



# Media Release

**FOR IMMEDIATE RELEASE**

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## **VIVID INCREASES VISITATION, IMPROVES DEMAND**

The second annual Vivid Sydney festival will again attract thousands of people from across the country and around the world, stimulating economic activity worth millions of dollars to New South Wales, according to peak industry body, Tourism & Transport Forum (TTF).

TTF Executive Director Brett Gale said events have a big role to play in driving sustainable tourism growth.

“Events are big drawcards for tourists,” Mr Gale said, “and Vivid Sydney will generate an estimated \$10 million in economic activity.”

“The festival entices people to come to Sydney during what is traditionally a quiet time of year for tourism, helping to smooth out historic seasonality.

“Last year, Vivid Sydney drew 200,000 people into the Rocks and Circular Quay precinct.

“This year, with the international drawcards of Lou Reed and Laurie Anderson curating Vivid Live at the Sydney Opera House from May 28 to June 11, the festival is expected to attract 300,000 people.

“Events like Vivid Sydney provide a solid base on which to build that visitation and highlight the fact that Sydney is a year round destination.

“This is also an ideal opportunity to showcase Sydney Harbour and establish unique experiences for tourists on and around one of the world’s most famous waterways.

“It is essential that we continue to develop new tourism products, and improve amenity and access to all that Sydney Harbour has to offer.”

Mr Gale said using a festival such as Vivid Sydney as an anchor event is a tried and true strategy.

“Events NSW is hitting the right notes in using a festival like this as a permanent fixture on its calendar.

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“Vivid Sydney puts the city under the spotlight both across Australia and internationally and revitalises the city’s image.

“Once established, events become part of the fabric of a city and contribute to their overall branding.

“Last year’s festival also encouraged day visitation, enticing Sydneysiders out of their homes to experience something new.

“This is a strategy which has worked well over a number of years in Melbourne and Adelaide and, combined with government funding for tourism infrastructure, has helped to drive private investment in accommodation and attractions.”

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