

Thursday 21 April, 2016

## **SYDNEY WOOS WELL-HEELED TRAVELLERS ACROSS EUROPE, THE AMERICAS AND ASIA PACIFIC**

Sydney will be showcased across Europe, the Americas and Asia Pacific this week when international trend-setting magazine Monocle issues a special-edition Sydney Guide to readers.

The 24-page Sydney Guide reveals the city's hippest new hotels, coolest retail, most thought-provoking art galleries and cultural festivals, and cutting-edge local design and contemporary architecture.

Minister for Trade, Tourism and Major Events Stuart Ayres said the magazine will reinforce the global profile of Sydney as a culturally sophisticated destination for high-net-worth visitors and investors.

"Sydney is a city of innovation and creativity and I'm excited Monocle will showcase these qualities and the new reasons to visit Sydney as well as the natural splendour we are renowned for," Mr Ayres said.

"High-spending, particularly high-yield international visitors, are a key market for NSW and provide a boost to overnight visitor expenditure."

The Guide features Sydney's great events, hottest restaurants and bars, beautiful beaches and the city's transformation through an ambitious program of infrastructure projects. There's also a nod to world heritage-listed destinations and stand-out food and wine experiences in Regional NSW.

Secured by tourism and major events agency Destination NSW, Monocle's Sydney Guide arrives at a perfect time as the city prepares to be in the international spotlight during Vivid Sydney, the world's largest festival of light, music and ideas.

Destination NSW Chief Executive Officer and Vivid Sydney Executive Producer Sandra Chipchase said she was delighted to see Sydney feature in Monocle.

"Monocle is a perfect platform to position Sydney as a unique, culturally inspiring destination that seamlessly combines the richness of urban life with an abundance of natural wonders that surround our CBD," Ms Chipchase said.

"The Guide also highlights some of Regional NSW's outstanding destinations, showcasing their unique tourism appeal."

Monocle's global circulation aligns with a number of Destination NSW's target markets in the UK, US, Germany and Singapore, and also across Australia. The Sydney Guide will feature in the May issue of Monocle, which hits shelves on Thursday 21 April, and online at [monocle.com](http://monocle.com).