



The Hon Barry O'Farrell MP

Premier of NSW

Minister for Western Sydney

MEDIA RELEASE

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PREMIER SECURES NEW TOURISM DEAL WITH CHINA

NSW Premier Barry O'Farrell has secured a key partnership with Hainan Airlines to better promote the State to one of the world's fastest growing tourism markets.

Mr O'Farrell has announced Hainan Airlines will promote NSW amongst business class passengers.

Mr O'Farrell said the campaign will target high spending Chinese visitors as the NSW Government works to boost the State's performance in a key tourism market.

"This joint campaign is part of the NSW Government's commitment to grow our presence in China over the coming months and years.

"This is an excellent opportunity to promote Sydney and NSW in one of the world's biggest and fastest-growing tourism markets.

"It was a central theme of our talks earlier this week with representatives of the HNA group which operates Hainan Airlines - China's largest, privately-owned air transport company.

"We are working closely with Hainan Airlines to establish daily flights to Sydney, with talks already underway with Sydney Airports Corporation and Destination NSW.

"That the Airline already flies twice weekly to Sydney from Hangzhou via Shenzhen but sees potential for more frequent flights shows the relationship with NSW is growing in leaps and bounds.

"This is a strong partnership that aims to position Sydney as a 'City of Infinite Choices' – from our beaches and natural environment, to great food and wine, iconic attractions, fashion and a great lifestyle," Mr O'Farrell said.

Mr O'Farrell is today in Hong Kong on the final day of the six day trade mission.