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## **MORE CHINESE TRAVELLERS ENCOURAGED TO VISIT SYDNEY AND REGIONAL NSW**

The breathtaking scenery, world-class food and wine experiences, major events and festivals in NSW including the spectacular Vivid Sydney, will be showcased to Chinese audiences this month when two different on-line tourism magazines are issued across China via online distribution and trade partners.

Minister for Trade, Tourism and Major Events Stuart Ayres said the magazines produced by the State's tourism and major events agency Destination NSW, will highlight the many great things to see and do across Regional NSW, and will also showcase the world's largest festival of light, music and ideas – Vivid Sydney, both in Mandarin.

"This is the first time we have issued translated versions of the Regional NSW and Vivid Sydney tourism magazines for distribution in China, and we are delighted to be providing additional international exposure for our fantastic State," Mr Ayres said.

"In the year ended December 2015, NSW welcomed nearly 567,000 Chinese visitors, who spent a record \$2.3 billion. During last year's Vivid Sydney, over 26,000 international travel packages were sold with more than 11,000 packages sold to China alone.

"These extraordinary figures reflect the work that the NSW Government is doing to ensure China remains the top market for international visitors to NSW."

The Regional NSW magazine features key themes including romantic escapes, NSW aquatic and coastal and food and wine experiences, festival and event highlights and Aboriginal culture, whilst the Vivid Sydney magazine showcases the stunning 2016 event program for light, music and ideas.

Destination NSW Chief Executive Officer and Executive Producer of Vivid Sydney, Sandra Chipchase said Vivid Sydney is a unique and unmissable event that gives visitors an experience of a city like no other.

"We are delighted to be providing Chinese audiences with an opportunity to learn more about Vivid Sydney 2016 as well as great ideas to encourage visitors to experience Regional NSW," Ms Chipchase said.

"This is a very exciting time in the evolution of our marketing activity in China to drive additional growth into Sydney and Regional NSW and we look forward to showcasing our State to even more Chinese travellers through these magazines."

The translated *Your Guide to Regional NSW* and *Vivid Sydney* magazines will be distributed via online channels including [Sydney.cn/regional](http://Sydney.cn/regional) and [Sydney.cn/Vivid](http://Sydney.cn/Vivid) as well as via trade partners.