# MEDIA RELEASE

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## VIVID SYDNEY 2019 BREAKS ALL RECORDS FOR VISITATION

Vivid Sydney 2019 has broken all records for attendance and international visitation, with 2.4 million guests enjoying the largest festival of light, music and ideas in the Southern Hemisphere.

International travel package sales to the Vivid Sydney festival have grown exponentially, with a record 86,700 international travel packages sold - 13,000 more than in 2018 – an increase of 19 per cent.

Vivid Sydney enjoyed significant growth from the United States specifically due to airline partner campaigns (17,170 packages, up 163 per cent), India (6,254 packages, up 46 per cent) and South Korea (6,565 packages, up 24 per cent).

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said the results were testament to Vivid Sydney's popularity and universal appeal, as well as the NSW Government's marketing efforts via its tourism and major events agency, Destination NSW, which is the owner, manager and producer of Vivid Sydney.

"It's fantastic news that Vivid Sydney 2019 has broken the record with 2.4 million attendees, though it is no surprise as this event really ticks all the boxes for visitors to NSW," Minister Ayres said.

"Vivid Sydney 2019 generated $172 million in tourism expenditure for NSW, which is an outstanding return for our State, especially coupled with the international profile the festival brings."
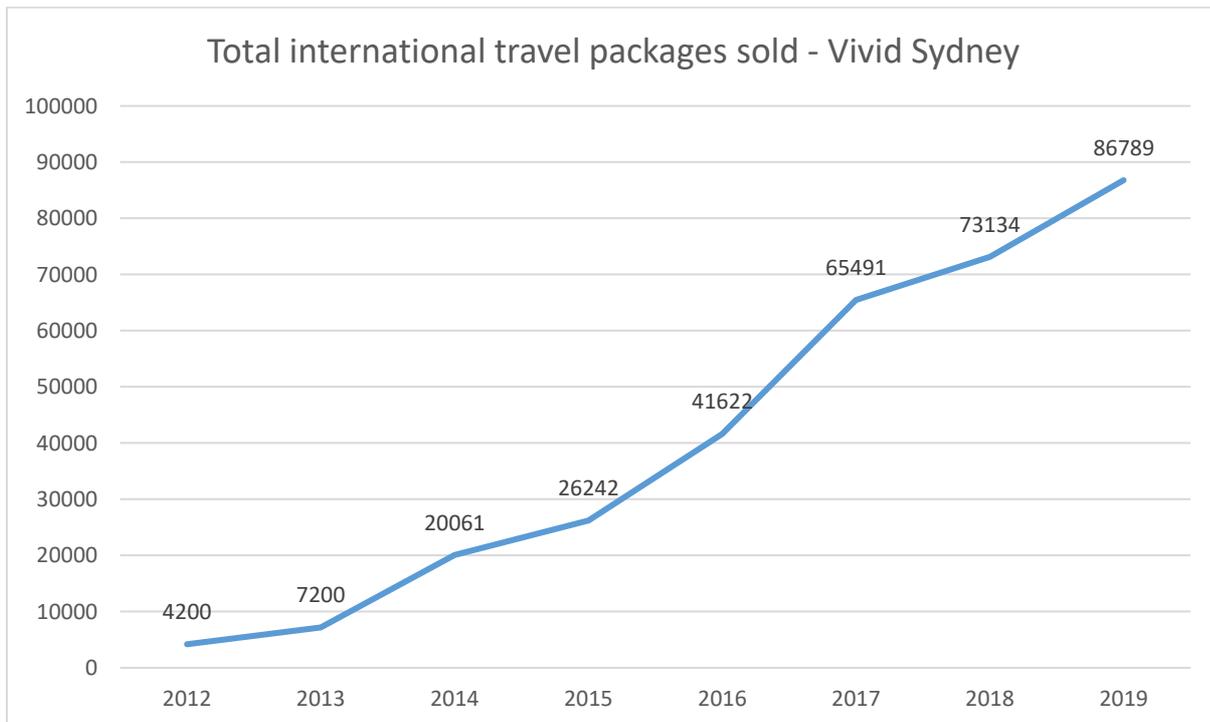
Destination NSW Chief Executive Officer and Vivid Sydney Executive Producer Sandra Chipchase said China saw 25,200 Vivid Sydney travel packages sold (up 7 per cent) and over 7,700 to Malaysia (up 12 per cent).

"The majority of our travel packages include a visit to regional NSW so many of our Vivid Sydney visitors are also enjoying attractions and experiences beyond Sydney," Ms Chipchase said.

The reach of Vivid Sydney is not limited to visitors on the ground. The event website – vividsydney.com – received 1.8 million visits, while content with the social hashtag #VividSydney reached a staggering 621.7 million people, an increase of 643 per cent on 2018.

# VIVID SYDNEY 2019 FAST FACTS

- 2.4 million attendees at Vivid Sydney 2019 (up 7 per cent)
- 182,236 Vivid Sydney travel packages sold including 86,789 international packages (up 19 per cent)
    - 25,282 travel packages sold in China (mainland) (up 7 per cent)
    - 17,170 travel packages sold in United States (up 163 per cent)
    - 7,784 travel packages sold in Malaysia (up 12 per cent)
    - 6,565 travel packages sold in South Korea (up 24 per cent)
    - 6,254 travel packages sold in India (up 46 per cent)
- $172 million in tourism related expenditure generated for NSW
- Over 36,000 Vivid Sydney visitors travelled to regional NSW and stayed overnight, generating more than $18 million in tourism related expenditure
- Vivid Sydney featured in broadcast and print media in 49 countries
- 63 international journalists from 10 countries were hosted by Destination NSW during Vivid Sydney, visiting Sydney and regional NSW
- More than 10,000 broadcast, print and online media clippings featured Vivid Sydney
- Content with the social hashtag #VividSydney reached 621.7 million people (up 643 per cent)
- 8.7 million Facebook video views (up 54 per cent)
- 1.8 million visits to vividsydney.com (up 5 per cent)
- 96 Vivid Light installations by more than 150 artists from 22 countries
- 247 Vivid Music events were hold across 32 Sydney venues
- 142 Vivid Ideas events featured more than 250 speakers

## Total international travel packages sold - Vivid Sydney

| Year | Packages |
|------|----------|
| 2012 | 4200 |
| 2013 | 7200 |
| 2014 | 20061 |
| 2015 | 26242 |
| 2016 | 41622 |
| 2017 | 65491 |
| 2018 | 73134 |
| 2019 | 86789 |

**Key inbound markets:**

| Source | 2019 | 2018 | % change |
|---|---|---|---|
| China | 25,282 | 23,629 | 7% |
| United States | 17,170 | 6,535 | 163% |
| Malaysia | 7,784 | 6,958 | 12% |
| South Korea | 6,565 | 5,28 | 24% |
| India | 6,254 | 4,293 | 46% |
| **International total** | **86,789** | **73,134** | **19%** |

To see highlights of Vivid Sydney 2019: vividsydney.com/festivalhighlights
To download images and video footage from Vivid Sydney 2018: vividsydney.com/media-centre