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## **‘Welcome to Sydney’ app for Chinese visitors**

Destination NSW is set to launch an innovative smartphone application for the growing Chinese tourist market that will give visitors a complete guide for their trip and planning information on where to go when in NSW.

From itinerary planning to visitor information, the new ‘Welcome to Sydney’ app will allow Chinese visitors to access all they need to know about visiting NSW in their own language.

Destination NSW Chief Executive Officer, Sandra Chipchase, said the smartphone app was part of a comprehensive strategy to capitalise on the flourishing China tourism market.

“Destination NSW will invest significantly in the coming year to exploit the extraordinary growth in visitor numbers from China, which is currently worth \$1.2 billion to the State’s economy,” Ms Chipchase said.

“There were 303,000 visitors to NSW from China in 2011 which has grown to be NSW’s third largest source market and our highest spending international market,” Ms Chipchase said.

“We are implementing strategies to tap into the 100 per cent\* growth in Chinese visitors that are projected to come to Australia to 2020.

“Destination NSW is investing in a comprehensive range of marketing activities to ensure NSW remains at the top of Chinese visitors’ itinerary and to entice new and return visitors in key demographics.

“As well as engaging with the growing Chinese outbound tourism market, we continue to strengthen our efforts to ensure Sydney is accessible and attractive destination for visitors across China and Asia.”

Ms Chipchase said the ‘Welcome to Sydney’ app was an important tool to combat the language barrier for Chinese visitors, making it easier for them to access current information about NSW and plan their trip here.

“We will work with key partners in both China and NSW to ensure this app gets the widest exposure possible to the Chinese traveller, both before they depart China and when they are in Sydney.

“This is the first stage of developing digital content for the Chinese traveller. Over time we will be supplement existing content specifically for the Chinese traveller,” Ms Chipchase said.

# Media Release



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The app will be available on both Android and iOS platforms, with the potential to rollout across other emerging platforms as they become significant in China.

The 'Welcome to Sydney' app, available in August 2012, will be backed up by a flexible content management system that will handle the future growth and changing delivery platforms that will cater to a long-term China strategy.

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\*Australia's Tourism Forecasting Committee