

PLAY YOUR PART

VISITOR ECONOMY FORUM

BROUGHT TO YOU BY
PENRITH VALLEY
CHAMBER

ABOUT

THE EVENT



PURPOSE

With a new Western Sydney International Airport on the doorstep, this Visitor Economy event strategically promotes Penrith City as a hub for visitors to Sydney and the Blue Mountains as key tourism destinations.

By showcasing the region's cultural richness, outdoor adventures, and unique attractions, we aim to position ourselves as must-visit destination for arriving travelers, fostering economic growth and enhancing the overall tourism experience.

It's all about collaboration for regional prosperity.

OUTCOMES

- Engage with stakeholders, operators and buyers invested in tourism in Sydney, Penrith Valley, Hawkesbury and Blue Mountains
- Increased awareness of tourism shifts and WSI airport opportunities
- Promotion of local attractions and inspirational businesses
- Identify emerging themes for the tourism sector
- Growth in industry collaboration and communications

WHO IS IT FOR?

The visitor economy is
EVERYBODY'S BUSINESS

Tourism operators
Industry Stakeholders
Hospitality & Hotels
Government
Media

GUEST SPEAKERS

KEYNOTE SPEAKERS



ANTHEA HAMMON

**MANAGING DIRECTOR / SCENIC WORLD
BLUE MOUNTAINS**

Anthea Hammon is the Managing Director of Scenic World, a third-generation family business which has been operating in the Blue Mountains since 1945 and is Australia's most visited privately owned attraction. Anthea has played a leading role in the company's evolution with a strong focus on investment and sustainable tourism.



SIMON HICKEY

**CHIEF EXECUTIVE OFFICER /
WESTERN SYDNEY AIRPORT**

As a senior executive of more than 30 years across aviation, construction and retail, Simon Hickey leads the team developing the business and infrastructure for Sydney's new airport, Western Sydney International Airport (WSI).



LYN LEWIS-SMITH

CHIEF EXECUTIVE OFFICER BESYDNEY

Lyn leads a global team of professionals spanning Europe, North America and Asia who are charged with securing global meetings of strategic, economic and social benefit to Sydney, Australia.



MICHAEL RODRIGUES

24 HOUR ECONOMY COMMISSIONER

Michael Rodrigues is NSW's first ever 24-Hour Economy Commissioner, having been appointed in April 2021. In the role he leads the Office of the 24-Hour Economy Commissioner in NSW Government and is responsible for delivering the NSW 24-Hour Economy Strategy.



PETER REGAN

PSM / SYDNEY METRO CHIEF EXECUTIVE

Peter is leading the procurement, construction and delivery of Sydney Metro, Australia's biggest public transport project. Peter joined Sydney Metro in 2021, following more than 20 years' experience in transport and infrastructure project development, financing and delivery in Australia and the UK.



JACQUELINE VOZZO

**BOARD DIRECTOR / WESTERN SYDNEY LAKES
PRESIDENT / UDIA NSW**

Jacqui is the UDIA NSW President as well as being a Board Director and the former CEO of Western Sydney Lakes. A passionate advocate for Western Sydney, she has been responsible for developing and leading the transformational vision for the Lakes precinct and instrumental in building its profile and the recent Penrith Beach opening.

COLLABORATION

A REGIONAL APPROACH

VISITORS DON'T SEE GEOGRAPHICAL BOUNDARIES

The synergy resulting from collaboration with our neighbours allows for the development of cohesive marketing strategies, efficient infrastructure, and seamless travel experiences.

By pooling resources, regions can invest in joint promotional campaigns, highlighting the unique offerings of each area while presenting a compelling overall destination.

This collaborative approach not only enhances the attractiveness of the region but also fosters a sense of unity and interconnectedness, making it easier for visitors to explore multiple destinations seamlessly.



PROGRAM

STAY, PLAY WEST



EVENT HIGHLIGHTS



AIRPORT UPDATE

Hear the latest news from the WSI runway and what it means for you.



TRANSPORT UPDATE

Transport links are well-underway. How does this change game.



CASE STUDIES

We look under the hood of local, national and international operations

EXPERT PANEL DISCUSSIONS



INDUSTRY OPERATORS

Passionate humans growing a sustainable visitor economy



KEY STAKEHOLDERS

Investors & enablers in the visitor economy ecosystem.



CHANGE MAKERS

Leaders who have helped transform visitor economies.

*CURRENTLY ACCEPTING EXPRESSIONS OF INTEREST FROM
COLLABORATORS AND SPONSORS*

SPONSORSHIP PACKAGES



INCLUSIONS	\$7,500 +GST	\$5,000 +GST	\$2,500 +GST
LOGO ON ALL DIGITAL MARKETING WITH LINKS TO WEBSITE	✓	✓	✓
ACKNOWLEDGEMENT IN OPENING AND CLOSING SPEECHES	✓	✓	✓
INCLUSION IN SOCIAL MEDIA CAMPAIGNS	✓	✓	✓
FLYER ON EVERY TABLE	✓	✓	✓
MARKETING STALL AT EVENT	✓	✓	✓
BRAND VIDEO PLAYED IN BREAKS	✓	✓	
POST EVENT EMAIL	✓	✓	
DEDICATED EDM	✓		
QUOTE IN MEDIA RELEASE	✓		
TICKETS TO EVENT	10	7	2

Lights n

WESTERN SYDNEY

THANK YOU

For more information and
sponsorship opportunities contact

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**PENRITH VALLEY
CHAMBER**