

NEWCASTLE

SEE CHANGE



Newcastle Fact Sheet



In 2017 Newcastle was named a 'world smart city' by National Geographic.

In 2016 Newcastle was named one of Australia's 10 best travel destinations by Experience Oz.

In 2011 Newcastle was voted a top 10 city in Lonely Planet's 'Best in Travel' guide.

Newcastle is a four-time winner of the prestigious International Festivals and Events City (IFEA) award, having won in 2012, 2014, 2015 and 2016.

Located 160kms north of Sydney, Newcastle is Australia's seventh largest city. The population of Newcastle is currently around 161,000 and is projected to increase to 180,000 by 2036.

Newcastle has a major regional airport at Williamtown with direct flights to and from Sydney, Brisbane, Melbourne, the Gold Coast, Ballina/ Byron Bay, Coffs Harbour, Adelaide, Canberra and Dubbo. Developments are currently underway to make Newcastle Airport an international airport with trial flights to Auckland announced in 2018. Carriers include Jetstar, Qantas Link, REX, Virgin Australia and FlyPelican.

In the 2016 calendar year, Newcastle received around 1,043,000 domestic overnight visitors, 2,479,000 daytrip visitors and 86,000 international visitors. (source: Destination NSW).

Newcastle has an internationally recognised University, The University of Newcastle, offering more than 150 undergraduate and graduate courses. A brand-new university campus, NewSpace, is now open in Newcastle's city centre in 2017.

Newcastle has a world-class hospital in John Hunter Hospital and is home to the Hunter Medical Research Institute.

A major \$12.7 million NSW Government grant to upgrade the Newcastle cruise terminal is due for completion in late 2018.

In 2016 Newcastle City Council, The University of Newcastle, Newcastle NOW and Hunter DiGiT received a \$9.8 million NSW Government grant to support the Hunter Innovation Project, which includes the installation of smart technology and Wi-Fi throughout Newcastle's CBD and the establishment of an innovation hub for researchers, industry and entrepreneurs to commercialise ideas and promote economic development.

The climate of Newcastle is moderate with a mean high temperature of 23.8 degrees Celsius and a mean low temperature of 13.4 degrees Celsius (annual average).

Newcastle has a busy working harbour and is the largest exporter of coal in the world.

Construction of the Newcastle Light Rail commenced in 2017. The Light Rail will provide a frequent and reliable transport option through the city centre, traveling between the Newcastle Interchange at Wickham, to Pacific Park in Newcastle East.

Key Selling Points



As a visitor destination, Newcastle is the heartbeat of the Hunter and the only regional Australian city flanked by both a beach and working harbour waterfront.

Newcastle is only a one hour direct flight from the Gold Coast, Brisbane or Melbourne, making it an easy getaway for a weekend or longer stay.

Newcastle is within easy access to amazing beaches in Port Stephens; world class wineries in the Hunter Valley; a world heritage listed rainforest at Barrington Tops; Australia's largest salt water lake, Lake Macquarie; and some of the world's most famous horse studs in the Upper Hunter.

Newcastle is a city with a rich history and quirky culture that includes a range of hip cafes and bars across the city. Newcastle has developed a strong reputation for its superb coffee, craft beer and local Hunter Valley wines.

Newcastle's stunning beaches, laidback lifestyle, fascinating harbour and eclectic arts scene are shining through the shadow of an industrial heritage.

Newcastle is easily accessible with several daily air, rail, boat and coach services. The city offers a range of local public transport services, as well as world class cycle ways and walking tracks.

Newcastle has a range of activities for visitors to enjoy including nature, water and air experiences, an abundance of dining choices, action and adventure activities and a full calendar of major events.

Newcastle is at the forefront of innovation and impact courtesy of collaboration with industry, research and government. Developments in the city include a multi-million dollar upgrade to Newcastle's cruise terminal, a \$17.8 million dollar investment in smart city technology and innovation, and the upgrade of Newcastle Airport to international standards.

As a major regional city, Newcastle is less congested than metropolitan cities and allows quick and easy access for relaxed visitor experiences.

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Discover

Newcastle is one of Australia's oldest and most interesting cities with a blend of new and old architecture, a rich indigenous history, and one of the busiest ports in the world. The land and waters of Newcastle are acknowledged as the country of the Awabakal and Worimi peoples, whose culture is celebrated in community events, place naming, signage and artworks. To learn more about Newcastle's history, take a walk through Newcastle Museum, or visit historic Fort Scratchley overlooking the mouth of the Hunter River estuary. Explore Christ Church Cathedral and its exquisite architecture, beautiful grounds and sweeping views of Newcastle harbour.



See and Do

Despite having won Lonely Planet's admiration, Newcastle's quirky arts culture and thriving dining and shopping scene are yet to register on the radar of mass tourism.

