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MEDIA RELEASE

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TOURISM BOOST FOR WESTERN SYDNEY

The NSW Government has today announced its plans to drive visitor growth to Western Sydney with the release of the Western Sydney Visitor Economy Strategy.

Minister for Tourism and Major Events Adam Marshall said the Strategy includes nine Strategic Directions supported by a Memorandum of Understanding with the Western Sydney Business Chamber and the Western Sydney Business Connection.

“Western Sydney is one of Australia’s largest, fastest growing and most diverse economies and I am delighted to announce that we have engaged with some of the region’s key partners to help place Western Sydney at the forefront of more visitors’ minds,” Mr Marshall said.

“This region already has a strong appeal for leisure visitors, visiting friends and relatives and business events travellers, but we know there is still more we can do to grow visitation even further.”

The Western Sydney Business Chamber and the Western Sydney Business Connection will also receive \$200,000 to deliver several activities which will help the Government determine the most effective model to deliver future visitor economy initiatives for Western Sydney.

The Western Sydney Business Chamber Director, David Borger, said having the right strategy in place was key to the continued growth of Western Sydney’s visitor economy.

“Contrary to popular belief there is a huge visitor economy in Western Sydney and there is a lot of investment going on in the region,” Mr Borger said.

“This support from the NSW Government will give us a chance to really think about all the attractions Western Sydney has to offer.”

The Western Sydney Business Connection General Manager, Amanda Brisot, said the population of Western Sydney is set to grow by more than a million over the next 20 years, including in the West and South West districts.

“Western Sydney is extremely important to the NSW visitor economy, currently accounting for approximately one in four overnight visitors to Sydney and we look forward to capitalising on the unique opportunities presented by this significant population growth,” Ms Brisot said.

View the Western Sydney Visitor Economy Strategy here:

<https://www.destinationnsw.com.au/western-sydney-strategy>