



John Barilaro MP

Minister for Regional Tourism

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NSW AWARDED AUSTRALIA'S BEST EVENT STATE

New South Wales has been named Australia's Best Event State for the second year in a row, with the Major League Baseball Opening Series, Vivid Sydney and the Deni Ute Muster receiving accolades at the Australian Event Awards last night.

Minister for Regional Tourism John Barilaro said NSW has claimed its rightful position as Australia's Best Event State.

"NSW has capped off a hugely successful year hosting major events including the Major League Baseball Opening Series, international soccer giants Juventus vs A League All Stars, the world premiere of Baz Luhrmann's Strictly Ballroom the Musical, Handa Opera on Sydney Harbour and Vivid Sydney," Mr Barilaro said.

"The Major League Baseball Opening Series which was secured for Sydney by the NSW Government was awarded the highly coveted Australian Event of the Year and also took out Best Sporting Event and Best New Event.

"The spotlight has again shone brightly on Vivid Sydney, taking out Best Tourism Event for the second consecutive year.

"Major events are an important driver for the NSW economy. These accolades are testament to the strength and success of the NSW Events Calendar as we work towards our goal of doubling overnight visitor expenditure by 2020.

Another iconic event taking out an award at last night's awards was the Deni Ute Muster with Best Regional Event.

"Regional events such as the Deni Ute Muster reflect the character and culture of their local communities and play an important role in bringing visitors to the area and growing regional communities.

"Since March 2011, we have secured 51 regional events across the State including the Tamworth Country Music Festival, Hunter Valley Food and Wine Month and Ironman Australia Port Macquarie," Mr Barilaro said.

Destination NSW Chief Executive Officer Sandra Chipchase said 2015 promises to bring even more major events to the State including the Australian Premiere season of Matilda The Musical, ICC Cricket World Cup, AFC Asian Cup, Hurley Australian Open of Surfing and the return of Vivid Sydney.