



Stuart Ayres

Minister for Jobs, Investment, Tourism
and Western Sydney

MEDIA RELEASE

Sunday 31 May, 2020

NO BETTER TIME TO LOVE NSW – TOURISM INDUSTRY AND REGIONS SET TO REBOOT 2020

New South Wales regions and tourism businesses are set to receive a major boost from tomorrow with the easing of travel restrictions, as the Government revealed NSW residents took almost 2 million international leisure trips worth \$16.7 billion last year.

To coincide with the 1 June restriction changes, the NSW Government's tourism and events agency Destination NSW kicks off a major tourism marketing campaign tomorrow, targeting NSW, Victorian and ACT residents with world-class experiences to be enjoyed right here in regional NSW and Sydney.

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said the *Now's The Time To Love NSW* campaign would deliver 'heads on beds' and visitor spend for tourism operators statewide.

"NSW is ready to reboot 2020 - our state has so much to offer holidaymakers, there really is nowhere better to take a break right now," Minister Ayres said.

"NSW residents took almost 2 million international leisure trips last year worth \$16.7 billion so there is a huge opportunity to entice our overseas holidaymakers to become NSW's next top travellers.

"Forget that overseas escape - we're showing travellers there is incredible food and wine, amazing outdoor adventures and one-of-a-kind hikes right here in NSW."

The next phase of NSW's tourism recovery campaign - *Now's The Time To Love NSW* - will run throughout June and July and includes:

- A new television commercial and social media video series highlighting top NSW arts, hiking, wine, family and outdoor adventure experiences
- Local Stories video series starring tourism operators inviting travellers to visit
- A dedicated webpage showing the top 213 ways to reboot 2020 in NSW, so travellers can make the most of the 213 days that remain this year, and;
- international digital advertising to keep overseas visitors dreaming of NSW.

"Interest in NSW road trips has jumped with a 125% increase in page views on VisitNSW.com in the past week - the demand is there, now's the time to show our love for regional NSW,"

Mr Ayres said.

“The cumulative effect of drought, bushfires and COVID-19 has been devastating for tourism operators, so we’re asking everyone who can take a holiday to hit the road or get planning as soon as possible.”

Tourism businesses can get involved in the campaign by signing up to [Get Connected](#) with Destination NSW so they are featured on [VisitNSW.com](#), which is the call to action for all marketing activity that will roll out in the coming months.

All travellers are encouraged to phone ahead to ensure operators are open and help with capacity planning, and businesses and visitors must follow health advice regarding physical distancing and personal hygiene.

***Now’s The Time To Love NSW* assets and links:**

- [VisitNSW.com/Love-NSW](#)
- TV commercial ([30 second](#) and [15 second](#))
- [Social media teaser videos](#)
- [Image selects](#) from the *Now’s The Time To Love NSW* campaign

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