

Friday 25 November 2011

DESTINATION NSW ESTABLISHES IN INDIA

Minister for Tourism and Major Events, George Souris, today announced that Destination NSW is opening an office in India, in recognition of the importance of the market for the State's tourism.

This follows a 5 day trade and investment mission to Mumbai India by Premier Barry O'Farrell.

"Establishing an on-the-ground tourism presence in India, will allow the NSW Government to further promote its ongoing relationship with the Indian market," Mr Souris said.

"It will play a key role in achieving our target to double overnight visitor expenditure by 2020.

"The New South Wales Government is strongly focused on expanding our international visitor markets, as part of our commitment to rebuilding the State's economy.

"India is currently New South Wales' 11th largest tourism country market by visitors and last year we recorded a 17 per cent rise in visitors from the nation.

"In the year ending June 2011, we welcomed an additional 10,000 visitors from India and in the same period, total overnight expenditure from visitors from India was \$219 million.

Destination NSW Chief Executive Officer, Sandra Chipchase, said the new India office would have the dual role of enticing more Indian holiday-makers to NSW and tapping into the burgeoning Indian incentive travel market.

"This announcement represents a major in-market commitment and steps up our direct involvement in this important market", said Ms Chipchase.

Ms Chipchase said the new Mumbai office will also represent Business Events Sydney and will work closely with airlines, the travel trade, business event organisers and media to keep Sydney and NSW top of mind as Australia's primary destination.

Ms Lyn Lewis-Smith, Acting CEO of Business Events Sydney said, "We are delighted to be partnering with DNSW in this new venture. Asia, in particular India, is a market with enormous growth potential in both business and leisure tourism. Business Events Sydney's international network has proven that having staff on the

ground in-market is key to developing long-term relationships.”

“There are obvious synergies and it makes sense for Destination NSW and Business Events Sydney to work together to maximise the opportunities the Indian market presents for the State. Beyond valuable incentive travel programs, we also see numerous opportunities for Indian delegates to attend professional and association events that will help to fuel collaboration, innovation, and trade and investment.”

Destination NSW has international offices in Singapore, Shanghai, Los Angeles, Auckland, London and Tokyo.