
35 Years of Sydney Mardi Gras and the Party Continues

Destination NSW CEO Sandra Chipchase confirmed today that the NSW Government, through Destination NSW, will work closely with the Sydney Mardi Gras Board to drive additional tourism revenue for NSW.

“Sydney Mardi Gras is an iconic event, celebrated across NSW. Last year we worked very closely with the Mardi Gras Board to reinvigorate the Parade and assisted in securing Kylie Minogue as the Ambassador. The results showed an increase in overnight visitation and a resurgence in crowd numbers. I am confident than in 2013 we will be able to achieve even greater visitor numbers,” Ms Chipchase said.

Ms Chipchase said that Destination NSW will work with the Sydney Mardi Gras Board to secure the Ambassador for the 2013 Parade.

This announcement will allow Sydney Mardi Gras to celebrate its 35th Anniversary in 2013 knowing that the funding is secure from Destination NSW.