



Hon. George Souris M.P
Minister for Tourism, Major Events, Hospitality and Racing
Minister for the Arts

MEDIA RELEASE

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NSW Tourism Campaign Launched in China

Destination NSW, in partnership with Tourism Australia and China Southern Airlines, today launched a \$1.6 million marketing campaign to promote Sydney and New South Wales as a top holiday destination for Chinese travellers.

Minister for Tourism and Major Events, George Souris, said the campaign will showcase Sydney and NSW to Chinese travellers seeking the ultimate Australian experience.

“The campaign partners have collaborated on an excellent initiative to market Sydney to one of our fastest-growing markets,” Mr Souris said.

“From Sydney Harbour, to the beaches along the Pacific Coast, the Blue Mountains and our great national parks, NSW truly offers a diverse Australian travel experience for Chinese visitors.

“The Chinese visitor market represents more than ten per cent of visitors to NSW. Visitors from mainland China and Hong Kong are the largest group of visitors to Sydney, comprising 14 per cent of all international visitors to June 2011.

Mr Souris said visitor expenditure was important for powering economic growth in NSW.

“Tourism from China alone is worth \$1.2 billion to the NSW economy. To capitalise on the long-term potential of tourism, the Government has set a goal to double overnight tourism expenditure in NSW by 2020,” Mr Souris said.

Destination NSW Chief Executive Officer, Sandra Chipchase, said China is the fastest growing outbound market in the world, with annual growth of 13.5 per cent between 2006 and 2010 and a stronger increase of 20 per cent in 2010.

“With the Chinese economy growing and strong direct aviation capacity, the outlook for inbound travel from China is extremely positive,” Ms Chipchase said.

“Visitors to NSW from mainland China to June 2011 ranked fourth with 286,100 visitors and first for visitor nights with 10.8 million nights.

“The joint campaign will centre on a postcard from a Chinese couple visiting Sydney Harbour, telling their friends and family about their time in NSW. The iconic Sydney Harbour Bridge features prominently in magazine, outdoor, transport and in-flight advertising.

“This is a significant campaign and we are delighted to partner with Tourism Australia and China Southern Airlines in this new initiative.”

Ms Chipchase said the campaign will build upon a previous marketing drive by destination NSW and China Southern Airlines, which also focused on regional NSW.

“During the period 2010-11, a promotional campaign generated nearly 10,000 China Southern Airlines passengers to visit NSW on itineraries of two nights in Sydney and one night in regional NSW, which was particularly popular for group tours and had a positive impact on regional tourism,” Ms Chipchase said.