



## **Growing Tourism in NSW**

19 June 2007

Minister for Tourism, Matt Brown said the Government will invest \$55.9 million in 2007/08 in a continuing push to bring more visitors to NSW, through a range of marketing and development initiatives.

Mr Brown said this budget is a \$3.4 million increase from last financial year, and will continue to promote and support the development of the State's tourism destinations.

"We will be partnering with the Bangkok-based Pacific Asia Travel Association to further our understanding of the industry, particularly in India and China, in line with the State Plan priorities for government," Mr Brown said.

"We will continue to invest in our digital platform since the relaunch of our consumer website [www.visitnsw.com](http://www.visitnsw.com) and its translation into seven languages. It's now only two clicks from Tourism Australia's new [australia.com](http://australia.com) website to [visitnsw.com](http://visitnsw.com) for destination information about Sydney and NSW.

"And we will continue to build innovative partnerships to capitalise on mutual marketing and promotional benefits like our successful partnership with Jetstar for the North Coast."

Mr Brown said Tourism NSW would also expand upon its highly successful range of Holiday Planners launched during 2006-07, and the publicity generated through its partnership with NewsLimited and the Seven Group.

"The agency's activities for 2007-08 will continue to raise awareness of, and drive visitation, to NSW destinations," Mr Brown said.

"The NSW tourism industry has backed Tourism NSW's marketing strategy, seeing the benefit of partnering with the agency on campaigns that regularly reach audiences of more than a million people.

"Tourism NSW's partnerships with transport operators such as Jetstar, Qantas and CountryLink support the marketing of destinations in regional NSW. They are an example of the benefits of working co-operatively to promote travel to NSW destinations."

Tourism in regional NSW will also benefit from Tourism NSW's programs such as:

- The Regional Flagship Events program
- The Regional Tourism Investment program for tourism organisations throughout regional NSW

Since 2004, Tourism NSW has invested more than \$26.1 million of government and industry funds to promote Sydney and NSW through the tourism brand – *NSW There's no place like it.*

The NSW tourism industry is worth \$23 billion a year to the State's economy. Many small towns benefit from tourism, which supports 1 in 12 jobs in NSW.

Last year NSW welcomed nearly 2.8 million international and 24.9 million domestic overnight visitors. The NSW State Plan targets an additional 10 million visitor nights by 2016.

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