



**Andrew Stoner MP**  
**Deputy Premier of NSW**

**George Souris MP**  
**Minister for Tourism**  
**& Major Events**

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## **MEDIA RELEASE**

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Thursday 29 August, 2013

### **NSW AIMS TO INCREASE TOURISM FROM SOUTH KOREA**

Deputy Premier Andrew Stoner and Minister for Tourism and Major Events George Souris today announced the appointment of a new South Korea-based representative for NSW tourism and events with the brief to boost tourism to our State.

Destination NSW, the NSW Government's tourism and major events agency, has appointed Ms Jenny Kim as its new representative in South Korea – one of eight international offices promoting tourism to NSW.

Other international offices promoting tourism to NSW are Hong Kong, Shanghai, Singapore, Tokyo, Mumbai, Los Angeles London and Auckland.

“South Korea is an important tourism market for New South Wales, with 140,000 visitors arriving in the year ended March 2013. They stayed more than 4.6 million nights and spent \$349 million in the State,” Mr Stoner said.

“South Korea is one of the 10 international priority markets identified in The Visitor Economy Taskforce Final Report released in December 2012. Focussing on the local travel-trade will ensure that NSW is better represented by major travel agents, providing South Korean consumers with more choice than ever before and building on the success we have already achieved.”

Destination NSW produces the Sydney Official Guide in Korean and provides a Korean version of its consumer website sydney.com (<http://ko.sydney.com/>). In April, Destination NSW hosted 24 Korean buyers at the Australian Tourism Exchange and after the event, hosted media and buyers at familiarisation tours which showcased NSW tourism.

Minister for Tourism and Major Events George Souris said, in addition to increasing the amount of NSW product being sold by South Korean operators, activities will also focus on packaging and promoting the major events secured by the Government which appeal to South Korean visitors.

“For example, major events such as the Opening Series of Major League Baseball in March 2014, the Australian Badminton Open in April 2014 and the Asian Football Cup in 2015, have great appeal to Asian visitors, including those from South Korea,” Mr Souris said.

“Working with the travel-trade, our Business Development activities in Korea will be designed to provide more sales leads for the NSW tourism industry and ensure it is high on the agenda of travelling South Koreans.

“We will work with airline and key travel trade partners in-market to promote themed packages such as Golf or Food & Wine, targeting key visitor segments. Destination NSW will also launch co-operative marketing activities promoting Sydney signature events including the Royal Easter Show, Handa Opera on Sydney Harbour and Vivid Sydney.”

**Note:** Jenny Kim, who will be based within South Korean agency GoodPR and Marketing, has been responsible for delivering promotions, campaigns, trade shows, familiarisation tours, sales incentives and business development activities for tourism operators and authorities in South Korea for more than 17 years.