

19 December 2014



Kate Broadhurst
Vice President
Jervis Bay Tourism
PO Box 74
HUSKISSON NSW 2540

Dear Kate,

I read with interest the proposal to sell off the land that currently provides an open space in the heart of Huskisson. In my role with Sydney-Melbourne Touring, I market and promote the entire south coast of NSW along with the east coast of Victoria to an international audience. It is clear from our international visitor comments and feedback that Huskisson and indeed Jervis Bay is a jewel in the crown for this drive.

Our key self-drive markets include the United Kingdom, Germany, France, Netherlands, Switzerland, Belgium and Scandinavia. Visitors from these countries disperse further into the regional areas of Australia than the Asian and American markets with a longer length of stay and greater spend per person in the regions.

For example, the UK market visitors stay in Australia for an average of 42 nights with 38% of dispersed nights* whilst the China markets dispersed nights is 19%* and these are generally closer to the capital cities. Further, the Chinese average length of stay is heavily skewed to the VFR side of the market. For the German market, the dispersed nights* is 49%.

The unspoiled beauty of the south coast, particularly Jervis Bay with the world's whitest sand, is one of the key selling points for the drive between Sydney and Melbourne.

I believe inappropriate development and the potential loss of these open space assets may attract short term gains for some parties, but may also risk the longer term visitation from our loyal markets and could have quite a negative impact on the economy that extends far beyond Huskisson and Jervis Bay.

I wish you every support in your quest to have this space protected for all people to continue to enjoy and admire that natural magnetic beauty the space provides.

Yours sincerely

A handwritten signature in black ink that reads "P. Cooper".

Paul Cooper
Marketing and Business Development Manager
Sydney-Melbourne Touring
PO Box 430
SAN REMO VIC 3915

* International Visitor Survey, Tourism Research Australia