



Dominic Perrottet

Premier of NSW

Stuart Ayres

Minister for Jobs, Investment, Tourism and Western Sydney
Minister for Trade and Industry

MEDIA RELEASE

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NEW TOURISM CAMPAIGN FOR NSW INVITES VISITORS TO FEEL NEW

The NSW Government today unveiled a new tourism campaign to entice visitors to the State and re-energise them to feel new.

Developed by Destination NSW in consultation with the state's visitor economy stakeholders, the 'Feel New' campaign showcases the abundant natural wonders and vibrant cultural experiences on offer across Sydney and NSW.

Premier Dominic Perrottet said the new tourism campaign would accelerate the recovery of the NSW visitor economy following years of hardship through drought, bushfires, floods and the COVID-19 pandemic.

"The 'Feel New' campaign is a key pillar of the NSW Government's Visitor Economy Strategy 2030, which aims to make NSW the premier visitor economy of the Asia Pacific," Mr Perrottet said.

"For those of us who are lucky enough to live here, NSW sells itself, but for people wanting to come here for a first or return visit this campaign will be impossible to resist. Investing now in great marketing sends the message that we are on track to be the tourism capital of our region."

Minister for Jobs, Investment, Tourism and Western Sydney, and Minister for Trade and Industry Stuart Ayres said now was a critical time to market NSW as the feel-good state.

"This campaign sums up all the things I love about our State. It invites everyone to get out and appreciate the beauty and wonder of NSW and promises a return to the excitement and adventure that we all need to feel new again," Mr Ayres said.

"We know NSW offers diverse and compelling destinations and experiences like nowhere else. From the vibrant 24-hour culture of Sydney, Australia's only global city, to the unique experiences provided by our regions, NSW's tourism offering is unmatched."

To view the Destination NSW 'Feel New' campaign click [here](#) and for more information and travel inspiration go to visitnsw.com to make you #FeelNew.

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