



**Stuart Ayres**  
Minister for Jobs, Investment, Tourism  
and Western Sydney

## MEDIA RELEASE

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### **NOW'S THE TIME TO LOVE NSW – \$10 MILLION TOURISM RECOVERY PACKAGE TO REBUILD NSW**

NSW tourism will receive a welcome boost through a Tourism Recovery package to encourage visitation to NSW, fund new local events and assist tourism businesses to develop, promote and sell their tourism products.

The first phase of the plan launches with a new community-driven campaign – *Now's The Time To Love NSW* – urging travellers to book a getaway which gives back.

Minister for Jobs, Investment and Tourism Stuart Ayres said the new campaign, developed by the state's tourism and major events agency Destination NSW, taps into the outpouring of public support in the wake of the bushfires.

"The prolonged drought and unprecedented bushfires have broken our hearts and had a devastating impact on thousands of tourism operators in our beautiful state," Mr Ayres said.

"That's why now's the time to love NSW – we need to show the world that our many spectacular sights and experiences are in great shape, and they're welcoming visitors right now."

To kickstart the campaign, people are being invited to take a *#RecoveryWeekend* in NSW, stay and spend locally, take photos showcasing NSW featuring hands in the shape of a heart and share them on social media with the tag *#LoveNSW* generating authentic, real-time imagery of NSW's many holiday destinations.

The recovery package was informed by input from the tourism industry, tourism associations and the Destination Networks and will target domestic and international markets.

"Recovery will take time and the NSW Government is here for the long haul. This \$10 million will provide immediate help and set up long-term support for the industry to help businesses get back on their feet," Minister Ayres said.

Federal Tourism Minister Simon Birmingham said with one in 13 Australians relying on tourism and hospitality for their jobs, it was important to holiday here this year and help the industry get back on its feet.

"Australia's tourism industry has taken a massive hit. Right across Australia tourism businesses, including in NSW are feeling the pressure as tourists delay or cancel their travel plans, even in many areas that haven't been affected," Minister Birmingham said.

"That's why we're backing this campaign through our \$20 million domestic tourism commitment to get Aussies into fire-affected communities as they open up again, as well into unaffected tourism towns that are also feeling the pinch.

“I urge Australians to support our tourism businesses and save local jobs by booking a trip in NSW this year.”

In addition to *Now's The Time To Love NSW* marketing campaign, the package includes trade partner conversion campaigns with Qantas Airways, Accor, Webjet, TripAdvisor and Tigerair and a \$1 million regional events program to support flagship events and a new stream of micro events.

*Now's The Time To Love NSW* builds on and complements Tourism Australia's recently launched *Holiday Here This Year* domestic tourism campaign and is funded by both State and Federal investments.

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