



NEW SOUTH WALES WELCOMES SOME OF THE WORLD'S LEADING MEDIA FOR VIVID SYDNEY 2019

Vivid Sydney, the largest festival of light, music and ideas in the Southern Hemisphere, will host over 50 of the world's leading media during the annual winter festival which takes place in the Harbour City from Friday 24 May to Saturday 15 June 2019.

Minister for Tourism Stuart Ayres said the media familiarisation program facilitated by the NSW Government's tourism and major events agency, Destination NSW, will shine a bright light on the festival and the vast array of attractions, activities, landscapes and produce on offer in Sydney and Regional NSW.

"The NSW Government is committed to growing tourism in NSW and gaining the attention of high profile media during Vivid Sydney will ensure that Sydney and Regional NSW is firmly put on the world stage and showcased to a potential global audience of nearly one billion people."

Destination NSW CEO and Vivid Sydney Executive Producer Sandra Chipchase said, "Securing media coverage globally helps to promote our State's great tourism events and products to a wide audience, and inspires people to look to NSW when planning their next holiday."

"We are delighted to be hosting media from all of NSW's key international markets with leading outlets including Forbes.com, Huanqiu.com, iQiyi, National Geographic Traveller and Travel and Leisure India set to experience the very best of Vivid Sydney and Regional NSW on tailored famil itineraries."

Vivid Sydney is owned, managed and produced by Destination NSW, the NSW Government's tourism and major events agency, and in 2018 attracted 2.25 million attendees, delivering \$172.9 million in visitor expenditure into the NSW economy.

Vivid Sydney will run from 24 May to 15 June throughout Sydney. For more information, including tickets, maps and guides, go to vivid Sydney.com

Vivid Sydney 2019 program video content and images are available at:
www.vivid Sydney.com/media-centre

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ABOUT VIVID SYDNEY

Vivid Sydney is the largest festival of light, music and ideas in the Southern Hemisphere. Celebrating its eleventh anniversary in 2019, Vivid Sydney is continually setting the benchmark for world class events, creativity and innovation. It will transform the Harbour City into a colourful creative canvas from the 24 May to 15 June, 2019. The Festival features spectacular largescale light installations and projections; contemporary and cutting-edge music performances and collaborations; public talks by renowned thought leaders, industry seminars, conferences and creativity workshops, all celebrating Sydney's place as the creative industries hub of the Asia-Pacific. Vivid Sydney is owned, managed and produced by Destination NSW, the NSW Government's tourism and major events agency, and in 2018 attracted 2.25 million attendees. For more information visit vivid Sydney.com and share your Vivid Sydney experience on social media using the hashtag #vivid Sydney

