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## NSW REMAINS THE HOME OF MAJOR EVENTS

NSW continues to lead the nation when it comes to attracting new major events, Destination NSW Chief Executive Officer Sandra Chipchase announced today, with the State hosting a comprehensive range of world class sporting, cultural and lifestyle events.

Destination NSW supported 136 events in 2014, which contributed \$510 million in visitor spending to the State's economy and led to NSW being named Best Event State at the 2014 Australian Event Awards for the second year in a row.

"NSW is the number one destination for major events, attracting thousands of visitors from around the world each year to take in our world class calendar. The latest International Visitor Survey (IVS) figures confirm this position, with NSW attracting a record number of international visitors in the year end December 2014," Ms Chipchase said.

"After a bumper 2014, Destination NSW has continued to work to secure top quality major events for NSW. Already in 2015 we have secured exclusive visits from international football giants Chelsea FC and Tottenham Hotspur, the opening match of the State of Origin series, the Touch Football World Cup in Coffs Harbour and the Sydney International Art Series to name just a few.

"We have also just concluded Vivid Sydney, which experienced a record number of visitors equating to a 19 per cent increase on 2014's attendance figures. Of the 1.7 million people who attended Vivid, 26,000 came on international travel packages, with 11,000 packages sold to people from China alone. These outstanding results have been achieved thanks to innovative promotional campaigns and partnerships with domestic and international partners," she said.

Destination NSW also continues to support a wide range of events and festivals in Regional NSW each year, such as the Tamworth Country Music Festival, the Deni Ute Muster, the Parkes Elvis Festival and the IRONMAN Australia Port Macquarie.

The NSW Government's tourism and major events agency has also engaged in innovative campaigns to market the State to a global audience, including securing the top rating US breakfast show, NBC's TODAY, to televise live from Sydney to 5.6 million viewers, showcasing the State to the third largest source market of visitors to NSW.

"Destination NSW will continue to work to attract world class events to our State, and ensure we remain as Australia's number one destination. We have a bumper few months ahead, featuring the Australian Premiere of Matilda: The Musical, the Bledisloe Cup, NRL Grand Final, Netball World Cup and many more," Ms Chipchase said.

For more information on attractions and experiences in NSW, visit [www.visitnsw.com](http://www.visitnsw.com) and [www.sydney.com](http://www.sydney.com)

# Media Release



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For images go to <http://images.destinationnsw.com.au/>

**ENDS**

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