



Stuart Ayres

Minister for Trade, Tourism and Major Events

Minister for Sport

MEDIA RELEASE

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SYDNEY HITS RECORD 2 MILLION FACEBOOK FANS

Sydney's position as the number one Australian visitor destination is being reflected online, with the city's Facebook and Google+ pages both reaching two million followers, Minister for Trade, Tourism and Major Events Stuart Ayres announced today.

"Sydney is Australia's premier destination for visitors, and this social media milestone makes Sydney the first Australian city to reach two million Facebook fans, and the first to reach this mark for both Facebook and Google+," Mr Ayres said.

"Social media is a crucial tool for promoting the city and regional NSW to potential visitors, and with more than 81 million international and domestic tourists visiting NSW in the year ending September 2014, the industry is worth more than \$27 billion to the state's economy.

"It's vital we continue to promote Sydney as the gateway to Australia and regional NSW to grow the NSW visitor economy as we work towards our target of doubling overnight visitor expenditure by 2020," Mr Ayres added.

As well as having two million subscribed fans, the Sydney Facebook page reaches over 12 million people per month, while the Sydney Community on Google+ has been recognised by Google as one of the largest destination-specific communities in the world.

The pages showcase tips for visitors on where to stay, what to see and things to do in Sydney. They also feature information on upcoming events, and stunning photography and videos of our landmarks and natural scenery.

For more information visit the Sydney Facebook page at www.facebook.com/seesydney and the Sydney Community on Google+ at <https://plus.google.com/+Sydney>