



Media Release

Monday 19 April 2021

***Make Every Moment Count* in Sydney and New South Wales**

NSW is extending an open invitation to New Zealand travellers to cross the Tasman and make lasting memories in Sydney and the regions with a new TV spot launching today.

Make Every Moment Count, created by the NSW Government's tourism and major events agency Destination NSW, focuses on the meaningful and lasting memories NSW travel provides long after a holiday ends.

NSW Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said NSW was ready to welcome its Trans-Tasman neighbours, and help them to create unforgettable travel memories.

"Prior to the pandemic New Zealanders accounted for approximately 444,000 visitors and \$413 million in visitor expenditure for NSW, so it's fantastic to be welcoming our Kiwi friends back.

"We are confident that this heartfelt campaign, and our strong ties with key partners like Air New Zealand, Qantas and House of Travel, will ensure NSW is front of mind for NZ travellers in the coming months," Mr Ayres said.

Destination NSW Chief Executive Officer, Steve Cox said the campaign brought to life a diverse range of experiences and activities, through an emotive lens, to reconnect Kiwis with the unique experience of travel to Sydney and NSW.

"New Zealanders are among the most adventurous in the world – we know they are keen to return to Sydney and NSW to reconnect with family and friends and partners, to make up for lost time and create memories that last forever.

"NSW is the most diverse state in Australia and we can't wait to show our NZ neighbours what's new, what they've been missing and the NSW and Sydney they haven't yet discovered. There's never been more to see and do from the world's most successful stage production, *Hamilton*, to visiting a natural attraction like the World Heritage-listed Blue Mountains, soaking up the sights of Sydney, or getting off the beaten track with a road trip to go surfing, hiking or explore the Outback," Mr Cox said.

New Zealand is the first international market where the campaign will roll out, with more than \$1.04 million invested across an integrated plan which includes TV advertising, social media, digital and YouTube, as well as cooperative marketing campaigns with Air New Zealand, Qantas Airways and key retail partners.

Among the memorable experiences showcased in the *Make Every Moment Count* TV spot are:

- Road tripping across the iconic Sydney Harbour Bridge
- Surfing along the state's iconic coastline
- Swimming in Sydney's unique ocean pools
- Enjoying Sydney's alfresco restaurant and rooftop bars
- Quad biking through sand dunes at Port Stephens
- Exploring the natural beauty of the Blue Mountains
- Indulging over a glass of wine and lunch at a winery in Orange

View the new [15 second](#) and [30 second](#) television commercial and visit Sydney.com for travel inspiration.

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Note to editors

Media Assets: View Make Every Moment Count creative [here](#).

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.