

Saturday 26 April 2013

## **Sydney and New South Wales Rejuvenated!**

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

“Last year, the NSW Government released its Visitor Economy Industry Action Plan to double overnight visitor expenditure by 2020 which will add an additional \$18 billion to the State’s economy and strengthen our leadership position as Australia’s Number One tourism destination.”

“To year-end December 2012, NSW leads Australia in international tourism for visitors, expenditure and overnight stays, with visitor expenditure in NSW totalling \$6.3 billion, confirming NSW as the number one Australian destination for international visitors and visitor expenditure.”

“Combined with data from the National Visitor Survey, NSW has enjoyed significant tourism growth, with domestic and international visitor nights at more than \$152 million, and international, domestic overnight and daytrip visitor expenditure at more than \$26 billion dollars, to year-end December 2012.”

“This means great results for the NSW Visitor Economy, tourism operators, accommodation and service providers and the community.”

“To support business development, the NSW 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 Industry Action Plan.”

“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.”

“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. 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 newest 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.”

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

“This week, the NSW Premier and NSW Minister for Tourism and Major Event launched the largest tourism partnership in NSW history, between Destination NSW and Qantas, Australia’s national airline.”

“Our strategic partnership with Qantas will increase inbound visitation from 65 international departure cities, including Asia and the Middle East, to Sydney, Australia’s global city.”

“Our partnership will streamline visitation to regional NSW, with integrated marketing campaigns to promote the best of NSW, with QantasLink’s extensive regional network.”

“The partnership will build on the success of Australia’s best Events Calendar, by promoting NSW destinations with major cultural, sports and arts festivals, many of which are exclusive to NSW and the Asia Pacific including Australia’s largest Indigenous festival, Corroboree.”

“Destination NSW has developed a strategic program of innovative products, marketing and advertising and regional funding opportunities, to drive tourism development.”

“In February, the Minister for Tourism and Major Event, George Souris, launched Destination NSW’s ground-breaking digital marketing tool, Sydney 360° which is designed to motivate potential visitors to experience breathtaking scenery and major attractions and plan and book their visit.”

“On Friday, I launched our new China Blogger video series, featuring some of China’s best known travel, food, wine and fashion bloggers, enjoying the best of Sydney, the Blue Mountains and the Hunter Valley.”

“The China Blogger videos are being promoted to new consumer markets through key mainland China consumer websites, including Weibo, Youku and Sina, as well as Destination NSW’s new China smartphone app and our China website, [cn.sydney.com](http://cn.sydney.com).”

“Destination NSW is further strengthening its on-the-ground strategic engagement with the mainland China market, by expanding its international offices, with the appointment of new Business Development Managers in Hong Kong, Shanghai and a new office in Chengdu.”

“Working with our industry partners, Destination NSW is determined to grow the NSW tourism and major events industries even further.”

“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*,

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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 \$150 million 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."

"These major infrastructure developments and partnership programs with airlines, business conventions, cruise ships, visual arts, major events and sports make Sydney and New South Wales the place to be."

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