



Stuart Ayres

Minister for Trade, Tourism and Major Events

Minister for Sport

MEDIA RELEASE

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NSW GOVERNMENT SIGNS TWO YEAR AGREEMENT WITH SCOOT AIRLINES IN SINGAPORE

The NSW Government has today signed a two-year partnership agreement with low cost carrier Scoot which will include multiple marketing campaigns to increase inbound tourism from Singapore to Sydney and NSW.

NSW Minister for Trade, Tourism and Major Events Stuart Ayres and Scoot Chief Executive Officer Campbell Wilson signed the Memorandum of Understanding (MoU) between the NSW Government's major tourism and events agency, Destination NSW and the airline.

"It is fantastic to be in Singapore to sign this agreement that will continue the strategic partnership the NSW Government has enjoyed with Scoot over the past four years," Mr Ayres said.

"Working with Scoot has allowed us to undertake multiple campaigns in Singapore which have increased visitation from this nation and I have no doubt this will continue with the new agreement we have signed today.

"The MoU reaffirms the NSW Government's ongoing commitment to creating even more opportunities for Destination NSW and Scoot to increase awareness of Sydney and NSW experiences and events for our visitors."

In the year ended June 2015, NSW received 109,500 visitors from Singapore who stayed 1.5 million nights, an increase of over 19 per cent over the previous year. The Singapore market delivered an 11 per cent growth in visitor expenditure in the year ending June 2015, with an estimated \$226 million spent in NSW.

Scoot Chief Executive Officer, Campbell Wilson said, "Sydney, being the first destination ever served by Scoot, is very close to our heart. The fantastic value, choices and *Scootitude* that we've introduced to the market has helped deliver more Singaporean visitors to Sydney and regional NSW.

"We are therefore delighted to extend our partnership with Destination NSW so that we can continue encouraging travellers to visit that wonderful part of the world – and, of course, to do so on the world's first all-787 Dreamliner fleet."