

Tuesday, 16 May 2017

THE BEST OF NSW FOOD AND WINE TO BE SHOWCASED TO INTERNATIONAL TRAVEL BUYERS

Some of the State's finest produce will be showcased to travel buyers from across the globe tonight, as part of the 2017 Australian Tourism Exchange (ATE).

Destination NSW Chief Executive Officer Sandra Chipchase said 1,300 domestic and international delegates will gather at a special harbourside location for the NSW Government's tourism and major events agency's showcase event.

"From artisan smoked Bangalow ham, South Coast cheese, Pinot Noir from Orange, saltbush lamb from Wagga Wagga, and an eight metre long ice bar filled with NSW's freshest and finest seafood, tonight's event will take people on an incredible NSW food journey," Ms Chipchase said.

"More and more visitors from across Australia and the world are learning about our State's great local wines and fresh produce, with a desire to visit Sydney and regional NSW for a first-hand experience.

"NSW is home to fourteen wine regions, renowned fruit, beef, pork and truffle farms, and over 2,000 kilometres of coastline bursting with fresh seafood and local produce, some of which our guests will be able to enjoy and savour tonight.

"With such amazing produce and so many wonderful dining experiences to be had, it's little wonder so many visitors are choosing to experience our thriving culinary hotspots and award-winning restaurants throughout NSW."

Whether it's a Hunter Semillon or a cool-climate Tempranillo, visitors can find plenty of scope for exploration and experimentation in each of the State's fourteen wine regions.

In the year ended December 2016, there were almost two million domestic and international visitors who had been to a NSW winery. These visitors stayed 13.8 million nights and spent \$2.2 billion in the State.

The latest International Visitor Survey results show that NSW received nearly 213,000 international wine travellers with Sydney, the Hunter, North Coast, Blue Mountains and South Coast as the most visited regions by international wine travellers.

“There’s a real movement around where and how our food is grown, sourced and prepared, and NSW’s pristine environment and varied typography is creating some of the finest produce in Australia for visitors to enjoy.

“We look forward to welcoming more international visitors to our State as a result of tonight’s special Destination NSW event and continuing to place NSW firmly on the global foodie-map,” Ms Chipchase said.

To download the latest ‘Food and Wine in Sydney and NSW’ Fact Sheet click [here](#).

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