



Adam Marshall

Minister for Tourism and Major Events
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MEDIA RELEASE

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RURAL AND REGIONAL NSW GOES VIRAL IN TOURISM CAMPAIGN

Minister for Tourism and Major Events Adam Marshall has today welcomed the thousands of submissions in the popular *What I Love About Holidays in NSW* tourism campaign, and has urged holiday makers, travellers, and avid photographers and filmmakers to submit their videos and photos before the campaign closes in less than two weeks.

Mr Marshall said there have already been 10,100 submissions to the campaign, with people sharing their videos and photos of their favourite holiday destinations across rural and regional NSW.

“With less than two weeks to go before this popular campaign wraps up, I am sharing some of the submissions received so far, to highlight the impact of these incredible images, and to encourage others to take part in the campaign by submitting their own videos and photos of their favourite holiday destinations across rural and regional NSW,” Mr Marshall said.

“I am delighted to see so many contributions come in from every corner of this great state, from Armidale to Albury and Ballina to Broken Hill, we’ve seen a vast array of experiences, landscapes and attractions on offer across rural and regional areas.”

Mr Marshall said growing tourism in rural and regional areas was a top priority for the NSW Government.

“Rural and regional NSW accounts for 53 per cent of all direct tourism jobs, and we’re committed to continuing to grow this industry even further so that every part of NSW reaps the benefits of our record investment,” Mr Marshall said.

“We’re confident this campaign will inspire visitors to spend even more time exploring the many attractions across rural and regional NSW, and ultimately help drive us towards our goal of doubling overnight visitor expenditure in NSW by 2020.”

In 2016 rural and regional NSW welcomed 58.9 million visitors, an increase of more than seven per cent on the year prior. Together, those visitors injected \$15 billion into local regional economies across NSW, which again was up 5.8 per cent on 2015.

The *What I Love About Holidays in NSW* campaign will be accepting entries until 5PM Thursday 18 May 2017.

To take part in the campaign, people are urged to upload their videos to visitnsw.com/ilovensw, and share on Twitter and Instagram using #ILoveNSW.

For more information, including prizes, visit www.visitnsw.com/ilovensw

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