



# Andrew Stoner MP

## NSW Deputy Premier Minister for Tourism and Major Events

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### MEDIA RELEASE

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Thursday 29 May 2014

## **VIVID SYDNEY SHINES FOR RECORD 270,000 VISITORS DURING OPENING WEEKEND**

*Vivid Sydney* is breaking all previous records with more than 270,000 visitors welcomed during its first weekend, Deputy Premier and Minister for Tourism and Major Events Andrew Stoner announced today.

“*Vivid Sydney* is dazzling audiences once again, with opening weekend visitors up 170 per cent on last year,” Mr Stoner said.

“The festival of light, music and ideas just gets bigger and better every year, and visitors come to Sydney from across the State, Australia and around the world to see Sydney put on a show like no other.

“Of course the light installations and projections are always extremely popular, and in 2014 *Vivid Light* has increased its footprint dramatically, providing a unique perspective not only of favourites like the Sydney Opera House, Harbour Bridge and Circular Quay, but of new *Vivid Sydney* areas such as Martin Place.

“With just over two weeks of *Vivid* remaining, it certainly looks like the Festival is on track to generate significant visitor spend.

“Last year more than 800,000 people came to *Vivid Sydney*, which contributed over \$20 million in new money to NSW,” he said.

“*Vivid Sydney* is also a huge hit with retailers, with many reporting double and triple the takings of a normal night. Ice cream is again proving to be particularly popular, especially with Sydney’s recent run of warm weather.”

“In fact Gelato Messina at Martin Place sold an extra 1,000 gelato sundaes on Saturday night alone, and over the weekend went through around 900kgs of gelato. The Intel flavour Silly Cone Chips outsold the other flavours by twice as many,” Mr Stoner said.

Mr Stoner said that with crowds to *Vivid Sydney* building on the weekends, families should consider coming early in the week, and early on in the evening, with many installations on from 5.30pm including all of the light installations and projections at Martin Place.

“People should also consider splitting their visit to *Vivid* over several nights so they can see everything,” Mr Stoner said.

“Crowds build at the weekend so coming earlier in the week will help those with young children, prams and those visitors with mobility issues.”

“With 3,500 extra transport services and road closures, visitors to *Vivid Sydney* should take public transport and plan their trip by visiting [www.vividsydney.com.au/transport](http://www.vividsydney.com.au/transport),” he said.

*Vivid Sydney 2014* is on each night 6pm, until Monday 9<sup>th</sup> June.

The full *Vivid Sydney* program is available at <http://vividsydney.com>