

# Transcript: Welcome to the visitor economy

(MUSIC PLAYS)

DESCRIPTION:

On a dark-grey background, the TAFE NSW logo and the NSW Government red ‘waratah’ logo.

The TAFE NSW logo enlarges and a multitude of colour images form a collage inside the lettering. A single image emerges of a blonde woman standing on the edge of a cliff face overlooking a vast stretch of eucalypt forest below. She holds her arms high in the air as she looks towards the setting sun.

On the left, inside a dark-grey text box, white text reads ‘Welcome to the visitor economy’.

A man stands on a sunny balcony overlooking the Sydney Opera House. He has short dark hair and wears a black suit jacket over an open collared white shirt and black v-neck jumper.

TEXT: Steve Cox – CEO, Destination NSW

STEVE COX:

My name is Steve Cox. I'm the CEO of Destination, New South Wales.

DESCRIPTION:

In a montage, sunlight bathes the Three Sisters and the Blue Mountains valleys in orange light; a tourist boat crosses a stretch of blue ocean; the bright neon lights of the Sydney Vivid Festival fall across the sails of the Sydney Opera House.

STEVE COX:

The visitor economy. It's not only about the experience you get from the place, but it's about theatre. It's about show, it's about creativity. It's about a lot more than just a tourist. It's anyone who's coming to a place, for whatever purpose that may be.

DESCRIPTION:

The montage continues with two people pushing long surfboards over small waves; a man waves at a blue and yellow cable car as it cross a high Blue Mountains valley; a young woman smiles as she lifts a climbing harness near a sign that reads ‘Bridgeclimb Sydney’.

STEVE COX:

So within the visitor economy, there's always opportunities to take courses, to think about the areas that are emerging that you might want to know more about.

DESCRIPTION:

The montage continues with two women and a man walking through a large hotel conference room; a person uses a tablet computer; a dark-haired woman smiles at some guests at a hotel reception; various icons erupt from the keyboard of a laptop computer as someone types on it.

STEVE COX:

There's things like how do you embed AI within your business to get productivity improvements, but also to give a better visitor experience as well. How do I get seen when somebody's searching on the web?

DESCRIPTION:

The montage continues with a woman using her smartphone to capture an image of a waxworks Harry Styles figure; a grey-haired man leads a tour group along a rainforest boardwalk; neat rows of grape vines flank a large white building; a dark-haired woman smiles between a row of vines bathed in sunshine; a man points from a tourist boat towards a breaching humpback whale.

STEVE COX:

In a world that's rapidly changing the changes, both from a technological viewpoint, from the sustainability viewpoint, and from what people are looking for because they're better connected, they've got better information, they've got better access to the experiences around the world than they've ever had.

DESCRIPTION:

Inside a conference room, a dark-haired woman addresses a seated group of people. A projector screen image reads ‘Welcome to Hyatt’.

STEVE COX:

It means that we've got to think differently and we've got to keep ourselves up to speed. So going to TAFE, doing courses is a great way of doing that, and something I would encourage.

DESCRIPTION:

A montage of smiling men and women standing at their places of work as reception staff, a sou chef and a tour guide.

STEVE COX:

Not just people who are getting started, but everybody within this industry, people who've had their business for a period of time to keep going back to. It's not like the old days where you had to go to the classroom and stay in the classroom from this to, to this period. They've got great flexibility built in, and they really are a great tool and something that makes a big difference to the business outcomes and ultimately, hopefully to the enjoyment of running a business over time.

DESCRIPTION:

A blonde woman walks down the steps outside the Sydney Opera House. Later, she talks to a person at a ticket booth window inside.

Elsewhere, two women and a man mix cocktails behind a bar.

A group climb the Sydney Harbour Bridge and look down towards the Opera House and harbour below.

STEVE COX:

At the end of the day, visitors want experiences. It's an experience economy. And so being a great cocktail maker and giving somebody something they won't forget is just as important as somebody taking somebody up on top of the bridge and looking out at the sights.

DESCRIPTION:

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(END OF RECORDING)