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CHINESE DIVAS HIT THE ROAD IN SYDNEY

Images of Sydney's popular tourist attractions and experiences will be seen by around 220 million Chinese television viewers when the latest season of the popular Chinese reality TV show *Divas Hit the Road* airs in China later this month.

The top-rating program on Hunan TV features Chinese celebrities travelling overseas, taking part in incredible experiences, on limited budgets, without the help of assistants or agents.

The filming, which took place in March, was supported by the NSW Government's tourism and major events agency, Destination NSW.

The episode which features the celebrities in Sydney will showcase the stars arriving at Sydney Airport, travelling to Circular Quay via public transport, catching a water taxi to Darling Point, and taking part in a sailing lesson at the Cruising Yacht Club of Australia at Rushcutters Bay.

Destination NSW Chief Executive Officer Sandra Chipchase said the filming will showcase Sydney to a huge audience in China.

"The exposure this program will generate will be enormous," Ms Chipchase said.

"China is NSW's largest inbound tourism market and we are delighted to be showcasing Sydney as a holiday destination to such a huge audience of potential Chinese visitors," she said.

In the Year Ending March 2017, NSW accounted for 61.4 per cent of Chinese visitors to Australia.

For the first time, the number of visitors to NSW from China exceeded 700,000 for the year, which was an increase of more than 14 per cent. Expenditure in NSW among visitors from China also jumped nearly 16 per cent for the year, to almost \$3 billion.

Annual visitor growth from China has averaged more than 17 per cent in the last five years.

"We know Chinese visitors love what Sydney and NSW have to offer as holiday destinations," Ms Chipchase said.

"This episode, which will feature our beautiful harbour city's natural beauty, outdoor experiences and delicious dining scene, will capture the attention of viewers and inspire them to book their next holiday here," she said.

Media Release



Divas Hit the Road is now in its third season and airs in a primetime slot on Sunday nights in China.

Divas Hit the Road airs in China on 25 June 2017.

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