Online Travel Partnership Promotes NSW Globally

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Sydney and NSW will be promoted globally through a new one-year strategic partnership between the Expedia Group and Destination NSW.

Minister for Trade, Tourism and Major Events Stuart Ayres said the exciting new partnership with the Expedia Group, which has 150+ booking sites in more than 70 countries, will result in Sydney and NSW being promoted in priority international markets including the UK, Germany, USA, India, New Zealand, Japan and Malaysia and within Australia.

"Expedia is one of the leading online travel agencies globally. This partnership presents wonderful opportunities to further promote Sydney and NSW to increase visitation from our key domestic and international markets," Mr Ayres said.

"More people are coming to Sydney and NSW, with the latest figures showing an increase in visitors, nights and expenditure. This agreement will help to grow our visitor economy and meet our target of doubling overnight visitor expenditure by 2020.

"The partnership will see Destination NSW join Expedia in a minimum of 15 campaigns this financial year across eight markets globally and locally."

Destination NSW CEO Sandra Chipchase said Destination NSW has previously partnered with Expedia in both international and domestic markets in individual cooperative campaign activities that have delivered strong results for the State.

"Expedia is a well-known and trusted brand operating worldwide. This agreement formalises our partnership and allows us to promote Sydney and NSW as Australia's premier tourism and events destinations to millions of potential visitors in our priority international markets," Ms Chipchase said.

Noah Tratt, Global Senior Vice President, Expedia Media Solutions said: "We look forward to building on our partnership with Destination NSW with compelling and strategic creative campaigns that raise awareness and inspire more visitors to experience Sydney and NSW."

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