

Wednesday 24 July, 2013

Sydney FC to showcase our Harbour City in Japan

Destination NSW CEO, Sandra Chipchase, said Sydney FC's match in Japan tonight will be a positive boost for Japanese Tourism in NSW.

Sydney FC will play a friendly match against Japanese-League side, Sagan Tosu in Tosu City, Japan this evening.

"Destination NSW's sponsorship of Sydney FC, provides a fantastic opportunity to promote Sydney and NSW into one of Destination NSW's key Asian markets and to global audience now focussed on Sydney FC since the arrival of Italian superstar Alessandro Del Piero," Ms Chipchase said.

"The Sydney.com logo will feature on the back of Sydney FC's jerseys and the match will be broadcast live into parts of Japan by Skeyperfect TV."

Ms Chipchase said, "With our mix of world class sports, events, stunning natural attractions and top-end food and shopping, Sydney is Australia's number one destination for international and domestic visitor numbers, visitor nights and visitor expenditure."

"Sydney FC has great reach with sports fans with more than 63,000 Facebook fans, and more than 28,000 Twitter followers and a record number of members."

Sydney FC's appearance in Japan is a pre-season fixture with their A-League campaign set to kick off on 11th October, 2013, against Newcastle Jets at Sydney's Allianz Stadium.

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