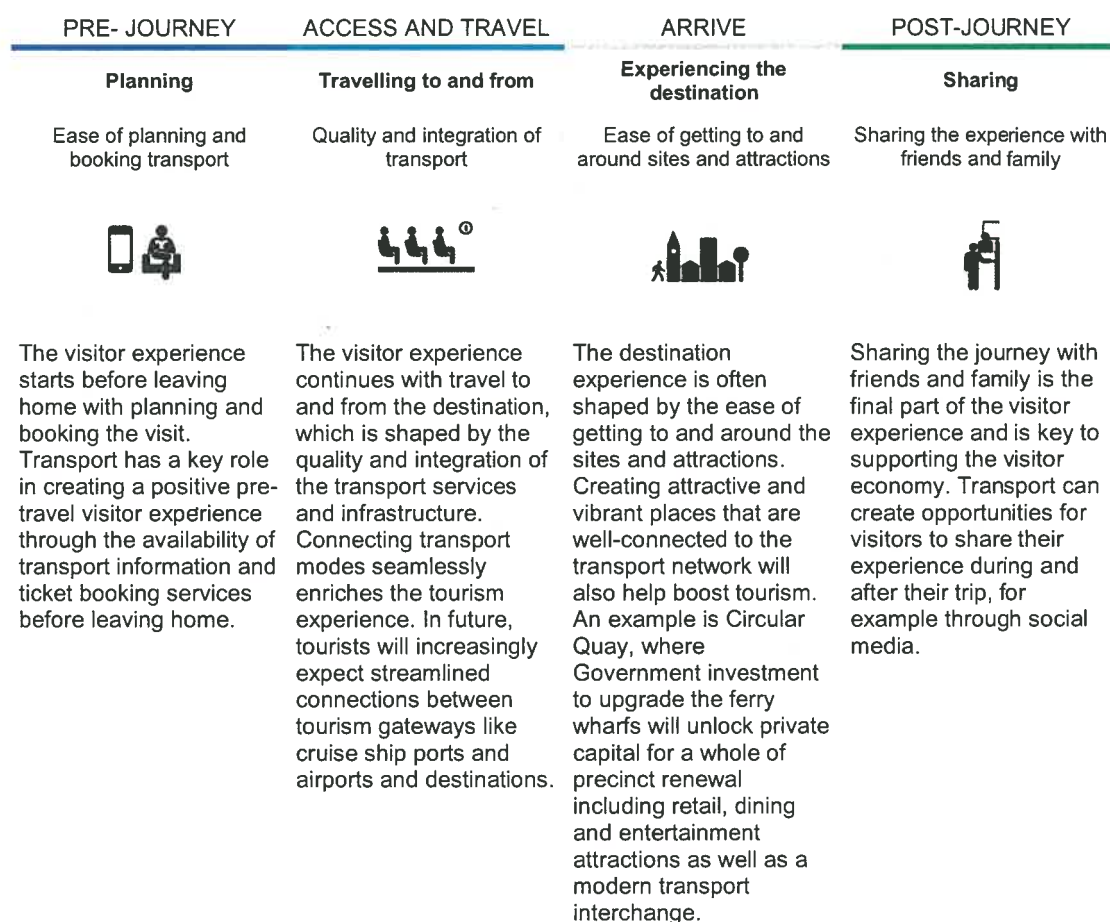


Figure 28

We can enhance the end-to-end visitor experience and enable visitors to move around the network seamlessly and enjoy transport connections to attractions and tourist precincts by:

- Improving public transport connections to arrival and departure points such as airports and cruise terminals
- Facilitating the development of new apps that provide a single point of information and allow tourists to purchase products that bundle travel with cultural activities and tourist attractions



- Providing clear wayfinding to help visitors and infrequent network users navigate the network easily and seamlessly
- Providing opportunities for visitors to share their experience during and after their trip on social media, with WiFi access at key interchanges and on public transport.

**“Connected, integrated and active cities and regions are key to improving liveability for residents and creating destinations that are attractive to visitors.”**

– Tourism and Transport Forum, 2017

## 8. Ticketing

### New payment and ticketing options

**New contactless payments and ticketing options will make using public transport easier for visitors.**

The number of active Opal cards has remained relatively stable since 2015 but the number cards issued continues to rise. By December 2016, more than 11 million cards had been issued, suggesting that many cards are being purchased for use by visitors during their stay.

We have holistic approach to improving Opal for visitors, which includes improvements to Opal technology and infrastructure, on-mode communications, marketing, wayfinding, and communication and training of staff.

