



## Stuart Ayres

Minister for Enterprise, Investment and Trade  
Minister for Tourism and Sport  
Minister for Western Sydney

# MEDIA RELEASE

Sunday 19 June 2022

## VIVID SYDNEY 2023 TO SERVE UP THE BIGGEST PROGRAM YET

Vivid Sydney 2022 has lived up to its billing as the biggest and brightest festival to date, with more than 2.2 million attendees over the past 22 nights – tracking 5 to 10 per cent above pre-pandemic levels.

This year Vivid Sydney has reignited NSW's visitor economy as crowds flocked to enjoy the largest festival of Light, Music and Ideas in the Southern Hemisphere, including the largest opening weekend on record and more than 630,000 visitors over the Queen's Long Weekend.

Planning is already underway for Vivid Sydney 2023 with the event set to return from 26 May to 17 June 2023 and with the addition of a new festival focus, Vivid Food.

Minister for Enterprise, Investment and Trade, Minister for Tourism and Sport and Minister for Western Sydney Stuart Ayres said Vivid Sydney provides excellent entertainment for attendees and turbocharges NSW's visitor economy.

"Vivid Sydney provides a mid-year boon for restaurants, bars, cafes and retail in the CBD and along the festival's footprint. Participation figures show that NSW has fallen back in love with Sydney," Mr Ayres said.

"In 2022, it is estimated that 650,000 Vivid Sydney attendees dined out on the footprint. Feedback indicates this Vivid Sydney has delivered industry with patrons on par with the pre-pandemic festive seasons."

Vivid Food gives chefs, producers, restaurateurs and event companies the opportunity to create festival food events and to promote creativity, innovation and stimulate visitation to CBD restaurants and venues and to promote the night-time economy.

"As the culinary capital of Australia, Sydney has world-class chefs, restaurants and entertainment precincts, our potential is enormous. This investment also aligns with the NSW Visitor Economy Strategy 2030 and our ambition to provide world-leading food and wine experiences," Mr Ayres said.

"We want new and exciting experiences providing Vivid Sydney firsts, so festival fans return year on year.

“What better way to do that than to make food a key ingredient in the Vivid Sydney mix, in concert with the existing successful elements of Light, Music and Ideas.

“This year, we trialled the Vivid Sydney Dinner, in partnership with Merivale, and there was incredible demand for tickets, and we received resoundingly positive reviews.

“Vivid Sydney 2023 will be more immersive, with greater variety and new collaborations across the four focus areas of Light, Ideas, Music and Food, which will combine to produce what we hope will be our best Vivid Sydney yet.”

Vivid Sydney 2023 Expressions of Interest (EOI) for Light, Music, Ideas and Food will open on 19 June. Light and Cross Art Form, EOIs will be open until 1 August and Ideas, Music and Food will close on 19 September. The Vivid Sydney EOI outlines opportunities for artists, designers, creative industry professionals, equipment suppliers, architects, engineers, businesses and educational institutions to present their ideas, designs, concepts and interest for inclusion in the festival program.

To find out more about the EOIs please click [here](#).

Vivid Sydney is owned, managed and produced by Destination NSW, the NSW Government’s tourism and major events agency, and is the largest festival of Light, Music and Ideas in the Southern Hemisphere.

**MEDIA: Lars Roy | 0476 128 135**