



MEDIA RELEASE

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SYDNEY WINS ANOTHER AWARD

Sydney has again been voted one of the world's best cities in the Condé Nast Traveler USA *Reader's Choice Awards*, announced in New York today.

Minister for Tourism and Major Events, George Souris said Sydney has beaten strong competition to take out the top city in the Oceania region.

In world rankings, Sydney was rated sixth by the magazine's readers, with Melbourne not making the top 100.

"This consolidates Sydney's position as a world leading destination, especially following our win last year," Mr Souris said.

The prestigious *Readers' Choice Awards* are voted on by travellers rather than by travel writers or travel agents and reflect the views of experienced visitors who travel the world.

It's the fifth major international award for the Harbour City this year, including:

- World's Favourite Overseas City, in the Conde Nast Traveller UK *Reader's Choice Awards*
- World's Best Festival and Major Events City, by the International Festival and Events Association
- Top 5 Best World Destinations, in the UK Cruise International Awards
- Number One City in Australia, in the Trip Advisor *Travellers Choice Awards*.

"This reconfirms Sydney as Australia's leading tourism and events city and consolidates NSW as the nation's premier state," Mr Souris said.

Condé Nast readers cast votes in the *Awards*, with travellers rating cities according to ambience, friendliness, lodging, restaurants, culture, sight-seeing and shopping.

"NSW is Australia's number one destination for international and domestic visitor numbers, visitor nights and visitor expenditure thanks to its mix of world class festivals, sporting events, unique attractions and top-end food and shopping," Mr Souris said.

The readers also ranked Australia's hotels, giving the Langham Sydney the top spot and naming eight of the nation's top ten hotels in Sydney, including the top five.

The majority of Condé Nast Traveler readers are based in North America. As one of NSW's largest international tourism markets, North America is worth more than \$503 million to the NSW economy.

"This will further strengthen our profile among potential travellers and will help the Liberals/Nationals Government reach its goal to significantly boost the State's economy," Mr Souris said.

Further information on the Condé Nast Traveler USA *Reader's Choice Awards* is available at: www.condenasttraveler.com/rca