



**Stuart Ayres**

Minister for Trade, Tourism and Major Events

Minister for Sport

## **MEDIA RELEASE**

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### **VISITORS TUCK IN AS NSW FOOD AND WINE PROVIDES HUGE BOOST TO ECONOMY**

NSW has shown it is a food-lover's paradise as the results from the NSW Government's latest campaigns featuring the State's food and wine experiences have delivered an additional domestic and international visitor spend of over \$20 million in the last 12 months.

Minister for Trade, Tourism and Major Events Stuart Ayres said over 20 campaigns were run globally by the State's tourism and major events agency Destination NSW with partners including airlines, travel agents and wholesalers along with Tourism Australia.

The campaigns highlighted the taste experiences of the Hunter Valley, Orange and Mudgee, the Legendary Pacific Coast, the Blue Mountains, the South Coast and Sydney.

"NSW is enjoying somewhat of a food and wine tourism revolution with more visitors coming to our State to enjoy our award-winning beers, ciders and stunning wineries to our fresh produce from local producers and providores, outdoor dining in magnificent settings and our world-class restaurants," Mr Ayres said.

"With the development and regeneration of urban areas, as well as a focus on local product, Sydney and NSW is experiencing a restaurant renaissance.

"New dining hotspots and exciting chefs are continuing to put NSW firmly on the foodie map – and our food tourism visitors are tucking in to these with gusto!"

Destination NSW Chief Executive Officer Sandra Chipchase said the promotion of food and wine experiences, including leveraging Tourism Australia's Restaurant Australia, has become an integral part of Destination NSW's marketing campaigns, with NSW boasting world-class dining experiences for visitors.

"More than 36,000 agents globally took part in NSW food and wine training and over 70 new food and wine packages were delivered to our priority international markets including Japan, China, South Korea, Singapore, New Zealand, USA, India and the UK," Ms Chipchase said.