



Dominic Perrottet

Minister for Finance, Services and Property

Stuart Ayres

Minister for Trade, Tourism and Major Events

Minister for Sport

MEDIA RELEASE

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ICY COLD FUN SUPPORTS HOT VISITOR ECONOMY

The NSW Government is staging a winter festival, Cool Yule, at Darling Harbour to help keep the precinct warm and thriving through winter. It comes hot on the heels of this year's record-breaking Vivid festival, designed to drive economic activity in the cooler months.

Minister for Finance, Services and Property, Dominic Perrottet, said the strategy of running special events in Darling Harbour and The Rocks adds \$1.2 billion to the visitor economy each year.

"The effort to keep Darling Harbour open for business during its transformation has held the drop in visitation to just one per cent, with more than 26 million visitors last year, despite construction occupying one third of the precinct," Mr Perrottet said.

"This is an excellent result and we will continue to work with our private sector partners to keep Darling Harbour vibrant with a plan that responds to the changes that will come in the next year," he said.

The Cool Yule festival is one of many big events supported each year by Sydney Harbour Foreshore Authority (SHFA), as part of a public/private partnership with the Darling Harbour Alliance – the major businesses and attractions in the precinct.

Minister for Trade, Tourism and Major Events, Stuart Ayres, said that the strategy is ensuring that the International Convention Centre Sydney opens into a thriving precinct.

"Being part of a lively and prospering city precinct gives ICC Sydney a competitive edge over other destinations in the aggressive convention market, and maximises the NSW Government's investment in Darling Harbour," he said.

Minister Perrottet encouraged Sydneysiders and visitors to take part in the festival which runs from Saturday 27 June until Sunday 12 July.

For full program details, special offers and ticket bookings visit darlingharbour.com.

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