



Stuart Ayres

Minister for Trade, Tourism and Major Events
Minister for Sport

MEDIA RELEASE

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VIVID SYDNEY WINS INTERNATIONAL AWARD

Vivid Sydney has been recognised as a world leading event, taking out one of the top honours at the 2015 Pacific Asia Travel Association Grand and Gold Awards.

Minister for Trade, Tourism and Major Events Stuart Ayres said Vivid Sydney won the Gold Award in the Marketing – State Government Destination category, recognising State or city tourism organisations.

“This is great news for NSW and this win highlights how important the world’s largest festival of light, music and ideas is for our great State,” Mr Ayres said.

“The win reinforces the professionalism of Destination NSW’s marketing promotional activities and the success of how they work with partners to develop travel packages and other activities to increase awareness of and visitation to Vivid Sydney.

“The popularity of Vivid Sydney continues to increase with 1.7 million people visiting the festival this year on the back of this campaign. This included the sale of over 26,000 international Vivid Sydney travel packages with more than 11,000 packages sold to China.”

The Pacific Asia Travel Association Awards recognise exceptional achievement in a range of activities in the Asia Pacific travel industry. There were 269 entries from 83 travel and tourism organisations and individuals across the world in this year’s awards.

Destination NSW Chief Executive Officer, Sandra Chipchase said Vivid Sydney continues to receive international recognition.

“Vivid Sydney is a huge cross city collaboration of private enterprise and Government agencies. It is testament to the great teamwork and innovation at Destination DNSW channelled through our overseas offices and our Marketing, Communications, Industry Partnerships and Event Development divisions that our work has been internationally recognised,” Ms Chipchase said.

Vivid Sydney was awarded Best Tourism Event in both 2014 and 2013 at the Australian Event Awards, the prestigious national awards for the events industry.