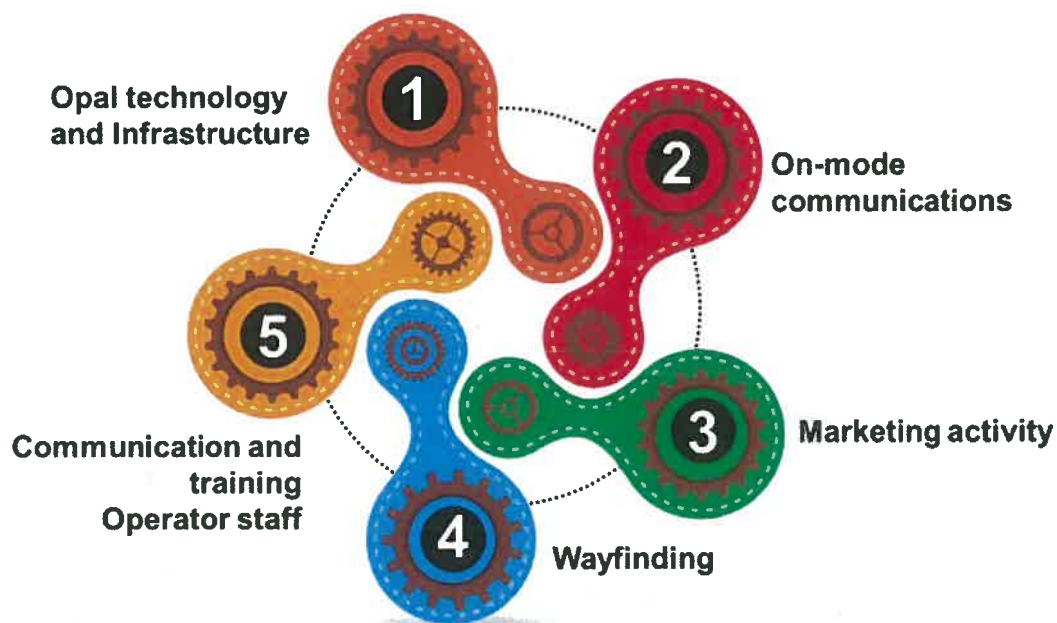


Figure 29

#### Committed initiatives (0-10 years)

- Opal Business Toolkit
- Opal Visitor Guide (includes map)
- Interactive Opal Visitor Guide - for conference market
- Airport DL Flyer
- Ad in the Official Sydney Guide
- Opal visitor video
- DNSW Cruise Ship Ambassador Program
- [Multicultural support](#)
- Cruise Ship Development Plan
- [Visitor Information](#) on transport.info website
- Engagement with various Government institutions and tourist operators
- Smarter Ticketing Brochure - Translated

#### Initiatives for investigation (0-10 years)

Option	Timeframe
<b>Availability</b>	
Extending the trial of contactless payments - enabling customers to pay their single trip ticket fare directly by tapping on and off with a credit card, mobile device or wearable.	Trial underway for Manly ferry
Opal top up machines in main languages of visitors	0-5 years
Extend Opal ticketing to other private operators like private ferries	0-5 years
<b>Packaging</b>	
Partner with organisations to give visitors discounts to entry to key attractions when purchasing an 'Opal visitor pack'	0-5 years

### Packaging regional destinations

The Transport for NSW travel planning website – <https://transportnsw.info/> – is one of the most visited websites in Australia.

The site now includes information on all regional services and promotes events and destinations within NSW, with packages that include travel as part of entry fees for many major events.

#### Committed initiatives (0-10 years)

- NSW TrainLink Discovery pass - multi-day regional rail and coach tickets
- Destinations described on the NSW TrainLink website
- Rail and coach tickets available at physical sales agents across NSW, QLD, VIC and SA and on the NSW TrainLink website

#### Committed initiatives (0-10 years)

- Regional tourism destinations advertised on trains and at stations across NSW

#### Initiatives for investigation (0-10 years)

Option	Timeframe
Improve NSW TrainLink booking system	0-5 years
<b>Packaging</b>	
Package regional rail and coach tickets with car hire and car share	0-5 years
Partnerships with selected industry operators / inbound tour business and Accredited Visitor Information Centre network	0-5 years
Develop a booking platform that allows third party online booking agents to sell rail and coach tickets alongside airline bookings	0-5 years
<b>Availability</b>	
App for integrated booking, so customer can book trains/coaches online, be allocated a seat and pay via credit card/bpay/bank transfer	0-5 years
Online booking service for customers with special needs on regional trains and coaches	0-5 years
Self-service ticket terminals for regional services at Central Station	0-5 years



## 9. Information

### Visitor information and regional promotion

#### Information about transport services presents opportunities to promote regional destinations

Our customers tell us clear and effective communication of timetable and service disruption information is very important. To continually improve our performance in this area, we are implementing a range of initiatives designed to make it easier for customers to access the information they need, wherever they are, and whenever they need it.

Personalising transport services to cater for the needs of our visitors means providing service planning information and wayfinding signage in accessible formats that can be easily understood or translated using mobile technology for people whose first language is not English, as well as ensuring customer service officers are available and can provide on-the-spot assistance and helpful advice for making connections easier and journeys more enjoyable.

The widespread use of smartphone technologies to plan, book and pay for transport services will be enhanced by new apps that provide real time alerts on service changes. Videos demonstrating how to use these apps and the travel planning toolkit are now available on the [transportnsw.info](http://transportnsw.info) website in a range of languages.

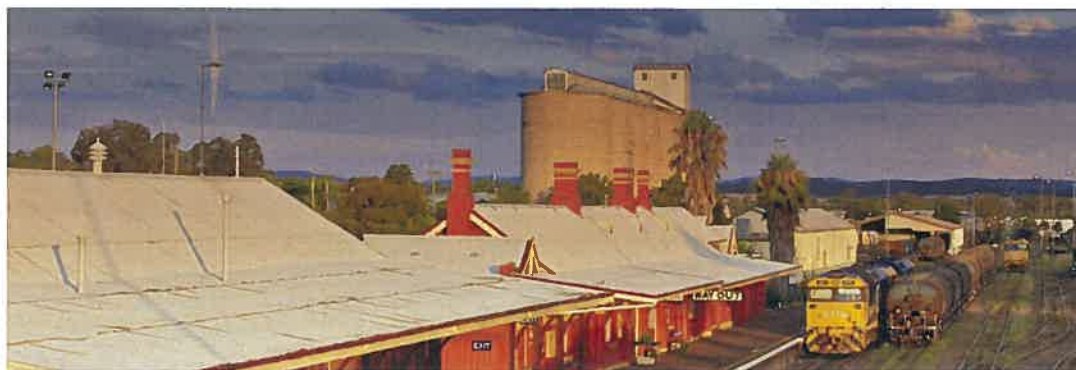


Figure 30

Transport for NSW will investigate ways to support the emergence of *Mobility as a Service* models that can be tailored to the needs of visitor groups or individuals. *Mobility as a Service* models make it possible for people to plan, book and pay for their transport services through a personal account. These transport options could include not only public transport but also point to point services, ride share and bicycle share, and can be bundled with other visitor experiences, such as dining and shopping.



