

Thursday 10 March, 2016

NSW TOURISM OPERATORS TO SHOWCASE NSW IN CHINA

Some of the State's best tourism operators will travel to China next week to showcase Sydney and NSW to over 200 key trade partners in Xiamen and Beijing.

Minister for Trade, Tourism and Major Events Stuart Ayres said the Greater China Mission will highlight the wide range of Sydney and NSW tourism products and destinations and provide a chance for agents and product managers to learn more about the exciting new experiences on offer across the State.

"In the year ended December 2015, NSW welcomed nearly 567,000 Chinese visitors, who for the second time, spent over \$2 billion in NSW, at \$2.3 billion," Mr Ayres said.

"China is the number one inbound market for NSW and it is important that we continue to promote our State in major cities such as Xiamen and Beijing.

"The NSW Government is committed to capitalising on the diverse opportunities in China to increase visitors to ensure that NSW secures substantial market share. The Greater China Mission will provide a wonderful platform for the NSW tourism industry to engage with international tourism buyers, helping us achieve our goal of doubling overnight visitor expenditure by 2020."

Destination NSW Chief Executive Officer Sandra Chipchase said encouraging more Chinese visitors to travel to Sydney and spend time to discover what Regional NSW has to offer is a key part of the promotional activities.

"Our State is home to some of the world's most spectacular scenery, world-class food and wine and unique accommodation options and we are delighted that the upcoming Greater China Mission will help increase awareness of NSW destinations and products," Ms Chipchase said.

"We look forward to welcoming many more visitors to Sydney and Regional NSW as a result of another successful trade mission."

The Greater China Mission will be held in partnership with Destination NSW and Tourism and Events Queensland from 13 – 19 March 2016 in Xiamen and Beijing.

Destination NSW has provided support for the following 35 businesses to attend the mission:

1. AAT Kings Tours
2. Australian Cruise Group
3. Balloon Aloft
4. BridgeClimb Sydney
5. Choice Hotels Asia-Pac
6. Destination Port Stephens
7. Destination Tweed

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8. Discover Jervis Bay – Dolphin Watch
 9. Fantasea Cruising Sydney
 10. Featherdale Wildlife Park
 11. Four Seasons Hotel Sydney
 12. Grand Pacific Drive
 13. Heli Experiences
 14. Hunter Valley Resort
 15. Instyle Chauffeured Limousines
 16. JJ Travel Service
 17. Lets Go Surfing
 18. Merlin Entertainments Group
 19. Moonshadow Cruises
 20. Nick's Restaurant & Bar Group
 21. Oaks Hotels & Resorts
 22. Sand Dune Adventures
 23. SeaLink Travel Group & Captain Cook Cruises
 24. Seasons Hotel Group
 25. Skydive Australia
 26. Starwood Pacific Hotels
 27. Sydney Airport
 28. Sydney Opera House
 29. Sydney Seaplanes
 30. Taronga Zoo
 31. TFE Hotels
 32. The Grace Hotel
 33. The Legendary Pacific Coast
 34. Trippas White Group
 35. YHA Australia

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