

Media Release

Sydney Business Chamber



Wednesday, 3 March 2010

Vivid Sydney continues strong calendar of events

The Sydney Business Chamber said that the second annual Vivid Sydney festival would provide an economic boost to Sydney's economy and help position Sydney as a major festival destination.

"Vivid Sydney was a terrific success for Sydney last year and we look forward to another knockout event this year," said Patricia Forsythe Executive Director of the Sydney Business Chamber.

"It is estimated that Vivid Sydney will attract 300,000 people and generate up to \$10 million in economy activity for Sydney.

"Vivid Sydney is developing as a strong wintertime anchor for Sydney's events calendar. It's proving that Sydney is more than a 'beaches and summertime' city but a city that has something to offer everyone throughout the entire year.

Mrs Forsythe said that Vivid Sydney would run from 27 May – 21 June and would help boost tourism and the economy during what is usually a quieter time for Sydney's tourism industry.

"Vivid Sydney has attracted global attention with an estimated 60 million people worldwide watching Brian Eno's 'Lighting the Sails'. An example of the good work Events NSW is doing to expand Sydney's reputation as a cultural and entertainment city, domestically and internationally."

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