#### Committed initiatives (0-10 years)

- Cooperative promotional activities with Destination NSW under formal MOU. Range of target markets (e.g. seniors), destinations and events (e.g. regional travel to Vivid)
- Targeted campaign in NSW TrainLink South region promoting regional services (to commence in May)
- Campaign to advertise self-service bookings for regional services
- Event posters (for events across the NSW TrainLink networks), and online events calendar feed from Destination NSW
- Awareness activities for NSW TrainLink regional services, including service/pricing information and distribution of collateral to motivate customers to travel more widely across NSW
- Cooperative promotional campaigns with selected destination managers and local tourism operators (e.g. Visit Dubbo)
- Promotional and advertising agreements with key tourism publishers promoting NSW TrainLink services (e.g. promotional messages on all tourism maps)

#### Initiatives for investigation (0-10 years)

Option	Timeframe
Visitor information centres in key locations, as well as a website and apps to provide broader integrated information about transport and other attractions for tourists	0-5 years
Increased marketing of Transport Information services and website for tourists	0-5 years
Integrated tourist information with transport information from airport to key attractions, in a mix of print, online and interactive kiosk format	0-5 years

## Wayfinding

### New technologies make wayfinding easier anywhere, anytime

Finding your way around NSW has never been easier with multiple smartphone apps for navigating the system. Transport for NSW has been collaborating with app developers over the past five years to produce a range of trip planning and wayfinding apps that can be assessed by visiting our data catalogue. Today we supply real-time data to apps with a total of more than 5 million unique customer downloads. The Open Data program will make these datasets, along with other transport data, more broadly available.

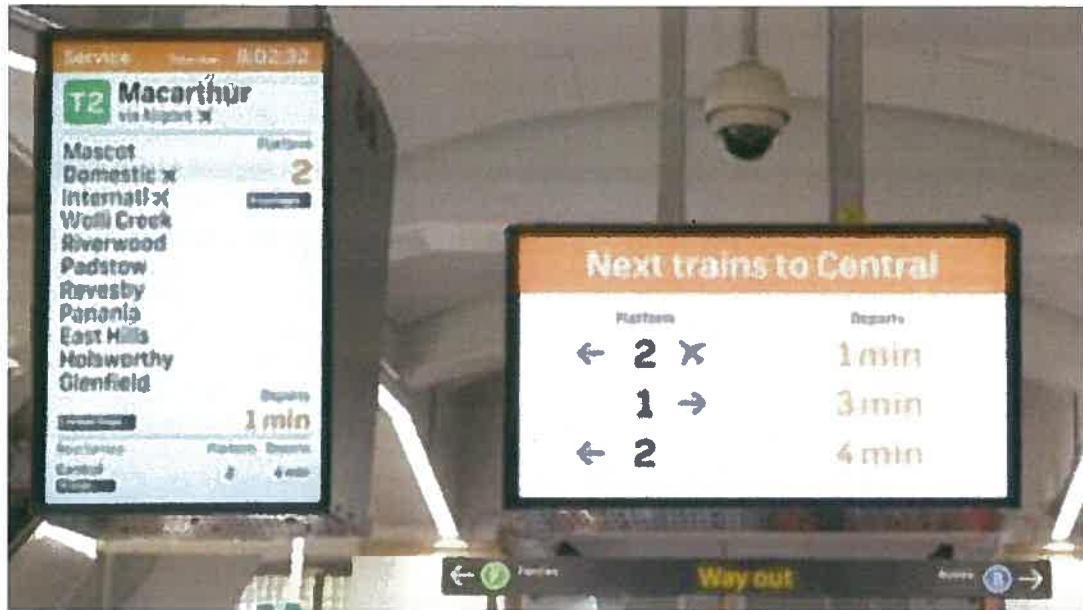


Figure 31

A new signage system introduced in 2013 has made it easier for customers to navigate their journey and change between modes of transport. The system, which is based on international best practice, reduces clutter for customers when they're entering busy transport locations and provides uniform codes and colours to enable easier navigation. It is now well established across all modes. We are continually improving the way we make use of digital information at stops and interchanges.



Figure 32

### Committed initiatives (0-10 years)

#### Before the journey – trip planning

- Trip planning apps and real time information
- Timetable and real-time data is actively and openly shared with third-party developers

#### During the trip – wayfinding

- Rolling out consistent wayfinding across the network, including a 'kit of parts' for place managers to adopt
- Large internal electronic screens on new intercity trains and future new regional trains
- Enhanced automated announcements on new trains
- Roll out of customer information/help points and CCTV at all regional locations

### Initiatives for investigation (0-10 years)

Option	Timeframe
<b>Multi-language</b>	
Announcements on board for key visitor destination interchanges in languages of main visitor groups	0-5 years
Wayfinding signage in languages (online and LED screens) of main visitor groups at key locations	0-5 years
Multi-lingual trip planning for top 3 visitor groups for prime tourist attractions	0-5 years
<b>Before the journey – trip planning</b>	
Market / promote trip plans for top 10 tourist attractions	0-5 years
Personalised app marketing – provide crowd information – to shift shoulder of peak	0-5 years
<b>During the trip – wayfinding</b>	
App to show availability of seating and crowding levels, and improve wayfinding within stations	0-5 years
Increase numbers of Station Passenger Information screens at regional locations	0-5 years



## 10. Transport services

### Customer service on visitor routes

**Customer satisfaction on trains, ferries and light rail is at record levels thanks to a significant focus on customer service**

Staff are now more present and ready to assist visitors at key visitor hubs across the public transport network. Visitors are sharing their journey with friends and family with WiFi available on Sydney Ferries, and at Central Station and Circular Quay. WiFi is also being rolled out on select bus routes.



