

MEDIA RELEASE

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\$290 MILLION TO KEEP NSW AUSTRALIA'S NUMBER ONE TOURISM DESTINATION

The NSW Government will continue its strong support of the tourism sector, with more than \$290 million to be invested into the State's visitor economy in NSW Budget 2018.

Minister for Tourism and Major Events Adam Marshall said the NSW Government would continue to build on the success of 2017-18 which saw record volumes of international and domestic visitors and visitor expenditure for the State.

"Tourism is big business and vital to the NSW economy delivering \$35.2 billion in visitor spend last year and directly employing 171,100 people across the State," Mr Marshall said.

"The NSW Government is committed to continuing to bring visitors from across the globe and Australia, and attracting more world class events to ensure we keep breaking new ground and remain Australia's number one tourist destination.

"This Budget will also continue this Government's work to grow the visitor economy in the State's rural and regional destinations which are now welcoming 29 per cent more overnight visitors than in 2011."

\$82 million will be invested to secure and support major sporting, arts and business events across the State.

\$54 million will be invested to promote NSW destinations and experiences to domestic and international markets, support tourism operators and secure strategic partnerships with airlines and trade partners.

In the 2018-19 NSW Budget, \$118 million will be invested in key tourism projects through the NSW Government's Regional Growth – Environment and Tourism Fund.

\$7.5 million will be provided for regional programs to attract more visitors, events and conferences, support industry product development and marketing, and spread visitor economy benefits to more communities.

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