



Mike Baird MP
Premier of NSW
Minister for Infrastructure
Minister for Western Sydney

MEDIA RELEASE

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**INDIAN TRAVEL DELEGATION INVITED TO EXPERIENCE
'JHAPPI TIME' IN SYDNEY AND NSW**

The success of an online tourism campaign showcasing Sydney and the Australian State of New South Wales (NSW) will be expanded onto television screens across India to encourage more people to experience the beauty of NSW for themselves.

The Premier of NSW Mike Baird made the announcement at an event attended by travel trade officials in Mumbai during his official visit to India.

“The Jhappi Time online marketing campaign, created by the NSW Government’s major events agency Destination NSW, started in India early last year and helped contribute to a 21 per cent increase in Indian visitor arrivals to NSW for the year ending August 2014.

“More than 86,500 visitors from India arrived in NSW in the year ending September 2014. Those who travelled on Jhappi Time packages added \$6.3 million in visitor expenditure to the NSW economy.

“Sydney is the number one Australian destination for Indian visitors and tourism from India is currently worth an estimated \$192 million to the NSW economy.

“To capitalise on the success of the campaign the NSW Government has secured its first airline campaign partner to expand the campaign onto Indian television.

“Jhappi Time ads will now hit Indian television screens across the country, offering Indian travellers special airfares to travel to Sydney and NSW with Singapore Airlines from February to November 2015.

“The second phase of the marketing campaign will assist the NSW Government in reaching its goal of doubling overnight visitor expenditure by 2020.

“Singapore Airlines’ decision to partner with the NSW Government’s tourism and major events agency, Destination NSW, is a vote of confidence in the campaign’s success so far.

“More Indian tourists visit Sydney and NSW than any other capital or state in Australia and I look forward to welcoming a group of local travel retailers and wholesalers when they travel to Sydney next month.

“The delegation will take part in Focus on India, a familiarisation tour of NSW from 8 February to 13 February 2015.

“We are continuing to assist Indian travel companies to experience all that NSW has to offer first hand, to ensure they are familiar with the products they’re selling.

“The success of the *Jhappi Time* campaign means more people are asking travel agents for details about the regional locations featured in the commercials, including the Blue Mountains, Port Stephens and the Hunter Valley.

“We’ll take the delegation to these areas and others to show them the natural beauty of regional NSW so they can share details of their own personal experiences with their clients back home.

“Indians love their cricket so they’ll also have the opportunity to attend a World Cup warm up match at the Sydney Cricket Ground as we showcase Sydney as Australia’s home of major events.

“The *Jhappi Time* campaign is resonating well in the Indian market and we will continue working with our Indian friends to promote NSW and attract more visitors to the State,” Mr Baird said.

The campaign will also be shown at the Australian Film Festival of India (AFFI) and will feature in the film *UNIndian*, starring Australian cricket legend Brett Lee and internationally acclaimed Indian actress Tannishtha Chatterjee, due for release later this year.

“We are delighted the successful *Jhappi Time* campaign will feature proudly in the foyers and cinemas where Australian films and documentaries will be shown as part of the film festival,” Mr Baird said.

“*UNIndian* was exclusively filmed in NSW and when it opens it will put Sydney and NSW in the spotlight, not only to audiences in India but across the world,” he said.

UNIndian was directed and produced by Australian filmmaker Anupam Sharma who lives in Sydney and also directed *Jhappi Time*.

The film is a romantic comedy exploring the life of Indian expatriates and the complexities of wooing a partner from a different culture, while showcasing Sydney and NSW as a premium tourism destination.