



Media Release

NEW ACCOR MOU TO ENTICE MORE VISITORS TO NSW

Destination NSW and Accor, the largest hotel operator in NSW, have executed a new three-year MOU from 2022 - 2025 that aims to drive visitation to Sydney and regional NSW via cooperative marketing campaigns.

The agreement focuses on raising destination awareness and showcasing the volume and diversity of Sydney and NSW experiences with the goal of contributing to increased overnight visitor expenditure.

NSW Minister for Tourism Ben Franklin said that after a tough few years, the future is looking very bright for the NSW visitor economy.

“NSW is open for business. Visitors are returning to NSW and the NSW Government continues to explore opportunities to work with industry to turbocharge our recovery,” Mr Franklin said.

“We have had a long and high-value partnership with Accor and we look forward to this continuing.

“This MOU will help to encourage more visitors interested in exploring, and enjoying, our great state, to make NSW their next destination of choice.

“From the vibrant 24-hour culture of Sydney, Australia’s only truly global city, to the incredible natural beauty of our regions, NSW’s tourism offering is unmatched and this partnership with Accor will help promote our visitor economy in Sydney and across the state.”

Accor Pacific Chief Executive Officer, Sarah Derry, said: “We are delighted to formalise our well-established and long-standing partnership with Destination NSW to shine a collective light on how memorable a holiday in NSW can be. Together with Destination NSW, we will launch a series of marketing campaigns to position NSW as a place with depth, cultural experiences and natural beauty - designed specifically to stimulate visitation to Sydney and regional NSW.

“Major events and tourism infrastructure play a key role in unlocking a destination’s potential. This MOU seeks to bolster travel to Sydney and regional NSW, which will assist in increasing occupancies and be of great benefit the broader the tourism economy.

“It also gives Accor a wonderful opportunity to showcase the breadth of accommodation and experience options we have across NSW, including well-known hotel brands such as Sofitel, Pullman, Novotel and Mantra, plus a range of world-class entertainment and sporting events at Accor Stadium.”

From luxury to economy, Accor has more than 100 hotels, resorts and apartments to choose from in NSW, including international brands such as Sofitel, MGallery, Pullman, Swissôtel, Grand Mercure, Peppers, The Sebel, Mantra, Novotel, Mercure, BreakFree, ibis, ibis Styles and ibis Budget.

The NSW Government's Visitor Economy Strategy aims to make NSW the premier visitor economy of the Asia Pacific by 2030.

Joint activities under the MOU will include cooperative consumer marketing campaigns, media and social programs, trade support promoting NSW destinations and major events, and other mutually agreed activities.

MEDIA CONTACT:

Candice Keller | 0439 442 800 | candice.keller@dnsw.com.au