



**Adam Marshall**

Minister for Tourism and Major Events  
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## **MEDIA RELEASE**

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### **NSW TOURISM INDUSTRY TO DOMINATE IN CHINA**

A delegation of 27 NSW businesses converged in China this month to promote Sydney and regional NSW's tourism offerings to more than 200 travel trade representatives in the city of Xi'an.

Minister for Tourism and Major Events Adam Marshall said the Greater China Roadshow was the NSW Government's biggest travel trade contingency to date.

"Not only is this our largest China delegation, it's the first time we have held the Greater China Roadshow in Xi'an. As the capital of Shaanxi Province with a population of more than 12 million people, this is a hugely important growth opportunity for NSW," Mr Marshall said.

"NSW leads the nation when it comes to attracting Chinese visitors to our shores. Over the past five years, visitation from China to our State has more than doubled while expenditure has increased by 153 per cent, making these travellers our most lucrative inbound tourism market, worth \$3.4 billion to NSW.

"The NSW Government is committed to ensuring this boom continues, to ensure hotels, restaurants, tourism operators and shops continue to reap the benefits of having the highest spending international travellers visit our State."

Mr Marshall said that with Hainan Airlines and China Eastern Airlines now operating direct flights from Xi'an, that it was fantastic to have the spotlight on NSW to showcase the State's vast array of products and experiences to key Chinese travel buyers.

"Increasing capacity into NSW through direct airline services is part of the NSW Government's deliberate strategy to boost visitation into our beautiful Harbour City and encourage dispersal into rural and regional communities, helping to turbocharge local economies and create jobs," Mr Marshall said.

"The Greater China Roadshow initiative is all about leveraging these opportunities and making sure Sydney and regional NSW are front of mind for Chinese travel buyers day in and day out when selling travel itineraries to potential visitors."

The Greater China Roadshow consisted of one-on-one meetings and networking events from 5-9 November 2018.

Other recent tourism roadshows include a South Korea Workshop in Seoul on 31 October 2018 and a USA Roadshow in New York, Chicago and Los Angeles from 11-17 November 2018.