Embark on one of the many self-guided walking tours, visit the art gallery, or pick up a quirky locally designed gift. Spot local marine life aboard a cruise, or get up close to Australian animals at Blackbutt Reserve, 182 hectares of natural bushland where you can walk trails and see native wildlife. Take a family day out to swing and climb like Tarzan at Tree Top Adventure Park, or for something more relaxing, pack the picnic basket and head to King Edward Park, Foreshore Park or one of the other beautiful parks within Newcastle for the perfect picnic.



Eat and Drink

Newcastle has an emerging food scene that makes it an appealing spot to indulge in quality food and wine. Right across the city, there's a plethora of dining options, with places popping up every other week.

Hamilton's Beaumont Street has long been a mecca for wining and dining, with a wonderful array of lively pubs and diverse sidewalk cafes.

For those who prefer relaxed dining, Darby Street in Cooks Hill offers bohemian cafes and galleries. Enjoy lunch or a latte before heading off to shop in a variety of artisan stores. Or, for those who can't go past those waterfront views, right on the harbour at Honeysuckle wharf, The Boardwalk is the place to head for sophisticated dining and smart bars boasting harbour views.



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Newcastle's Beaches

A trip to Newcastle is not complete without diving into the ocean. Close to the city is Newcastle Beach with the stunningly preserved Ocean Baths, while Nobbys is the picture perfect beach adjacent to dog-friendly Horseshoe Beach on the harbour. Bar, Dixon and Merewether beaches form one long stretch of ocean crawl worth walking, swimming running or rolling along courtesy of a recently upgraded coastal work known as the Bathers Way. Merewether is home to the annual Surfest event and the historic Merewether Baths are a must see ocean pool. You can head south past them along the sand to Glenrock Lagoon if you're feeling energetic. If you're keen to venture out of the city centre a little, Redhead Beach is worth the trek, and even further south is Caves Beach (literally home to caves on the beach).



Newcastle after dark

Newcastle's nightlife is electric. Small bars are constantly popping up all over the city, while some old favourites have truly kicked things up a notch. There are boutique beer bars for those beer aficionados, glamorous harbourside bars and local pubs playing live music around the city.

Enjoy a delicious cocktail at quality venues along Hunter Street before finishing up with a late-night coffee at the funky inner city Darby Street.



What's On?

Winner of four International Festivals and Events City Award, Newcastle is home to many exciting major events.

Keep an eye out for upcoming events at Newcastle Entertainment Centre, Civic Theatre, Newcastle Jockey Club and Lizotte's for great musical showcases, theatre shows, race days and exhibitions. Sports fans can catch the Newcastle Knights' rugby league home games and A-League soccer matches of the Newcastle Jets at McDonald Jones Stadium. Annual events include Newcastle 500 Supercars, Newcastle Jazz Festival, Surfest, This is Not Art Festival, Newcastle Writer's Festival and many more. For a full list of events - visitnewcastle.com.au or follow us on Facebook @visitnewcastle.

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City revitalisation and Smart City project

Newcastle is undergoing long-term transition from a primarily industrial base to diversified economic foundations. It is currently the focus of a NSW Government revitalisation agenda and is experiencing major urban renewal including light rail, growth in city residential population, and the development of a University City Campus. Within this framework of revitalisation, renewal, and renewed investment, the smart city initiative has come into focus as a key contributor to the future vision of Newcastle. A key strand of the urban revitalisation narrative is that the city is an attractive place to live, work, invest and visit. The smart city will provide opportunity for entrepreneurs and

businesses to thrive in the digital century, underpin diversification of the local economy, and drive inward investment and outward commercialisation of local and regional innovation.

The Newcastle Smart City Initiative was established by Newcastle City Council in 2015. It is primarily focused with guiding the transition of Newcastle in ways that maximise opportunities presented through integrated technology and data, and smart ecosystem economic development activities in sectors including technology, advanced manufacturing and digital economy. It aims to use technology, innovation, collaboration and creativity as tools to support the development of Newcastle.



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FAQ

How do I get to Newcastle?

Newcastle is easily accessible with several daily air, rail, boat and coach services. By road - if approaching from the south - the M1 Pacific Motorway from Sydney will have you arriving in Newcastle in just two hours. Alternatively, if you are entering the city from the north, follow the Pacific Highway. By air - Newcastle Airport is the major regional airport and is located 30 minutes north of Newcastle's city centre. Many direct flights are available on a daily basis from Sydney, Melbourne, Brisbane, Adelaide, Ballina/Byron Bay, the Gold Coast, Canberra and Dubbo. By rail - Newcastle is part of the CityRail network. Frequent return services run daily. CountryLink trains connect Newcastle to Sydney, Brisbane and other country centres.

How do I get around once I am here?

