

Thursday 21, March 2019

SOUTHERN CHARM: CITY SURROUNDS SET TO SHINE AS SYDNEY WEEKENDER EXPLORES THE SOUTH

The best of the State's south will be on show, with some of the greatest tourism attractions and foodie hot spots set to feature in a new episode of Channel Seven's popular travel show Sydney Weekender, secured by the State Government's tourism and major events agency Destination NSW.

The episode, which is being captured throughout the month of March, will highlight a number of the Coast and Surround's must-do experiences, exploring Wollondilly, Burrawang, Shellharbour, Kiama and Berry.

Destination NSW Chief Executive Officer Sandra Chipchase said the promotional activity was part of Destination NSW's ongoing focus on highlighting the incredible offerings of regional and rural NSW.

"Our State remains at the top of the tourism industry in Australia and due to NSW Government funding support, we are able to showcase our impressive rural and regional destinations and its residents," Ms Chipchase said.

"Securing media coverage, including segments on popular TV shows like Sydney Weekender, helps to promote our State's great tourism products to a wide audience and inspires people to look to NSW when planning their next short-break or longer escape, ultimately driving business for the local economy.

"Destination NSW is focused on delivering initiatives to turbocharge rural and regional tourism, promoting the best of the bush and our scenic coastline to the world. Growing tourism in rural and regional NSW is a top priority and with record funding committed to continue driving record-breaking overnight visitation throughout the State, we anticipate strong results."

Sydney Weekender viewers will be taken on a sensory journey to get a taste of some of the region's best known hot spots, as well as some unmissable hidden gems. The episodes are set to including an authentic paddock to plate experience at Mauger's family farm, the action packed K Ranch Arena, Queen Street Eatery and Wine Bar and an overnight stay in one of the most unique accommodations in NSW – the Red Leaf Farm Cottages.

Sydney Weekender travels around the city and throughout NSW to explore the best places to stay, eat and play, inspiring viewers to make the most of their weekend and immerse themselves in the incredible offerings of Australia's leading tourism State.

Tune into Channel Seven at 5.30pm on Sunday 5 May 2019 to watch the episode.

For more information on Destination Sydney Surrounds South go to:
www.visitnsw.com.

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About Destination NSW

Destination NSW is the lead NSW Government agency for the State's tourism and major events industry and is responsible for devising and implementing strategies to grow the State's visitor economy. Our particular focus is driving tourism and acquiring and developing major sporting and cultural events for Sydney and regional NSW. In addition, Destination NSW is the major investor in Business Events Sydney with the aim of securing more international conventions, incentive travel reward programs, corporate events and exhibitions.

Note to editors

Images can be found in the Destination NSW [content library](#).