



## Media Release

Wednesday 1 December 2021

### NEW SYDNEY CAMPAIGN SHINES A SPOTLIGHT ON AUSTRALIA'S NUMBER ONE VISITOR STATE

*Destination NSW extends its 'Feel New' tourism campaign with dedicated Sydney TV ad, creative and music release to welcome all to the state's beating heart, Sydney*

Sydney has always been a shining jewel in NSW's diverse and expansive tourism offering and from December 1, Australia's premier state will become the focus of its own dedicated brand campaign, *Feel New Sydney*, to drive travel and tourism within the domestic market.

*Feel New Sydney* provides a fast-paced snapshot into the diverse array of experiences Sydney offers visitors and the stars are the city's welcoming local neighbourhoods, vibrant energy, rich culture and buzzing night-time economy. World class dining, spectacular natural wonders, plus signature icons, beaches, and sunshine also feature, with 30 second and 15 second TV spots created to entice Australian travellers to rediscover and reenergise in the state's capital.

Minister for Jobs, Investment, Tourism and Western Sydney, Stuart Ayres said ~~that~~ now is the opportune time for Sydney to be ~~put~~ in the spotlight and reaffirm its position as Australia's number one visitor state.

"Sydney is open to the world and ready to welcome all travellers with open arms, and in turn, promises to offer experiences that have the power to transform and renew every traveller who visits to our capital," said Mr Ayres.

"Sydney is the beating heart of our state. Here you find diverse visitor experiences which can't be found anywhere else in the country - a cosmopolitan city buzz, thriving night-time experience plus exhilarating events and productions, unrivalled coastline, multicultural neighbourhoods, a spectacular Harbour, National Parks and of course, globally recognised icons."

Designed to be an extension to the recently launched *Feel New* brand which promotes travel and tourism to NSW, *Feel New Sydney* is set to a remixed version of the *Feel New* soundtrack, Nina Simone's *Feeling Good*, re-recorded by NSW artist, Azure Ryder, and producer duo Breathe. The spot juxtaposes the city's culture and nightlife, natural attractions and experiences, and integrates a performance by Bangarra Dance Theatre and scenes from a drag show to showcase a city which entertains and transforms visitors. ~~from dawn to dusk.~~

Destination NSW Chief Executive Officer Steve Cox said that *Feel New Sydney* builds on the overarching NSW brand by revealing a unique persona for Sydney.

"Sydney is unlike any other city. It has a cosmopolitan, buzzing heart, full of every kind of cultural attraction and at the same time, a rich offering of natural wonders right on its doorstep

**Commented [ER1]:** Should we remove this as it's also mentioned in Steve's quote?

to balance the big city experiences. Here you find a sunrise culture and an after dark culture – from dusk to dawn Sydney is alive with things to do. Our new campaign brings that contrast to life perfectly,” Mr Cox said.

Some of Sydney’s top feelings-led experiences depicted in the *Feel New Sydney* TV creative include:

- Adventure – the exhilaration of diving through the waves at Freshwater Beach, skating the bowl with locals at Bondi Beach
- Escape – immersion in nature in Wendy Whiteley’s Secret Garden
- Connection – having senses sparked by Bangarra Dance Theatre
- Rejuvenation – the invigoration of feeling the cold sea water on your skin upon diving in for an early morning swim
- Awe – admiring the beauty of the Sydney Harbour and being captivated by the lighting of the sails at Vivid Sydney,
- Belonging – reconnecting with family and friends for lunch at The Boathouse Rose Bay
- Joy – the fun of celebration while watching fireworks over Sydney Harbour and singing the lyrics to your favourite song at a music concert at Carriageworks

Developed in partnership with visitor economy stakeholders, Leo Burnett Australia and Havas Media Australia, *Feel New Sydney* aims to drive awareness and visitation to the NSW capital and support the NSW Government’s Visitor Economy Strategy (VES) 2030 to make NSW the premier visitor economy of the Asia Pacific, and boost visitor expenditure by \$65 billion.

*Feel New Sydney* will be in-market from 1 December 2021 to 24 December 2021 through broadcast TV, cinema, catch-up TV, print and digital display. The campaign roll out will be supported by a range of marketing and public relations activity, including a partnership with Universal Music to release *Feeling Good* by Azure Ryder, the music track featured in the *Feel New* and *Feel New Sydney* TV ads, via direct streaming platforms including Spotify and YouTube.

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