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## **MEDIA RELEASE**

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Thursday 20 September, 2012

### **Sydney to Host World Youth Student Travel Conference**

Minister for Tourism and Major Events, George Souris, today announced that Sydney will host the World Youth Student Travel Conference (WYSTC) in 2013.

The conference, secured by the city's convention bureau, Business Events Sydney (BESydney) and the local organising committee, will generate \$5.4 million in economic impact for the State and attract more than 800 delegates from 80 countries who offer products or services to teenagers or travellers in their teens, 20s and early 30s.

"This is another vote of confidence in the Harbour City and speaks volumes for the tourist potential of NSW, of which we intend to take full advantage," Mr Souris said.

"Sydney and NSW have long been popular destinations for youth travel and this event is a fantastic opportunity to shine the spotlight on our State's vibrant youth travel sector, while also gathering industry leaders to collaborate, share ideas and innovate.

"The NSW Government, through Destination NSW, has been proactive in marketing our assets to the youth travel market, which is worth about \$157 billion globally each year. We will be interested in exploring the opportunities for growth and education that this event presents."

CEO of Business Events Sydney, Lyn Lewis-Smith, said: "Besides the economic impact that WYSTC will deliver to NSW, it will also provide opportunities for valuable international networking and professional development," she said.

Destination NSW CEO, Sandra Chipchase, said: "Bringing business events like this to Sydney will help achieve the NSW Government's target of doubling overnight visitor expenditure in the State by 2020".

WYSTC is the only event of its kind globally and is the annual event of WYSE Travel Confederation, which is endorsed by the United Nations World Tourism Organisation (UNWTO) and UNESCO.

Director General of WYSE Travel Confederation, Espen Falkenhaus said: "Sydney's facilities and unique understanding of our event needs made it the leading contender to host the event. Sydney and New South Wales are home to many leaders in our industry, so we were also excited about the opportunities presented by connecting and sharing knowledge in the Harbour City."

WYSTC includes pre-scheduled business appointments, seminars and workshops, networking events and trade exhibitions. The event will take place at the Sydney Convention and Exhibition Centre in September next year.