

Wednesday 27 January, 2016

NSW GOVERNMENT ANNOUNCES PARTNERSHIP AGREEMENT WITH CHINA SOUTHERN TO PROMOTE NEW SERVICES

Sydney and NSW will receive a significant tourism boost from thousands of Chinese visitors, with the NSW Government signing a landmark agreement with China Southern to promote new services between Shenzhen China and Sydney.

Minister for Trade, Tourism and Major Events Stuart Ayres said the agreement has been secured by the State's tourism and major events agency Destination NSW, and will promote new direct flights from Shenzhen to Sydney starting this week as well as Sydney and NSW travel packages.

"We are delighted that this new partnership agreement will give us the opportunity to further showcase our beautiful city and State, award-winning restaurants and outstanding regional attractions to our largest inbound international tourism market," Mr Ayres said.

"In the year ended September 2015, NSW welcomed more than 536,000 Chinese visitors who spent a record \$2.1 billion in NSW.

"China is NSW's largest tourism and trade partner, greatest source of international students and an increasingly important source of investment into NSW, and this new partnership will continue to highlight Australia's premier tourism and events State."

Destination NSW Chief Executive Officer Sandra Chipchase said Destination NSW has enjoyed a long standing relationship with China Southern.

"We are delighted to welcome even more Chinese visitors to our attractions and busy events schedule as a result of our new partnership," Ms Chipchase said.

"With the growth in fly/drive packages for the China market, visitors can experience NSW's stunning mountains, lakes, rivers, beaches and national parks, our burgeoning food and wine scene and wonderful local events and festivals."

President of China Southern Airlines Shenzhen Branch, Mr. Liu Guo Jun said, "We are very excited to begin flying services between Shenzhen and Sydney this week, and it is fantastic to have signed this agreement to work closely with the NSW Government through its tourism and major events agency Destination NSW.

"This partnership ensures we will be highlighting the best of Sydney and Regional NSW to our customers and we look forward to continuing a long and healthy relationship with the NSW Government for many years to come."

The China Southern marketing campaign is planned to commence at the end of January and will run through the end of June 2016.