Stuart Ayres
Minister for Jobs, Investment, Tourism and Western Sydney

MEDIA RELEASE

Monday, 2 March 2020

SYDNEY HARBOUR BRIDGE MOVES INTO THE BIG APPLE

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Sydney's greatest icons including the Sydney Harbour Bridge, Sydney Opera House and Bondi Beach will light up 18 storeys of screens in New York's Times Square for the next two weeks to promote Sydney as a world-class holiday destination.

The digital billboard will reach more than 1.5 million people daily – or 21 million across the fortnight – an opportunity donated by Lightyear Media in support of NSW's tourism recovery activities and facilitated by the NSW Government's tourism and major events agency Destination NSW.

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said the billboard would provide invaluable exposure for the Harbour City and NSW.

"Anyone who sees images of Sydney Opera House, our picturesque Harbour, the iconic Sydney Harbour Bridge and our nature and wildlife falls in love with what NSW has to offer," Minister Ayres said.

"As a hub in one of the most popular, most influential cities in the world, Times Square is the perfect place to promote Sydney to potential travellers and inspire them to holiday here this year."

The U.S. remains NSW's second largest international market and in the year ending September 2019 about 526,000 U.S. visitors generated $838.5 million in visitor spend for the state.

"We know that Sydney is also the gateway to regional NSW for travellers. Almost 1.5 million international and domestic overnight visitors to Sydney also explored our state's regional gems in the year ending September 2019," Minister Ayres said.

"We are resetting the story and showing overseas visitors that Sydney is open right now, it's beautiful, and remains unbeatable when it comes to spectacular attractions – why wouldn't everyone want to visit?

"The billboards are 18 storeys tall and show Sydney in all its glory. We're calling on Americans and visitors to Times Square to be inspired and book a getaway that will in turn give back to NSW."

Imagery and footage of the Sydney billboard in Times Square is available here: Times Square activation