Figure 33

#### Committed initiatives (0-10 years)

- WiFi available on Sydney Ferries, and at Central Station and Circular Quay, and is being rolled out on select bus routes
- Staff are now more present at Sydney Trains stations to assist all customers
- Sydney Ferries operator offers a cafe on the Circular Quay to Manly ferry
- Phone charging stations on a number of Sydney Ferries vessels, including the Freshwater Class, which operates between Circular Quay and Manly

#### Initiatives for investigation (0-10 years)

Option	Timeframe
Extend WiFi access across the public transport network	0-5 years
Improved amenities and services at prime tourist locations	0-5 years
Integrated and coordinated multi-modal interchange e.g. Circular Quay and other prime tourist hubs	5-10 years
Integration of precinct management and transport customer services e.g. at Circular Quay	0-5 years
Integration of cultural attractions, heritage, tourism, special events in immediate proximity to major transport hubs e.g. Circular Quay	0-5 years
Improve amenities on regional trains (on-board & stations)	0-10 years
Allow space for a supplier to offer mobility scooter hire at Central Station for Accessible Tourism	0-5 years
Adult change toilets at Circular Quay and Central Station to enable Accessible Tourism	0-5 years

## Making transport the attraction

### Transport not only gets visitors to destinations, but can also be an attraction in itself

Public transport can provide opportunities for visitors to share their experience during and after their trip, as it is one of the best ways to see the highlights of NSW.

Walking is one of the best ways of seeing city attractions, while buses and ferries represent the best way to visit points and attractions around the harbour. Trains, light rail, buses and ferries provide an inexpensive way of seeing the most beautiful harbour in the world. Further, visitors consider riding a ferry or bicycle as potential activities to do while in NSW, and as ways to experience the place they are travelling to.

For example, Sunday is the busiest day for the ferry network and serves the leisure market. As a result, ferry timetabling is designed to meet this peak visitor demand rather than the morning peak.

NSW offers a Trip Planner that will allow anyone to work out a travel plan using a combination of train, light rail, bus and ferry services to get to a destination.

But the interest in transport as an attraction extends far beyond Sydney. The Byron Bay Railroad Company will operate the world's first solar powered train on the disused railway line between Byron Bay CBD and North Byron under licence from Transport for NSW.





Figure 34 – Source: Byron Bay Railroad Company

#### Committed initiatives (0-10 years)

- TfNSW provides funding to Transport Heritage NSW to run heritage rail tours and to support other operators in the sector
- The disused rail line between Rosewood and Tumbarumba is being converted into a rail trail. The project is a pilot for potentially many more similar projects across NSW

#### Initiatives for investigation (0-10 years)

Option	Timeframe
Enable additional public bike share in inner Sydney, Parramatta and Newcastle	0-5 years
Work with Destination Networks, six regional tourism entities developed to facilitate visitor economy growth at the local level, to guide cooperative destination development and marketing initiatives in each region	0-5 years
Connect with tourist operators to have organised tours using trains, including designated carriages for groups with interpreter	0-5 years
Open underutilised assets for tourism-related uses, like rail trails or tourist trains	0-5 years

#### Servicing visitor demand

**Public transport is integral to the NSW visitor experience, as it enables visitors to access popular attractions, in addition to being an attraction in itself**

The new Cross-Harbour ferry route will link popular tourist locations from Watsons Bay to Barangaroo and Pyrmont, with visitors able to reach many of Sydney's top attractions whilst enjoying a spectacular journey. We will continue to add more public transport services to popular areas in Greater Sydney to make it easier and more convenient for visitors to enjoy them.



Figure 35

### More Trains More Services

The NSW Government will invest more than \$1.5 billion to 2021 on the More Trains, More Services program, which will boost capacity through hundreds of extra services, better infrastructure and new trains for Sydney.

We're adding more than 750 new train services to our weekend timetable, moving Sydney closer in line with public transport offerings in other global cities during off-peak times.

Already there are more than 4,000 additional seats on Blue Mountains trains every weekend, with a doubling of capacity on six weekend Blue Mountains services from 4 to 8 carriages. An additional 24 new express services between Sydney and the Blue Mountains are planned on weekends. Dedicated 8-car express tourist trains will cut travel times by around 20 minutes.



Figure 36

#### Committed initiatives (0-10 years)

- Sydney Ferries Summer timetable - additional services to help customers get to key destinations across Sydney Harbour during the busy summer peak period
- New Cross-Harbour ferry route to connect key visitor destinations
- Service improvements on bus routes that serve visitor destinations like the Northern Beaches B-line, including more frequent services with double decker buses that will provide great views from the top deck
- Additional train services to the Blue Mountains on weekends and peak visitor times

#### Initiatives for investigation (0-10 years)

Option	Timeframe
Improve connections/services in off peak, weekend, Public Holidays	0-5 years
Aligning services to meet and increase demand for key visitor locations as new train, coach and ferry fleets come on line	0-5 years
Improvements to information, wayfinding and public transport services to top ten tourism destinations in Sydney and regional NSW	0-5 years
Work with private regional airline, coach, ferry and train operators to meet and drive demand for visitor destinations across the state	0-5 years
Extend NSW TrainLink service frequency to regional tourist destinations	0-5 years
Investigate new ferry wharves in high demand locations	0-5 years



## Regional coach and rail

**Our regional trains and coaches enable visitors to reach most parts of NSW, from small towns to regional centres**

More than 500 new intercity train carriages will replace our older trains, providing long-distance customers a more comfortable travelling experience.

We will investigate providing faster train services to Newcastle and Wollongong. In addition, the regional train fleet will be replaced with a new fleet with improved amenities. We will refocus the regional transport network to link towns with regional cities rather than being Sydney-focussed. We will investigate convenient public transport arrival and departure times, providing day return services to regional cities and centres, and reducing regional train journey times.



Figure 37

#### Committed initiatives (0-10 years)

- A new regional NSW fleet will replace the ageing XPT, Xplorer and Endeavour trains for passengers who travel between Sydney, Melbourne, Brisbane and major regional centres
- A new fleet of long distance, intercity trains from Sydney to the Central Coast, Newcastle, the Blue Mountains and the South Coast

#### Initiatives for investigation (0-10 Years)

Option	Timeframe
Update the Sydney City Centre Access Centre Strategy to reflect changing development and transport networks, as well as determine coach parking requirements throughout the Sydney CBD, in key visitor precincts and around hotels	0-5 years

### Supporting the late night economy

#### Public transport enables visitors to enjoy our nightlife and special events, by letting someone else do the driving

The NSW Government is committed to growing a vibrant, safe and strong night-time economy for residents and visitors to Sydney, Newcastle and other large regional cities. We will enhance our night bus network, adding new routes and services, especially on Friday and Saturday nights. We will enable 24/7 public transport access to Sydney Airport with two new overnight bus routes. We will provide more frequent public transport services to major events, and integrate late night bus services with point to point services to provide 'last mile' travel.