Newcastle is a very walkable city, with a range of scenic walking and cycle tracks in the city centre and surrounding suburbs. Timetables for the Stockton Ferry and Newcastle Buses are available from Newcastle City Council's Administration Centre at 282 King Street, Newcastle. Port Stephens Coaches operate between Newcastle Airport and Newcastle Station several times a day during the week. Taxis and ride sharing providers are also available.

When is the best time to visit Newcastle?

Newcastle is fantastic to visit all year round as it lies in a temperate weather zone. Generally the climate is free from extreme temperatures. The warmest months are December to February, with an average maximum temperature of 26C. The coolest months are June to August when daytime temperatures rarely fall below 7C.

How long should I spend in Newcastle?

Personally, we think forever is a good amount of time to spend here - that's why we live here. Newcastle is such a vibrant and liveable city that most people who come for holidays come back for more - either to live, study or play. You could easily spend several days here or base yourself here for a week or two and explore Port Stephens, the Hunter Valley, Lake Macquarie and beyond.

What types of accommodation options are there?

After a full day exploring all the things to see and do in Newcastle be sure to make time to relax and unwind in one of the many accommodation options in Newcastle. Newcastle has a range of accommodation options to suit any taste or budget. From internationally branded hotels to beautiful boutique venues and backpackers and hostels, Newcastle has something for everyone.

How do I experience Newcastle like a local?

Get your caffeine fix

Newcastle has created a coffee culture to rival any city's. You never have to look far for a caffeine fix in this buzzing city with busy baristas around every corner.

Get on your bike

Act like the city is yours. Hire a bike and enjoy some of the most beautiful cycle paths in the state.

Shop local

Explore one of the many local markets for fresh local produce, wines, gourmet foods, arts, crafts, fashion, jewellery, home wares and much more at Newcastle City Farmers Markets, The Olive Tree Markets and Hunt&Gather Markets.

Get out your active wear

Start your morning with a walk along Bathers Way, one of the most beautiful coastal walks in the country, with rock pools and swimming spots among amazing golden sand beaches.

Spend a day at the beach

Grab your beach towel and sunblock, and take your pick of the seven beaches within a five minute drive from Newcastle CBD.



Information Resources and Tools



Official visitor website for Newcastle

visitnewcastle.com.au

Visit the 'Media Enquiries' tab to access the latest media releases and resources.

Social Media

facebook.com/visitnewcastle

instagram.com/visitnewcastle_au

Trip Advisor

tripadvisor.com.au

E-newsletter

To sign up to receive quarterly updates on Newcastle events, tourism news and initiatives go to visitnewcastle.com.au

Hard copy tools

Official pocket guide and map for Newcastle. Download at visitnewcastle.com.au/plan-my-trip/maps-and-guides

Sydney Surrounds North travel trade brochure (international self-drive traveller itineraries). Download at sydneysurroundsnorth.net.au/

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Testimonials



Trip Advisor

“If you love food, great bars, beautiful beaches and fancy scenic walks, then this [Newcastle] is the place to go.”

Username: SuzcNewcastle

August 2016

Facebook

“Newcastle is a lifestyle city with an ever-changing tapestry of old and new. Cafes, beaches, a working harbour, history, museums, art galleries and shopping makes Newcastle a destination of choice.

Massive changes are taking place that we see Newcastle growing in size and appeal, not only for tourists, but for new residents moving to the area”

Username: Helen

March 2017

Facebook

“Totally underrated Australian coastal town. Amazing beaches, beautiful walks & fantastic food & bars. Most importantly, the proud & friendly Novocastrians.”

Username: Jen

December 2016

For more traveller testimonials and reviews of Newcastle visit our Trip Advisor and Facebook pages at the links below:

[tripadvisor.com.au](https://www.tripadvisor.com.au)

[facebook.com/visitnewcastle](https://www.facebook.com/visitnewcastle)

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Corporate Information



Newcastle City Council is the local government organisation for the city of Newcastle, Australia. Within Newcastle City Council sits the destination marketing team, which is responsible for promoting the city as a tourism destination. The Newcastle Destination Management Plan (DMP) outlines the objectives and deliverables of the destination marketing team. To view the DMP visit visitnewcastle.com.au/images/2016destinationmanagementplan.pdf (copy enclosed in media kit).

The destination marketing team can assist media with:

- interview contacts, story ideas and accommodation information
- logistics assistance with media visit, such as itineraries
- photo and video library access
- discounted and complimentary activities (when available)
- discounted or complimentary accommodation (when available).

Newcastle Tourism Industry Group (NTIG) is the local tourism association in Newcastle and is made up of local tourism operators whom meet monthly to work on projects and discuss issues pertaining to the tourism industry. While NTIG operates independently of Newcastle City Council, Council is a member of NTIG and works collaboratively with the organisation and its members.



Contact

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