MEDIA RELEASE

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MINISTER IN CHINA TO STRENGTHEN TOURISM TIES

Minister for Tourism and Major Events Adam Marshall will join his national counterparts next week for the Tourism Ministers’ Meeting (TMM) in Beijing, China.

TMM is the meeting of Australian, State and Territory Government Tourism Ministers to discuss the implementation of the National Long-Term Tourism Strategy and national tourism policy matters of mutual interest.

The Minister will also hold meetings with several airline partners and Business Events Sydney and Destination NSW’s key travel trade partners and business industry leaders in Beijing, Guangzhou and Tianjin.

“China is our state’s number one international market, and the opportunity to meet with some of the China’s industry leaders is critical in maintaining our strong relationship and continuing to grow the number of Chinese visitors to NSW,” Mr Marshall said.

“I will be focused on driving visitation to rural and regional NSW and look forward to robust discussions on infrastructure investment, addressing labour and skills in the tourism and hospitality sector and a coordinated approach for the next National Long-Term Tourism Strategy.”

Mr Marshall said he would also take the opportunity to discuss the benefits of the Western Sydney Airport.

“The new airport will be invaluable for aviation services and boosting tourism in not only Western Sydney, but also to rural and regional NSW,” Mr Marshall said.

In the year ended March 2017, NSW welcomed 700,500 visitors from China, a 14.4 per cent increase on the previous year. Those visitors stayed 19 million nights and spent almost $3 billion in the State, a 16 per cent increase on the previous year.

TMM is being held in China as part of the program of the China-Australia Year of Tourism which celebrates the close relationship between our two countries and recognises the importance of the China market for Australia’s tourism industry.