



Stuart Ayres
Minister for Jobs, Investment, Tourism
and Western Sydney

MEDIA RELEASE

Tuesday 16 February 2021

\$6 MILLION BOOST FOR NSW VISITOR ECONOMY

The NSW Government is giving the State's visitor economy a \$6 million boost through funding and marketing programs to turbocharge Sydney and regional economies and create more jobs.

Three funding streams to support regional businesses engaged in the visitor economy open today, while an expanded multi-channel tourism campaign profiling Greater Sydney includes a new television commercial launched over the weekend during the Australian Open.

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said these activities, led by Destination NSW, would help position the NSW visitor economy for recovery and long-term growth.

"NSW is open for business and welcoming visitors, and business owners and entrepreneurs are hungry for growth and new opportunities – these programs will help visitor economy stakeholders to achieve just that," Mr Ayres said.

"We are confident our \$2.5 million investment in the marketing campaign, '*Sydney Love It Like You Mean It*' will complement other Government initiatives such as Sunset Piazza and Dine & Discover to restore vibrancy to Greater Sydney and be a welcome boost to get businesses back on track.

"The campaign has generated more than 42,000 leads to visitor economy businesses since launching late last year. Now we're extending through to April, calling on Sydneysiders to book a multi-day staycation, enjoy a meal, a performance or retail therapy, and to visit an attraction to get city tills ringing again.

"We are also supporting the regions with \$3.5 million to kick-start investment in attractions and visitor infrastructure, refresh existing tourism products and secure or create new business event opportunities."

The \$6 million NSW Government visitor economy initiatives are:

- **Tourism Product Development Fund (\$3 million – closes 31 March)**
 - **Stream 1 - Refresh and Renew Fund:** offering \$10,000 grants to regional tourism operators to update their product or experience
 - **Stream 2 - Experience Enhancement Fund:** provides between \$50,000 and \$150,000 in matched funding to assist operators upgrade existing accommodation to improve their star rating, upgrade business and leisure event venues and facilities, repurpose existing infrastructure to provide new facilities or experiences not currently available within the destination, or to create new tourism attractions or experiences
- **Regional Business Event Development Fund (\$500,000 – closes 30 April):** grants of up to \$30,000 to create, attract and support business events for regional NSW, and to motivate business event owners to incorporate regional NSW in their plans
- **'Sydney Love It Like You Mean It' campaign (\$2.5 million):** full program includes radio, billboards, digital and social advertising promoting experiences and attractions across Greater Sydney. Television commercial airing from 14 February.

For information about the funding programs and to apply, visit www.destinationnsw.com.au.

For more inspiration from '*Sydney Love It Like You Mean It*', visit www.sydney.com/love-sydney.