Figure 38



### Committed initiatives (0-10 years)

New, extended or enhanced all-night bus services on the following routes as part of the Growth Services Plan:

- Route 400 Burwood to Bondi Junction via Sydney Airport
- Route 423 Kingsgrove to City via Earlwood and Newtown.
- Route N20 Riverwood to City via Rockdale, Sydney Airport and Green Square
- Route N81 Parramatta to City via Sydney Olympic Park and Wentworth Point (Thursday-Saturday only)
- Route N91 Bondi Junction to Macquarie Park via Kings Cross, City and Chatswood

### Initiatives for investigation (0-10 years)

Option	Timeframe
Extended late night public transport services for workers and visitors – particularly on Friday/Saturday nights	0-5 years
Integrated service to allow late night bus customers to link with a point to point service for the 'last mile home'	0-5 years
Increased frequency of public transport services to precincts and key attractions for mid to large sized sports / entertainment / cultural events	0-5 years
Improved traffic management on Friday and Saturday nights in busy late night precincts	0-5 years

## Connecting to key gateways

### Sydney Airport

#### Sydney Airport remains Australia's number one international gateway

Transport service and infrastructure improvements are increasing access to this key national hub of the visitor economy.

#### Committed initiatives (0-10 years)

- The NSW Government is [upgrading roads around Sydney's Kingsford Smith Airport](#) to improve traffic flow around the airport and Port Botany. The upgrades will also complement Sydney Airport's upgrades to the internal road network
- Additional train services on Airport Line
- Additional bus services to Rockdale and Mascot, to improve connectivity to existing transport services to the Airport
- New separated cycleway connections to Wolli Creek and Mascot stations for staff in the Sydney Airport precinct

#### Initiatives for investigation (0-10 years)

Option	Timeframe
Improved ability to cross Sydney using street public transport options, including the following routes outlined in Sydney's Bus Future: <ul style="list-style-type: none"> <li>• Suburban bus route between Bondi Junction and Burwood via Eastgardens and Airport</li> <li>• Suburban bus route between Chatswood and the Airport via Sydney CBD and Botany Road</li> <li>• Suburban bus route between Bondi Junction to Miranda via Airport and Eastgardens</li> </ul>	0-10 years
Investigate opportunities provided by the planned ground transport interchange	5-10 years
Work with Sydney Airport as the new Airport Master Plan is developed	0-5 years

### Western Sydney Airport

Western Sydney Airport will drive tourism by:

- Adding additional slots in the Sydney basin to grow international tourism markets
- Broadening the options within the Sydney basin for air travel
- Stimulating local nature, sport and event-based tourism, including spurring additional accommodation capacity in Western Sydney and the Blue Mountains.

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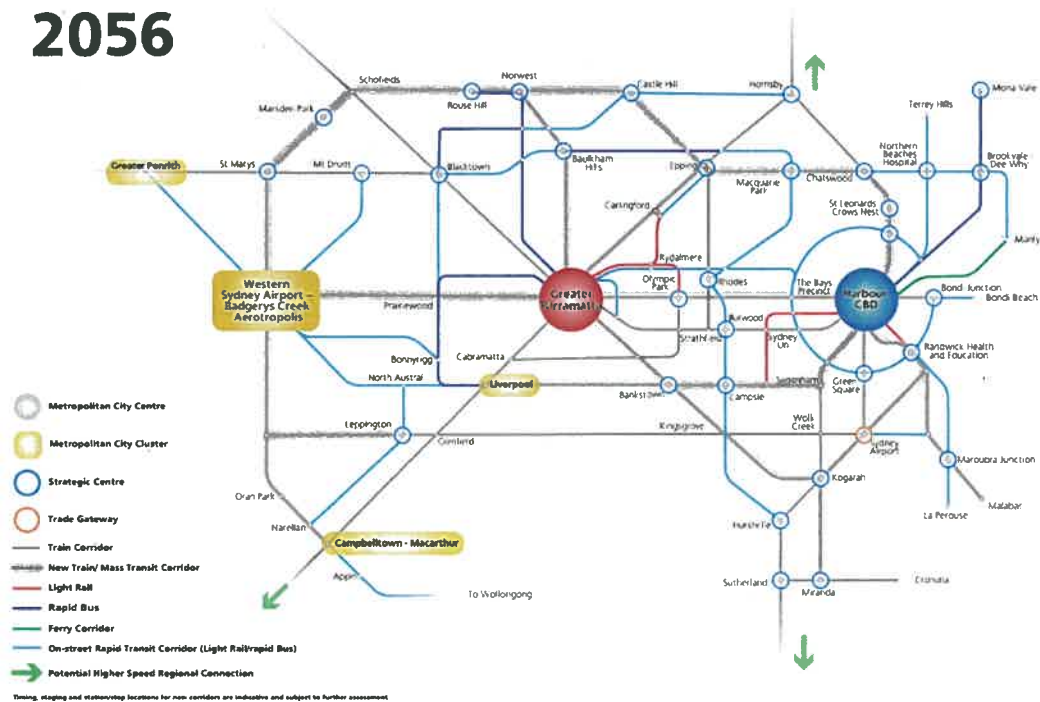


Figure 40

We are currently investigating options for rail and intermediate public transport to service Western Sydney Airport.

