



**Stuart Ayres**

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

## **MEDIA RELEASE**

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### **SYDNEY IN THE SPOTLIGHT AND ON THE CHARTS FOR NEW TOURISM CAMPAIGN**

The NSW Government today unveiled an extension to its *Feel New* tourism marketing campaign, to drive domestic visitation to the Harbour City.

The *Feel New Sydney* campaign delivers a fast-paced snapshot of the diverse array of experiences Sydney has to offer, including its vibrant culture, buzzing night-time economy, world-class dining, spectacular natural wonders and signature icons and beaches.

To celebrate the campaign launch, Destination NSW has partnered with Australian singer-songwriter Azure Ryder to release the campaign soundtrack, an evocative cover of Nina Simone's 1965 hit *Feeling Good*, via direct streaming platforms including Spotify and YouTube.

Minister for Jobs, Investment, Tourism and Western Sydney and Minister for Industry and Trade Stuart Ayres said the new campaign for Sydney sent a strong signal that the city was open for business and ready to welcome back visitors.

"Our *Feel New Sydney* campaign is inviting everyone back to our beloved city so they can experience it like never before," Mr Ayres said.

"Sydney is the beating heart of our state and promises our visitors an experience unlike any other with the power to inspire and reinvigorate. Whether it's Sydney's world-class restaurants or its glittering coastline, vibrant nightlife or abundant national parks – there is no shortage of ways to feel new in in our city.

"The new Sydney-focused campaign will help us achieve our goals in the *Visitor Economy Strategy 2030* by inspiring visitors to come and experience Australia's only truly global city."

Azure Ryder said her recording of *Feeling Good* paid homage to the many vibrant sides of Sydney and the abundance of the city's natural wonders and rich culture.

"Sydney has a very special place in my heart - from my time growing up on the Northern Beaches to the city's thriving arts and culture scene, I'm so excited to be able to release *Feeling Good* to celebrate everything this incredible state has to offer," Azure said.

"I'm thrilled to be working with Destination NSW on its new campaign. Sydney is a place I hold close to my heart and I am honoured to be involved to help bring attention

to Sydney and NSW by releasing a track that will inspire people to visit and help to reinvigorate businesses across the state.”

For more information on the *Feel New* 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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