



Dominic Perrottet

Minister for Finance, Services and Property

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Minister for Trade, Tourism and Major Events

MEDIA RELEASE

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CROWDS BREW FOR THE 2015 ROCKS AROMA FESTIVAL

Throughout July, The Rocks Aroma Festival warms up Sydney with a celebration of coffee, food and family fun, culminating in Aroma Festival Day on Sunday 26 July, with crowds of up to 100,000 expected.

NSW Minister for Finance, Services and Property, Dominic Perrottet said the month-long coffee festival is part of the NSW Government's winter activation program, helping to bolster Sydney's visitor economy over the cooler months.

"For visitors, businesses, and Sydney residents, it's great to see The Rocks buzzing over winter," Mr Perrottet said. "The Rocks Aroma Festival provides a fantastic boost for local retail and hospitality, bringing more than 50 coffee and gourmet food stalls to the precinct, as well as specialty coffee carts, 'latte art' competitions, pop-up bars and cafes, roving performers and lots more."

"The café and coffee shop industry in Australia is strong and growing," Mr Perrottet said. "This festival puts the spotlight on an industry that not only serves up our beloved morning brew, but employs over 80,000 Australians."

Minister for Trade, Tourism and Major Events Stuart Ayres said special events that showcase Sydney's culture and unique heritage are a key growth opportunity for the local economy.

"Last financial year we saw heritage and cultural tourism attract 10.3 million international and domestic visitors to NSW, delivering \$9.5 billion to the visitor economy," Mr Ayres said.

"The Rocks precinct is a vital part of that economy, attracting more than 14 million visitors each year in its own right."

"The Rocks Aroma Festival is another great event that sees the private sector partnering with the Sydney Harbour Foreshore Authority to showcase Sydney to the world," Mr Ayres said.

For more information on The Rocks Aroma Festival visit www.therocks.com.

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