#### Initiatives for investigation (0-10 years, 10+ years)

Option	Timeframe
Plan an integrated transport service offering for Western Sydney Airport with the objective of reducing private vehicle dependency	0-10 years
Work with the future Western Sydney Airport operator on its Ground Travel Plan to outline future transport offering	5-10 years
Deliver integrated transport services to Western Sydney Airport to commence day of opening, and to be further developed over time	5-10 years
WSA-Badgerys Creek Aerotropolis–Parramatta train link (for priority planning in collaboration with the Commonwealth)	0-10 years
North-south train link in Western Parkland City (St Marys to WSA-Badgerys Creek Aerotropolis) (for priority planning in collaboration with the Commonwealth)	10-20 years
Infrastructure to support rapid bus connections between WSA-Badgerys Creek Aerotropolis and Penrith, Liverpool, Blacktown and Campbelltown-Macarthur (for priority planning)	0-10 years

**“Western Sydney is full of untapped tourism potential waiting to be realised.”**

– NSW Business Chamber

#### Regional air

Aviation will continue to be an important way to connect tourism destinations across regional NSW. For example, the air routes connecting the holiday destinations of Ballina, Coffs Harbour and Port Macquarie are currently the busiest on the NSW air network. The establishment of a 24-hour International Airport in Western Sydney will enhance access to regional NSW locations, whilst retaining important regular access to Kingsford Smith Airport.

Our focus for the next 10 years will be the development of a ‘hub and spoke’ model, to build the efficiency, accessibility, commercial viability and sustainability of key regional airports and a few smaller but strategically important airports. In particular, we will look to:



- Increase connections from regional cities and centres to interstate destinations as well as Sydney
- Facilitate regional flight access to Kingsford Smith Airport as the main entry and explore opportunities at Western Sydney Airport
- Make landside improvements to facilities through the Regional Airports Program, to upgrade and maintain regional airport facilities
- Connect public transport services with airports and consider timetabling, marketing and ticketing as a holistic product.

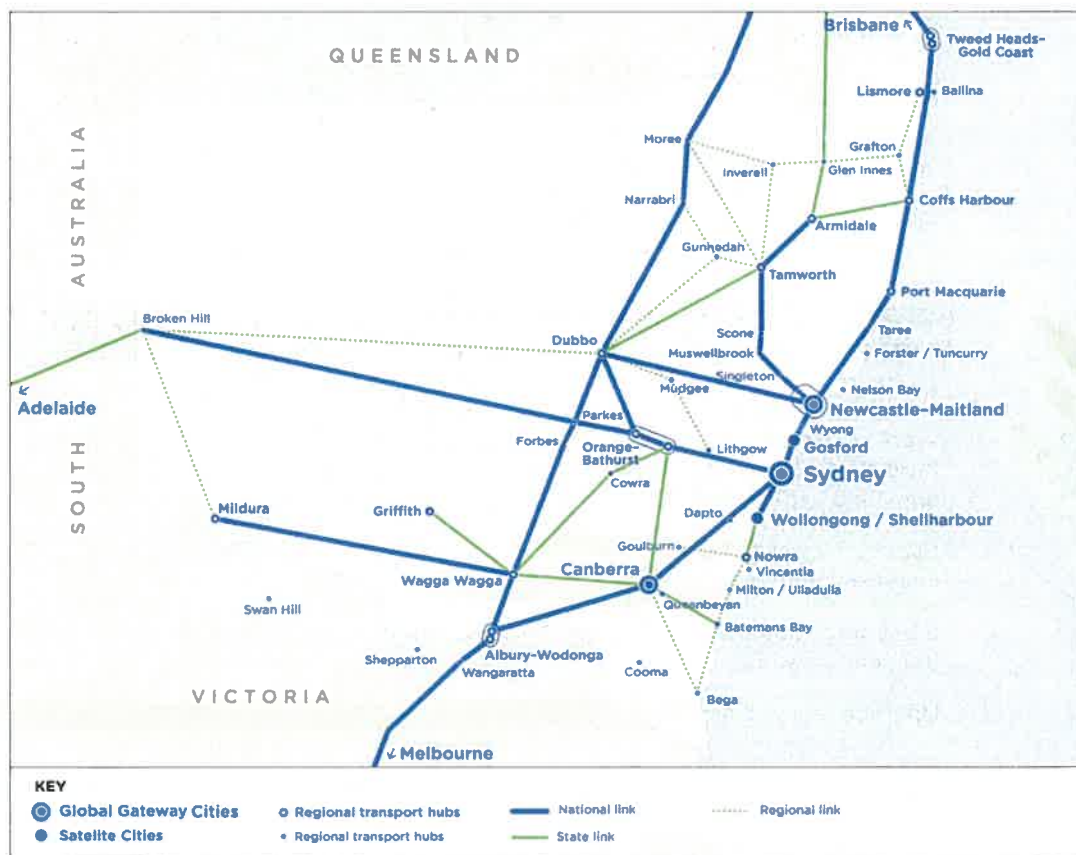


Figure 41

- The NSW Government has committed \$70 million for upgrades to 27 regional airport projects that will boost their capacity and safety and increase their ability to attract visitors to regional NSW.



Figure 42

### Initiatives for investigation (0-10 years)

Option	Timeframe
Work with the Commonwealth Government and airport operators to facilitate regional flight connections to Kingsford Smith Airport as main entry and explore opportunities at Western Sydney Airport	0-10 years
Support Newcastle, Canberra and Gold Coast airports in their efforts to increase international services	0-10 years
Integrate regional air services with the state's regional passenger transport network	0-5 years
Upgrade regional airports	0-5 years

## Cruise ship terminals

**The cruise industry is a fast growing sector of the economy. Cruise ships are getting larger and their arrival more frequent**

In Sydney, the opening of the Barangaroo Ferry Hub and Wynyard Walk has made ferry access to White Bay Cruise terminal easier. The new Wynyard Walk enables people to easily move between Wynyard Station in Sydney's CBD to Barangaroo King Street Wharf without having to climb stairs or cross multiple roads. Customers can travel to White Bay Cruise terminal from Barangaroo King Street Wharf on a direct, private ferry.

Further afield, we will expand the Eden wharf to accommodate larger cruise vessels. In the longer term, we will manage and facilitate the growth of the cruise industry by implementing a Cruise Development Plan, based on the findings of the Cruise Industry Reference Group. The Plan will include actions to manage the cruise industry development in the short, medium and long-term. At the same time Transport for NSW will investigate options to facilitate better connections to cruise terminals.



