

Wednesday 4 July, 2012

## **New Tourism Campaign Encourages Tourists 'Make the Most of Every Second in Sydney Just Like a Local'**

A new Sydney tourism campaign kicked off this week, showcasing the city's 'hidden gems' and encouraging tourists to explore Sydney like a local.

Destination NSW has joined forces with City of Sydney to raise awareness of the experiences on offer beyond Sydney's CBD, the best places to go for food and wine, fashion and shopping, and art and culture – all just minutes away from the city centre.

CEO of Destination NSW, Sandra Chipchase, said the 'Make the most of Sydney just like a local' campaign is aimed at visitors and Sydneysiders alike and will run in tandem with Destination NSW's current 'Love Every Second of Sydney' campaign, which showcases Sydney's iconic attractions, events, nightlife and lifestyle in a 48-hour period.

"The Love Every Second campaign shows how every second in Sydney during our mild winter there is something exciting happening around the clock; highlighting our nightclubs, bars and restaurants, art exhibitions, fashion and shopping as well as the city's signature events during the cooler months.

"From Newtown's vintage boutiques, Paddington's weekend markets to the chic bars and gastronomic delights in Surry Hills, visitors will 'love every second in Sydney' when they experience Sydney like a local.

"Destination NSW has partnered with the City of Sydney to invest in print and digital advertising activity as well as new information about places to visit in the inner city precincts on the popular [Sydney.com](http://Sydney.com) website.

"The 'Make the most of Sydney just like a local' campaign will showcase the Sydney's inner precincts, their unique personalities, and the depth of experiences on offer so that visitors who may have already experienced Sydney's icons can discover new authentic Sydney experiences," Ms Chipchase said.

The campaign highlights new places and experiences for visitors to discover within the inner precincts surrounding the city including:

- Surry Hills: Chic restaurants and bars and design finds.
- Darlinghurst/Kings Cross: cool bars, restaurants and boutiques.
- Redfern/Waterloo: cutting-edge galleries, street-side cafes, and vintage stores.
- Newtown: cool shops, eclectic dining and street art.

- 
- Paddington: designer shopping and trendy weekend markets.
  - Glebe: grand old homes, cafes and holistic stores.
  - Walsh Bay: waterfront cafes, bars, restaurants and theatres.
  - Haymarket/Chinatown: multi-Asian taste carnival and famous for Sydney's best dumplings.
  - Pyrmont: continental cafes, fish markets and harbourside walks.
  - Potts Point/Woolloomooloo – upmarket waterside dining and art & design galleries.

City of Sydney CEO, Monica Barone, said tourism provided a vital contribution to Sydney's economy and it was important to encourage this growth through new attractions.

“The Sydney Opera House, Sydney Harbour Bridge and Royal Botanic Gardens are well known tourist attractions and will continue to lure visitors to the city, but local and international guests also want to experience the Sydney that local residents know and love.

“This campaign will highlight the locals' secrets and encourage a new kind of tourism in our great city,” Ms Barone said.