



Friday, 2 June 2017

VIVID SYDNEY 2017'S RECORD OPENING

The opening weekend of Vivid Sydney has seen more than 326,000 attendees take in the world's largest festival of light, music and ideas.

Minister for Tourism and Major Events Adam Marshall said, "Vivid Sydney promised to return bigger, bolder and brighter with a program that would delight visitors from around the world and it's certainly achieved that with more than 326,000 attendees celebrating the opening weekend," Mr Marshall said.

"The festival continues to be warmly received and we've already seen a 10 per cent increase on last year's opening weekend attendance which is fantastic news for the State's visitor economy.

"With more than two weeks of Vivid Sydney remaining, there's still plenty of time to be part of Australia's largest event. With a remarkable line-up of events still to come, I encourage everyone to plan ahead and visit more than once to get the most out of their Vivid Sydney experience."

Families can start their Vivid Sydney experience earlier in the evening with lights on at 5:30pm at Chatswood's futuristic steampunk world and Taronga Zoo's Lights for the Wild. Darling Harbour's Magicians of the Mist and the immersive Trapdoor at Vivid Sydney's new precinct Barangaroo (South) are also proving popular for families.

The Light Walk continues to impress and extends from The Rocks to Circular Quay where the city's laneways feature many hidden gems, and into the Royal Botanic Garden Sydney, which is delighting visitors with grand Sunflowers and Birds of Lumos. Martin Place is also winning foodie fans with its gourmet delights and Urban Tree 2.0.

Highlights still to come include Vivid Ideas Game Changer, Shepard Fairey, who will live paint a mural in the CBD as well as a huge program of music events across the city including Curve Ball at Carriageworks and the Eye Live Project at Sydney Tower Eye.

Visitors to Vivid Sydney are encouraged to plan ahead and take advantage of the extra 9,000 public transport services running during the festival and importantly, to leave the car at home.

Vivid Sydney is owned, managed and produced by Destination NSW, the NSW Government's tourism and major events agency and continues until Saturday 17 June, 2017. For more information visit www.vividsydney.com





About Vivid Sydney

Vivid Sydney is the world's largest festival of light, music and ideas, which for 23 days - from 26 May to 17 June 2017 - transforms the Harbour City with its unique colourful, creative canvas. In 2016 Vivid Sydney attracted a record 2.31 million attendees. Vivid Sydney is owned, managed and produced by Destination NSW, the NSW Government's tourism and major events agency. Vivid Sydney features large scale light installations and projections - Vivid Light; music performances and collaborations - Vivid Music (including Vivid LIVE at the Sydney Opera House); and creative ideas, discussion and debate - Vivid Ideas, all celebrating Sydney as the creative hub of the Asia-Pacific. Vivid Sydney is in its ninth year. For more information visit www.vividsydney.com

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