

MEDIA RELEASE

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NSW TO REMAIN NUMBER ONE FOR TOURISM AND MAJOR EVENTS

The NSW Government's commitment to tourism and major events funding across the State will ensure NSW remains the number one destination in the Asia Pacific.

The 2017-18 Budget includes \$193 million to attract visitors, support jobs and boost local economies.

Minister for Tourism and Major Events Adam Marshall said the funding would keep Sydney and rural and regional NSW at the forefront of attracting visitors from around Australia and the world, especially from priority markets, such as China.

"More than \$95 million will be invested to secure and support major entertainment, lifestyle, sporting, arts and business events across NSW," Mr Marshall said.

"\$61 million will be invested to support tourism operators, develop visitor services and promote NSW to domestic and international markets."

Visitation to rural and regional areas will continue to be driven by a record \$43 million funding commitment over four years announced in 2016 to drive innovative industry reforms such as the establishment of six Destination Networks across NSW.

"Sydney and NSW remain the number one destination in Australia and the 2017-18 Budget will ensure the State remains in that position."

NSW has built a strong reputation as the major events capital of the Asia Pacific. This year will be no different with two exclusive Arsenal FC matches, the Australian premiere of Beautiful: The Carole King Musical, the XI FIP World Polo Championships, two new exhibitions for the Sydney International Art Series, and the NCAA College Football game between Stanford and Rice Universities.

In regional NSW the Government has secured events that attract visitors from far and wide, whether it's L'Etape Australia by Le Tour de France in the Snowy Mountains, the Coates Hire Newcastle 500, the Kennards Hire Rally Australia in Coffs Harbour, WSL World Surfing Championships in Kiama and the Australian Little League Baseball Championships in Lismore.

Record rural and regional funding also includes a Regional Cooperative Tourism Marketing Program, a Regional Tourism Product Development Program, a Regional Conferencing Unit and an expanded Regional Flagship Event program.

MEDIA: Georgie Humphries | 0418 495 502

