



**Mike Baird**  
Premier of NSW  
Minister for Western Sydney

## **MEDIA RELEASE**

Friday, 6 November 2015

### **PROMOTING NSW IN CHINA: PREMIER LAUNCHES NEW TOURISM CAMPAIGN WITH QANTAS**

NSW Premier Mike Baird today launched a major tourism campaign with Australia's national carrier Qantas, to encourage more Chinese visitors to Sydney and NSW.

Mr Baird launched the campaign after meeting with Qantas China-based executives in Shanghai during his second official visit to China as Premier.

The new joint campaign between the NSW Government's tourism and major events agency, Destination NSW, and Qantas features a large outdoor digital billboard promoting travel to Sydney and NSW with Qantas.

"The number of Chinese visitors coming to Sydney and NSW jumped an impressive 24 per cent in the past financial year," Mr Baird said.

"This campaign takes advantage of a prime location in Shanghai to highlight just how spectacular our state is and encourage even more holidaymakers from China.

"Chinese visitors tell us they love coming to Sydney and NSW because it's both a place where they can explore new destinations, while also feeling right at home."

China is NSW's largest inbound tourism market with 526,000 visitors arriving from China last financial year - an increase of 24 per cent on the previous year. These visitors spent almost \$2 billion during their stays.

The campaign also highlights the state's regional areas including the Blue Mountains, Hunter Valley, Central Coast, Port Stephens, Port Macquarie, Coffs Harbour and Byron Bay, to potential Chinese visitors.

Qantas International CEO Gareth Evans said it was the right time to champion the best of NSW to Chinese visitors.

"With record numbers of Chinese holidaymakers travelling to Australia and the opportunities opening up as a result of the Free Trade agreement, we are thrilled to partner with Destination NSW to showcase the best experiences the state has to offer."

The campaign includes the digital billboard in Shanghai promoting travel to NSW and NSW with Qantas, and travel partners will also promote travel packages for Chinese visitors to experience the Vivid Sydney Festival in 2016.