



Royal Agricultural Society of NSW

Friday 17 November 2006

## **MEDIA RELEASE**

### **Sydney Royal Easter Show awarded as a major tourist destination**

In the presence of the Hon. Sandra Nori, Minister for Tourism and Sport and Recreation, the **Sydney Royal Easter Show** was announced the **best Major Festival and Event** at the 2006 NSW Tourism Awards last night.

Organised by the **Royal Agricultural Society of NSW (RAS)**, the Sydney Royal Easter Show is an annual celebration of Australian culture, people and history. It incorporates Australian life, both past and present and conveys the real Australia to visiting internationals.

"We are thrilled to win such a prestigious award," said **Mr John Aitken, General Manager, Events & Marketing**. "This award reinforces the status of the Sydney Royal Easter Show as a world-class event.

"With around 1 million people visiting each year from all over Australia, it's a great celebration for international visitors to partake in. Since 1823 the Show has been an integral part of Sydney's life and culture and we are always looking for new ways to share our celebration with international visitors," said Mr Aitken.

The Sydney Royal Easter Show was competing against one other worthy finalist, the Sydney Festival.

The 2006 Sydney Royal Easter Show attracted over 18,500 international visitors. This was a result of a new tourism strategy launched in 2006, where the Show was taken to the world. The RAS worked closely with NSW Tourism offices in Hong Kong and New Zealand to achieve great results in Show attendance and awareness overseas.

The Show has been recognised on several occasions by NSW Tourism, winning the NSW Awards of the Decade in Tourism Excellence in 1999 and the NSW Major Festivals & Special Events category in 1994.

For further information on the Show, please visit [www.eastershow.com](http://www.eastershow.com)

***See you at the 2007 Sydney Royal Easter Show, 5 – 18 April 2007!***

Further information or images:

Anita Sulentic, PR Manager, RAS

02 9704 1453

0404 045 049

Fiona Dewar, Cox Inall Communications

02 8204 3856

0413 556 069