



**Stuart Ayres**

Minister for Jobs, Investment, Tourism and Western Sydney  
Minister for Trade and Industry

## **MEDIA RELEASE**

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### **NSW GOVERNMENT INVITES VISITORS TO RENEW**

The NSW Government today unveiled the next phase of its 'Feel New' tourism marketing campaign to accelerate the recovery of the visitor economy.

Billed as 'Renew', the new campaign has been timed to leverage the restart of intrastate travel and the progressive re-opening of state and territory borders.

Minister for Jobs, Investment, Tourism and Western Sydney, and Minister for Industry and Trade Stuart Ayres said the 'Renew' campaign would tap into the sentiment of consumers seeking to visit somewhere new, experience something new, and renew themselves following months of restrictions and lockdown.

"We're inviting Australians to renew themselves by enjoying what NSW uniquely offers in terms of destinations, experiences and road trips, and help turbocharge the recovery of the hard-hit accommodation, cultural, entertainment, hospitality, tourism and events sectors," Mr Ayres said.

"The 'Renew' campaign encapsulates the feeling we all have right now – to be re-energised after an incredibly challenging long haul – and, with NSW leading the country in opening up, now is time to hit the road and explore NSW and give our visitor economy the kickstart it needs and deserves.

"This new element of the 'Feel New' campaign, combined with the Government's continuing injection of funds into visitor economy support programs, is exactly what's needed to fast-track the state's recovery."

The 'Renew' campaign will run on radio, digital and social media, in key domestic markets until February 2022.

For more information on the 'Feel New' and 'Renew' tourism marketing campaigns visit [www.destinationnsw.com.au/tourism/feel-new-visitor-brand](http://www.destinationnsw.com.au/tourism/feel-new-visitor-brand) and for travel inspiration go to [www.visitnsw.com](http://www.visitnsw.com) and [www.sydney.com](http://www.sydney.com)

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