



**Destination
NSW**



MEDIA RELEASE

SYDNEY AIRPORT AND DESTINATION NSW PARTNER TO BOOST TOURISM

Sydney Airport and Destination NSW are joining forces to boost tourism, attract new airlines and increase airline services to Sydney as part of a new visitor economy partnership agreement, announced today.

The partnership agreement will see Sydney Airport and Destination NSW work together on:

- Joint marketing initiatives to attract new airlines and routes to Sydney from key tourism markets such as China, India, Indonesia, Malaysia, New Zealand, the UK and the US;
- Opportunities to enhance Sydney Airport's passenger arrivals and departures experience;
- Joint promotion of major NSW events.

Kerrie Mather, CEO of Sydney Airport said: "The partnership agreement we signed today signals our joint commitment to focus our airline marketing efforts with a new level of cooperation and coordination. The partnership reflects the significant contribution Sydney Airport and Destination NSW together make to the growth of tourism, the prosperity of the state economy and the creation of jobs.

"Air travel is the lifeblood of Australia's \$94 billion tourism industry and we are committed to working with Destination NSW to attract airlines, grow tourism and retain Sydney's position as the gateway to Australia.

"In a global market, Sydney Airport is in robust competition for market share against other states as well as other destinations in the region. Our ability to differentiate ourselves in terms of the commercial arrangements we reach with airlines and the quality of the passenger experience is crucial for our long-term success.

"Destination NSW is unique in that it brings together tourism, major events and business events under the one roof. This new approach will increase the state's ability to capture more of the inbound tourism market.

"Our combined efforts will strengthen Sydney's position as the preferred destination for international visitors and the first choice for new airlines to operate flights to Australia," Ms Mather said.

Destination NSW CEO Sandra Chipchase said industry partnerships are vital for growing the visitor economy.

“The NSW Government’s target to double tourism – measured by overnight expenditure – by 2020, will require greater combined strategies by industry and government.

“Our partnership with Sydney Airport provides the framework for increased co-operation on specific initiatives designed to deliver sustained passenger growth and wider economic benefits to NSW.

“Sydney receives almost half of Australia’s international visitors, making it Australia’s international gateway, so it is important we leverage this prime position and grow our market share,” Ms Chipchase said.

Ms Mather said Sydney Airport was well positioned to accommodate future passenger growth.

“This is an exciting time for Sydney Airport. We are working hard with our airline partners and airport operators to support the growth of their businesses and in doing so deliver a world-class airport experience to all airport users.

“Over the past year more than 35 million passengers passed through Sydney Airport’s three terminals with a record 12 million passengers welcomed through Sydney International Airport,” Ms Mather said.

Contact:

23 November 2011

Alan Valvasori
Destination NSW
02 9931 1569

Tracy Ong
Sydney Airport
02 9667 6470 or 0437 033 479