



Stuart Ayres

Minister for Trade, Tourism and Major Events

Minister for Sport

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ITV PROGRAMS PUT SYDNEY ON WORLD STAGE

Sydney was on the world stage last night with up to five million UK daytime television viewers seeing the best of the Harbour City.

Minister for Trade, Tourism and Major Events Stuart Ayres said the NSW Government, through its tourism and major events agency, Destination NSW, supported the visit from ITV Daytime, which includes four shows with an audience reach of up to 5.3 million viewers each day.

The broadcasts featured a million-pound giveaway promotion, with Sydney chosen as the location to lead the announcement. The shows will then head to a number of other desirable locations across the world including Dubai and Las Vegas

“I am thrilled ITV Daytime has chosen Sydney to broadcast its biggest ever competition giveaway, which showcases our city and puts it on the world stage once again,” Mr Ayres said.

The four shows – Good Morning Britain, Lorraine, This Morning and daily chat show Loose Women –included live crosses overlooking the Sydney Opera House and featured stories about Sydney, including a visit to Bondi Beach, a BridgeClimb and a sailing trip on a luxury yacht on Sydney Harbour.

“The featured exotic locations, headlined by Sydney, are being touted as the best places for people in the UK to go on holidays. This broadcast will give our city fantastic exposure in an important market,” Mr Ayres added.

“NSW remains the undisputed number one destination in Australia, with a record 3.3 million international visitors in the last year, representing a six per cent rise on the previous year. The United Kingdom is the third highest visitor market to NSW, with more than 300,000 British visitors coming to NSW in the last year.”