

Thursday, 10 January 2013

New South Wales: Revitalised and Open for Business!

Destination NSW CEO, Sandra Chipchase, today announced that New South Wales has the plan, the people and the passion to lead the tourism and major events sectors in Australia.

“With a new State Government, a new one-stop agency, Destination NSW, to drive tourism and major events and a new Visitor Economy Action Plan, New South Wales is revitalised and keen to do even more business with customers in the United States,” Ms Chipchase said.

“In December, the New South Wales Government released its response to the Visitor Economy Taskforce Report and endorsed the Report’s key recommendations to strengthen our leadership position.”

“The Government has announced a flagship series of infrastructure projects which will drive business development in the New South Wales, including Australia’s largest exhibition and convention centre, a new light rail urban transport system in the centre of Sydney and a whole-of-government approach to implementing the Visitor Economy Action Plan.”

“Destination NSW is striving to achieve the Government’s goal of doubling overnight visitor expenditure by 2020. To deliver this significant goal, we are working with industry to grow capacity and services by implementing strategic partnerships with the airline, business events, cruise ship and accommodation industries.”

“Sydney will have Australia’s first fully integrated convention, exhibition and entertainment precinct, at Darling Harbour. The new state-of-the-art, 20-hectare *Sydney International Convention, Exhibition and Entertainment Precinct* is due to open in late 2016 and will feature:

- The largest exhibition space in Australia, at 40,000sqm
- The biggest meeting room space in Australia, at 6000sqm
- The biggest Australian convention hall capacity, with the ability to accommodate more than 10,000 people over four areas
- Two new hotels, with a combined 1000 rooms.”

“Destination NSW and the Sydney Airport Corporation has developed new airline partnerships agreements and increase airline services to Sydney.”

“Sydney Airport Corporation has invested AUD \$2 billion over the past decade to improve the airport’s quality and capacity. Sydney Airport is developing a strategic program to significantly improve the airport layout by prioritising airlines passengers who are flying into Sydney.”

“The New South Wales Government is implementing an AUD \$1.6 billion light-rail public transport project to link the city’s main thoroughfare, business and education hubs, from Circular Quay, George St, Central Station, Moore Park Gardens and the University of NSW. The light-rail project will revitalise and connect Sydney’s major tourism, business, retail, recreation and research precincts.”

“The Government is spearheading the development of the *Barangaroo* project, which will become Sydney’s new financial and business hub. *Barangaroo* will feature thriving commercial, public and residential precincts, with a new waterfront park on the world’s most beautiful harbour:

- *Barangaroo South* will feature new business, tourism, residential and retail areas, including a new 500 room hotel, due for completion in 2015.
- *Barangaroo Central* will be a cultural and civic focal point for recreation, relaxation, events, festivals, entertainment and leisure activities.
- *Headland Park* will be a new flagship harbour park for Sydney, scheduled to open in 2015.”

“Circular Quay is set for an AUD \$300 million redevelopment, including a 19-storey residential tower and serviced apartments in Macquarie Street, adjoining the *Pullman Quay Grand Sydney Harbour* hotel. The redevelopment will extend the colonnade from the Sydney Opera House and create a new walkway linking the Royal Botanic Gardens, historic Macquarie Street and exclusive shops, bars and restaurants.”

“Sydney Harbour is Australia’s premier cruise ship destination – and the only port in Australia with two dedicated cruise-passenger terminals. In November 2012, Sydney Harbour was voted best cruise port for the eighth consecutive year by readers of *Cruise Passenger* magazine.”

“Sydney Ports’ AUD \$87 million infrastructure development program to support the cruise industry will include a new AUD \$57 million terminal at White Bay on Sydney Harbour, and a new master plan for redeveloping the *Overseas Passenger Terminal* at Circular Quay, with over AUD \$30 million already allocated to ensuring Sydney has the best passenger port facilities in Australia.”

“Accommodation in Sydney will grow significantly with several flagship hotel developments, including the *Four Points by Sheraton Sydney*. The AUD \$150 million extension to *Four Points* will include new office, meeting, convention and exhibition space. On completion, *Four Points*, Australia’ largest hotel at 927 rooms, will become an integral part of the Darling Harbour precinct on Sydney’s western edge.”

“The world famous *Park Hyatt Sydney* has reopened following a magnificent renovation, including the addition of three luxury penthouse suites, featuring postcard views of the Sydney Opera House and Sydney Harbour Bridge.”

“*QT Sydney* has opened in the landmark Gowings building, in the heart of central business district. A funky boutique hotel of 196 rooms, *QT Sydney* features themed rooms, stylish eccentricity and glorious Art Deco architecture.”

“A new, ultra-luxury boutique hotel, *Baillies Sydney*, designed by award winning architects Tonkin Zuillakha Greer, will open in mid-2014 in The Rocks, Sydney’s historic sandstone precinct overlooking the Harbour and Opera House.”

“The visual arts in Sydney has also benefitted, with an AUD \$53 million redevelopment of the *Museum of Contemporary Art Australia*, to become Australia’s major cultural centre for contemporary art and education, while the new John Kaldor Family Gallery at the *Art Gallery of NSW* is the largest single donation to an Australian public gallery, with 200 examples of contemporary art valued in excess of AUD \$35 million.”

“And world-class sports in Sydney will also benefit from major infrastructure projects, with the redevelopment of the *Royal Randwick Racecourse*. The *Royal Randwick* will host a magnificent five-level grandstand, with a new 170-room international hotel overlooking the track. The AUD \$150 million redevelopment includes an outdoor tiered amphitheatre, *Theatre of the Horse*, and is set to open in August 2013.”

“These major infrastructure developments for airlines, business conventions, cruise ships, visual arts, major events and sports make Sydney and New South Wales the place to be.”

Destination NSW is the New South Wales Government’s whole of government agency for developing and managing tourism and major events to double overnight visitor expenditure by 2020.

Media contact:

Laura Davidson

President, Laura Davidson Public Relations

72 Madison Avenue, 11th Floor

New York, NY 10016

O: 212-696-0660 | F: 212-696-9804

laura@ldpr.com | www.twitter.com/lauradavidson | www.ldpr.com