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## **SYDNEY WELCOMES TRENDS TRAVELER CHINA:**

### **Top rating Chinese travel show to film at Vivid Sydney and on the NSW South Coast**

The bright lights of Vivid Sydney and unspoilt coastline of the NSW South Coast will be showcased to 20 million viewers across North Asia, as top rating Chinese travel show *Trends Traveler* arrives in Sydney on Saturday 11 June 2016 to commence filming two episodes of the program.

The Vivid Sydney precincts of Circular Quay, Taronga Zoo, Royal Botanic Garden and Darling Harbour will be included in the broadcast as well as a Vivid BridgeClimb and Vivid Drinks & Dinner Cruise with Captain Cook Cruises.

Sydney's distinctive heritage buildings and icons will also be a focus, along with the city's unique coastal lifestyle and waterside dining. The tourist attractions, fresh seafood and award-winning restaurants of the South Coast will also be under the spotlight.

Minister for Trade, Tourism and Major Events Stuart Ayres said the opportunity provided a unique opportunity to reach huge audiences across China.

"NSW welcomed 612,400 overnight visitors from Mainland China in the year ending March 2016\*, an increase of 22.5% on the previous year. This firmly establishes China as the state's number one market in terms of international visitation. Vivid Sydney is proving increasingly popular with Chinese visitors with programs such as *Trends Traveler* providing a welcome opportunity to showcase the event to large scale audiences, promoting travel to Sydney and regional NSW," he said.

Destination NSW Chief Executive Officer Sandra Chipchase said: "*Trends Traveler* will experience some of the very best our city and state has to offer. Outside of Vivid Sydney, some of the activities the crew will be experiencing include sailing on Sydney Harbour, BridgeClimb, visiting the iconic Sydney Opera House, a Harley Davidson tour along the Grand Pacific Drive and Seacliff Bridge, Skydiving, tasting fresh Shoalhaven oysters and the Illawarra Fly Treetop walk," Ms Chipchase said.

"More than 20 million viewers in China and North Asia will be exposed to the wonder of Vivid Sydney and the unspoilt beauty of the NSW South Coast across two 40 minute episodes of *Trends Traveler*. We are confident that the program will showcase Vivid Sydney and the South Coast to the lucrative China travel market and promote the state as a must-see tourism destination," she said.

The two *Trends Traveler* episodes featuring Sydney and NSW will be broadcast across the Shenzhen Satellite Television Network by August 1 2016. The broadcast includes 27 online and television stations such as IQiyi, Sohu, Tencent and LeTV. The content will also feature in airline inflight programming on China Eastern, Air China, China Southern, Hainan Airlines, Xiamen Air, Cathay Pacific and HK Airlines.

Destination NSW has compiled a list of suggested activities for *Trends Traveler* while they are in NSW including:

- **Vivid Sydney:** Explore the Vivid Sydney precincts of Circular Quay, Taronga Zoo, Royal Botanic Garden, Chatswood, Central Park and The Galleries and admire the spectacular light installations. Gaze upon the wonder of Songlines on Sydney Opera House, and scale the Sydney Harbour Bridge on a Vivid Climb which features a dance floor on the summit
- **Experience Sydney's icons:** Climb the Sydney Harbour Bridge and do a behind the scenes tour of Sydney Opera House
- **Dine with a view:** Dine in a waterside restaurant and soak up the fabulous vistas at Bennelong in the Sydney Opera House, Henry Deane's overlooking the Sydney Harbour Bridge and Sydney Harbour, Nick's Seafood Restaurant at Darling Harbour, North Bondi Fish on Bondi Beach, Diggie's Cafe steps from the sand at North Wollongong Beach and Wharf Rd Restaurant on the Shoalhaven River in Nowra
- **Explore Sydney's Heritage Buildings:** Take a tour of the University of Sydney, do some shopping in the Queen Victoria Building, wander through Sydney Town Hall and admire the splendour of the State Library of NSW
- **Bondi Beach:** Take a surf lesson with Let's go Surfing, snap some Instagram pics of the murals above the North Bondi Ocean Pool and along the boardwalk and dine on fresh seafood at North Bondi Fish
- **Action and adventure on the South Coast:** Travel along the Grand Pacific Drive and the breathtaking Seacliff Bridge on a Just Cruisin Harley Davidson Tour for a memorable experience on two wheels, Skydive the Beach, enjoy a Segway Tour at Coolangatta Estate, and fly through the trees on an Illawarra Fly Zipline Tour

The opportunity was secured by the NSW Government's major events and tourism agency Destination NSW.

China is the largest source market of visitors to NSW with more than 612,400 overnight visitors travelling to NSW from Mainland China in the year ending March 2016. These visitors stayed 16.5 million nights in NSW providing a \$2.6 billion boost to the local economy. (\*Source: International Visitor Survey, YE March 16, Tourism Research Australia (TRA).

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