Figure 43

#### Committed initiatives (0-10 years)

- Development of Barangaroo Ferry Terminal to facilitate ferry trips from White Bay to Barangaroo
- \$13m contribution to the construction of a dedicated cruise terminal in Newcastle Bays Precinct Transformation Program
- \$32m contribution to extend Eden Breakwater Wharf to accommodate larger cruise vessels

#### Initiatives for investigation (0-10 years)

Option	Timeframe
Investigate Transport for NSW related actions arising from the Cruise Development Plan	0-5 years



## 11. Transport infrastructure

### Upgrading transport interchanges and re-purposing assets

**Transport for NSW holds many assets with the potential to improve the visitor destination experience and better support the visitor economy**

Interchange upgrades across the state are providing better experiences for public transport customers by delivering accessible, modern, secure and integrated transport infrastructure.

Transport for NSW is also unlocking underutilised assets for use by the tourism sector. For example, ferry wharfs in Sydney Harbour are now open to tourism operators and investigations are underway to open other assets up across the transport network.



Tourism operator using Olympic Park ferry wharf

Figure 44



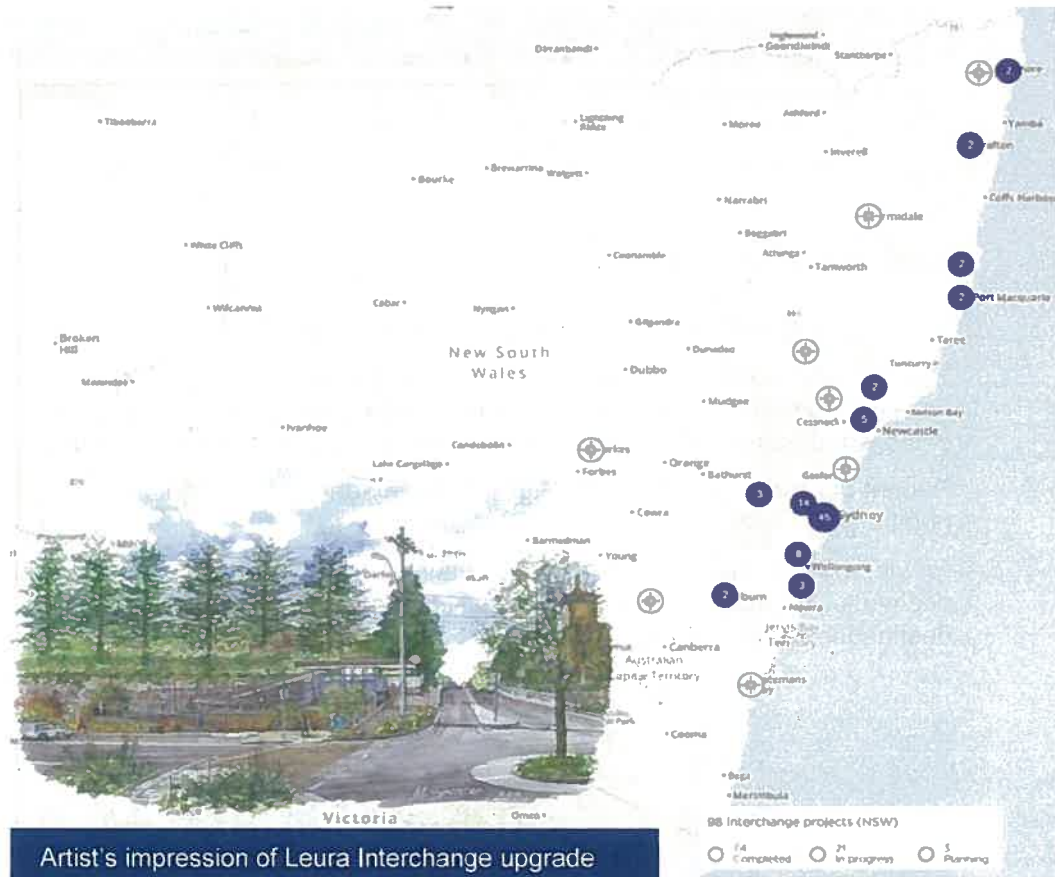


Figure 45

#### Committed initiatives (0-10 years)

- More than 20 interchanges are currently being upgraded across NSW
- NSW Boating Now - recreational boating infrastructure delivery program
- Sharing ferry wharfs in Sydney Harbour with tourism operators

#### Initiatives for investigation (0-10 years)

Option	Timeframe
Re-purpose regional train stations and rail assets not currently being used for transport for tourist related or commercial uses (e.g. heritage / food & coffee / entertainment tourism / rail trails)	0-5 years
New regional coach terminal at Central Station	0-5 years

#### Initiatives for investigation (0-10 years)

Improvements to key tourist attractor interchanges like Overseas Passenger Terminal and regional hub interchanges	0-5 years
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### Regional roads

#### The road network is the main way people visit regional destinations

The facilities along and quality of regional roads affect the visitor experience when travelling to regional destinations. Signposting destinations along regional routes and established tourist drives grows local the local visitor economy in towns across NSW.

Recent upgrades to the Pacific Highway have seen a significant increase in visitor numbers along the corridor.

New corridor strategies, regional road upgrades and improved signage to visitor destinations can further enhance the visitor experience, drive more visitors to local destinations and benefit local business.



Figure 46 <http://www.rms.nsw.gov.au/business-industry/partners-suppliers/documents/technical-manuals/touristsignsv4.pdf>

#### Committed initiatives (0-10 years)

- Tourist signposting to destinations and on touring routes
- Significant investment in regional roads
- Upgrades to regional highways including the Pacific, Princes, New England and Golden Highways, making it quicker and safer to get to destinations and avoid peak holiday period bottlenecks

#### Initiatives for investigation (0-10 years)

Examples of regional road improvement options	Timeframe
Prepare a Tourist Drives strategy with Destination NSW, to update and refresh tourist drives across NSW	0-5 years
Improve the number and quality of rest areas for tourists in regional areas including accessible facilities	0-5 years
First and last mile road network improvements for regional visitor destinations	5-10 years
Main/High street improvements in regional towns	5-10 years
Prepare a joint NSW-Victoria Tourism strategy for Princes Highway corridor	0-5 years
Support a wider number of national park destinations in areas of high national park use through investment in road infrastructure, including sealing dirt roads	0-5 years

### Promoting regional bicycle tourism

**NSW has a 3100 kilometre network of non-operational rail lines that can be redeveloped to deliver social and economic benefits for regional NSW**

In regional NSW, surplus rail assets are now able to be converted into Rail Trails, attracting visitors seeking to explore NSW regions by bicycle.

