

Monday 19 December, 2016

CHINESE WEIBO AND WECHAT INFLUENCERS TO SHOWCASE SYDNEY AND THE BLUE MOUNTAINS

Iconic Sydney and the Blue Mountains will be showcased to China travellers when a group of seven social influencers visit the region this week.

The visit by China's leading digital influencers has been secured through a partnership with Destination NSW, BridgeClimb Sydney, Scenic World Blue Mountains, Sydney Opera House, Taronga Zoo, Westfield Sydney, Fantasea Cruises and accommodation partners; Holiday Inn Darling Harbour and Holiday Inn Potts Point.

The influencers' visit will be the first of three familiarisation trips to occur from December 2016 to June 2017. More than 24 influencers will visit Sydney and the Blue Mountains.

Destination NSW Chief Executive Officer Sandra Chipchase said, "We are delighted to be providing some of China's most famous travel bloggers with the opportunity to experience iconic Sydney and see the beautiful Blue Mountains."

"As the group travels around Sydney, every moment of their visit will be shared on their Wechat and Weibo accounts which collectively have a daily visitor number of more than 14 million views," Ms Chipchase said.

BridgeClimb CEO Todd Coates said, "Key Influencers play a significant role in educating and inspiring Chinese travellers on which destinations to visit and what they should do when they get there. "Showcasing BridgeClimb's Mandarin tour via key opinion leaders' authentic experiences is a key element of our China strategy."

In the year ended June 2016, 638,800 overnight visitors from Mainland China stayed 16.5 million nights in NSW. The four most popular activities of Chinese visitors were eating out (88% of visitors), shopping (87%), visiting NSW beaches (83%) and sightseeing (75%).

The media familiarisation tour will showcase these activities. The influencers will enjoy fine dining at Aria Sydney and take a Fantasea Harbour cruise, participate in a Mandarin language tour of the Sydney Opera House, meet Australian marsupials at Taronga Zoo, have a personal shopping experience at Westfield Sydney and experience a spectacular sunset BridgeClimb.

In the Blue Mountains, the group will visit Leura and Katoomba, see the world-famous Three Sisters, and visit Scenic World to ride glass-floored cable cars 270m above the Jamison Valley before boarding the world's steepest incline railway to explore the Jurassic rainforest below.

Media Release



The blogger familiarisation will take place from 18 to 22 December 2017, and include four nights in Sydney with a day trip to the Blue Mountains.

For more information on things to see and do in Sydney visit Sydney.com, and in Regional NSW, go to: www.visitnsw.com.au.

Statistics on Chinese visitation can be found on the Destination NSW website at <http://www.destinationnsw.com.au/wp-content/uploads/2014/04/Mainland-China-YE-Jun-16.pdf>

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