

23 March 2021

Ms Alice Livingston
Cape Byron Kayaks
Lawson Street
BYRON BAY NSW 2481

Dear Ms Livingston

I refer to your request of 23 February 2021 for a letter from Destination NSW in support of your efforts to renegotiate commercial business license fees with Byron Shire Council.

As the lead government agency for the NSW visitor economy, Destination NSW acknowledges the devastating impact of the COVID-19 pandemic on international visitation and expenditure across the State.

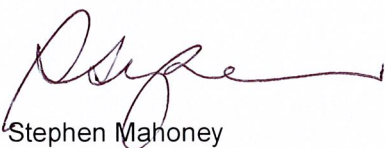
Destination NSW recognises the commitment and efforts undertaken by Cape Byron Kayaks to establish themselves as a premier visitor experience for international travellers visiting Byron Bay. Your partnership in Destination NSW trade, media and marketing activities over recent years has been greatly appreciated, and we remain committed to supporting local businesses with industry development and destination marketing opportunities where we can during these difficult times.

Destination NSW does not have a role in influencing local government on business license policy. However, Destination NSW can provide visitor statistics and insights that may assist your discussions with Byron Shire Council. Please find attached international visitation and expenditure trends for the Byron Bay area for Year Ended September 2020.

Should you have any additional questions or require additional resources, please contact Mitchell Gunn, Regional Tourism Development Manager North Coast, on 0459 873 973 or at mitchell.gunn@dsw.com.au.

I hope this information is of assistance.

Yours sincerely



Stephen Mahoney
General Manager, Engagement and Visitor Economy Development