The first Rail Trail will run from Tumbarumba to Rosewood, in the picturesque Snowy Valleys Way, an already popular tourism destination.

Conversion of the 22-kilometre disused rail track into a sealed and smooth bitumen path will be ideal for a variety of recreational pursuits for all ages and abilities, while helping to preserve the natural environment and local heritage, and supporting local communities.

More than 300 local walking and cycling projects are delivered in partnership with councils across NSW each year, including the Cycling Towns program, which is



completing cycling networks in regional towns and providing cycleway signage to benefit visitors and residents. Recent cycling towns include Forster-Tuncurry and Orange.



Figure 47 – Forster-Tuncurry cycling towns investment

#### Committed initiatives (0-10 years)

- Cycling Towns - NSW Government investment completing cycling networks in regional centres. Cycling now drawing visitors to Forster-Tuncurry and Orange
- Statewide walking and cycling programs delivering more than 300 local projects across NSW each year
- Tumbarumba Rail Trail pilot being delivered as part of the \$110m Regional Tourism Infrastructure fund



#### Initiatives for investigation (0-10 years)

Option	Timeframe
Space for bikes on NSW regional trains	0-5 years
Roll out cycling towns program across more NSW regional centres	0-5 years
Expand the cycling tourism fund for cycling touring infrastructure (including rail trails)	0-5 years
Provide bicycle parking / hire facilities in key tourist locations	0-5 years

## 12. Planning and coordination

### Servicing events, festivals and peak holiday times

#### Events, festivals and peak holiday periods bring many visitors to NSW and support the tourism industry for the benefit of the wider community

Getting visitors to their destinations presents transport and coordination challenges. Transport for NSW works with Destination NSW and event managers to facilitate access to events and provide regional event support. This includes organising additional public transport services during major events like Sydney's Vivid and special services to get to regional events like the annual Elvis Express train to the Parkes Elvis festival and the Broken Heel festival.

The Transport Management Centre is responsible for safely managing travel to major events. The Centre:

- ensures the safe separation of event patrons, participants and volunteers from traffic
- manages the reduced capacity of the road system
- minimises the traffic impact on the non-event community & the emergency services, and
- minimises costs.

We recognise there is more we can do to better coordinate for events, festivals and peak holiday periods and welcome feedback on the initiatives for investigation, as well any other feedback.



Figure 48

#### Committed initiatives (0-10 years)

- Sponsorship of major events can include transport as part of the event ticket
- Transport management for major events includes additional public transport services
- Sydney Ferries Vivid timetable - additional services to ensure customers can enjoy
- Elvis Express train - special themed service to/from Parkes Elvis Festival annually, packed with event offers
- Regional event support - negotiated exclusive fares and capacity on selected services to identified regional events (e.g. Orange Food Train, Port Macquarie)

### Committed initiatives (0-10 years)

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>Vivid from Sydney Harbour and vantage points around the harbour</li> <li>Cooperative campaigns with MojoSurf under formal MOU (including exclusive fares for MojoSurf customers on regional trains)</li> </ul> | <ul style="list-style-type: none"> <li>Beatles Festival, Bathurst 1000, Tamworth Country Music Festival)</li> <li>Manage on-water aspects of major aquatic events like New Years' Eve and Sydney to Hobart</li> </ul> |
|---|---|

### Initiatives for investigation (0-10 years)

Option	Timeframe
Roll out holiday 'park and ride' at more busy holiday destinations	0-5 years
Increase frequency of public transport services to precincts for mid to large sized sports / entertainment / cultural events	5-10 years
Marketing of public transport services to reduce car or taxi usage	0-5 years
Improved transport connections to regional events	0-5 years

## Integrating tourism into transport planning

**Cooperation with partners in the tourism and transport industry, local government and across NSW government agencies is essential to ensure a seamless experience for visitors and further grow the visitor economy**

Creating attractive and vibrant places that are well connected to the transport network will also help boost tourism. A recent example is the plan to upgrade Circular Quay where a decision was made to leverage Government investment to unlock private capital: This will allow a whole-of-precinct renewal that includes retail, dining and entertainment attractions as well as a modern transport interchange.

It is important that tourism needs are incorporated into transport planning as visitors are not accustomed to our transport facilities. Planning for the renewal of the Circular Quay will incorporate tourism needs. We will keep Sydney open for business during construction of transport infrastructure by planning, wayfinding and working with businesses and tourism operators. We will improve access to regional train stations with coaches, point to point services and car hire/car share schemes.





Figure 49 – Artist impression of a possible outcome of the Circular Quay wharfs and precinct renewal program

#### Committed initiatives (0-10 years)

- Tourism and events considered in the operation of new infrastructure like the CBD and South East light rail
- Planning of Circular Quay precinct renewal incorporating tourism needs
- Keeping Sydney open for business alongside construction disruption: events planning, signage and wayfinding, working with coaches and hotels

#### Initiatives for investigation (0-10 years)

Option	Timeframe
Increase transport services to serve peak visitor demand in regional areas and on Sydney Harbour	0-5 years
Ease congestion resulting from conflict between pedestrian visitors and commuters at prime tourist attractors e.g. Circular Quay and CBD stations	0-5 years
Precinct Masterplans with integrated services (tourism, transport, services and amenities, etc.) and coordinated across all levels of Government	0-5 years
Encouraging car hire and car share companies to establish offerings at outer metro and regional stations	0-5 years