



Gladys Berejiklian
Premier of NSW

MEDIA RELEASE

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NSW TO BOOST JAPANESE TOURIST NUMBERS: GLOBAL LAUNCH FOR VIVID 2018 DATES

Premier Gladys Berejiklian has invited the largest ever Japanese travel trade delegation to visit Vivid Sydney 2018, in a bid to build on the record number of tourists who took part in this year's festival.

Ms Berejiklian made the announcement in Tokyo overnight at the global launch of the Vivid Sydney 2018 dates.

"We are seeing a resurgence of Japanese visitors to our shores and we want to see that grow even further," Ms Berejiklian said.

"Not only is this great for forging closer ties with Japan but more tourists coming to NSW is vitally important for our local economy."

Ms Berejiklian announced that the NSW Government's tourism and major events agency Destination NSW had invited a record 50 Japanese travel agents and wholesalers to experience Vivid Sydney 2018.

"This will be the largest ever Japanese travel trade delegation to be invited to come and experience Vivid Sydney first hand and then return home to sell Vivid Sydney packages for 2019," the Premier said.

In 2017, 5,062 Vivid Sydney packages were sold to visitors from Japan, up from 4,710 packages in 2016 (a 7.5 per cent increase).

Japan is the sixth largest market for international visitors to the State. In the year ended March 2017, NSW welcomed 165,000 Japanese visitors who stayed 3.1 million nights and contributed an estimated \$339 million to the NSW visitor economy.

Ms Berejiklian revealed a record 2.33 million attended this year's Vivid festival.

Vivid Sydney 2017 attracted 247,712 national and international visitors, an increase of around 35 per cent on 2016. These visitors stayed a total of 804,399 nights (up 30 per cent) and contributed over \$143 million (up 30 per cent) to the NSW economy.

Vivid Sydney 2018 will be held from May 25 to June 16.

Ms Berejikian also visited Nihon University on Monday to discuss plans for their first offshore campus to be built in Newcastle on the former Newcastle Law Courts site.

The heritage listed building will be restored to include classrooms for up to 200 local and international students, a library and 100-bed dormitory.

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About Vivid Sydney

Vivid Sydney is the world's largest festival of light, music and ideas, which for 23 days - from 25 May to 16 June 2018 - will transform Sydney's Harbour City with its unique colourful, creative canvas. 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. In 2018, Vivid Sydney will be in its tenth year. For more information visit www.vividsydney.com

Vivid Sydney 2018 video: <https://vimeo.com/229240791/9c41d7a9ea>