



**Stuart Ayres**

Minister for Trade, Tourism and Major Events

Minister for Sport

## MEDIA RELEASE

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### **TRIPADVISOR VOTES SYDNEY NUMBER ONE**

Sydney has again beaten its regional competitors, taking the number one position in Australia and the South Pacific in the 2016 TripAdvisor's Travellers' Choice Destinations awards.

Minister for Trade, Tourism and Major Events Stuart Ayres welcomed the accolade and highlighted Sydney's unique attraction to international visitors.

"This is fantastic news. We're delighted Sydney has been named the number one destination by travellers on TripAdvisor, cementing its position as Australia's most loved city," Mr Ayres said.

"Sydney is a sophisticated global city that is constantly evolving, with major tourism developments including the International Convention Centre Sydney (ICC Sydney), Barangaroo and a spate of new hotels and refurbishments as well as growing creative precincts like Eveleigh and Parramatta.

"We have one of the best jobs in the world in telling Sydney's story to the world and we urge people who haven't been to Sydney for a few years to come back and see how much we have to offer as a great place to visit and invest.

"As well as major events on our calendar, we will continue to showcase Sydney's stunning natural beauty, fantastic food and wine, creativity and attractions as well as surrounding NSW regions to TripAdvisor travellers."

In the year ended December 2015, Sydney welcomed over 33 million domestic and international visitors who spent \$16.5 billion.

TripAdvisor is the world's largest travel site, operating in 48 markets world-wide. To view the 2016 TripAdvisor's Travellers' Choice Destinations awards go to: <https://www.tripadvisor.com.au/TravelersChoice-Destinations>

Through its tourism and major events agency Destination NSW, the NSW Government is delivering on its target to double overnight expenditure by 2020.