



Adam Marshall

Minister for Tourism and Major Events
Assistant Minister for Skills

MEDIA RELEASE

Embargoed until 7:00am Wednesday, 29 November 2017

SYDNEY MAKES WORLD'S BEST DESTINATIONS LIST

It's official – Sydney is one of the best places to visit in the world, according to global travel magazine, National Geographic Traveler, which today revealed its hotly anticipated 'Best of the World' list of 21 unmissable global destinations for 2018.

Minister for Tourism and Major Events Adam Marshall said the accolade cemented Sydney's reputation as Australia's most exciting and vibrant visitor destination.

"Placing in National Geographic Traveler's 'Best of the World' list has reinforced the enduring appeal of Sydney as one of the world's most popular travel destinations, and we're thrilled to be the only Australian city featured," Mr Marshall said.

"Recognition on this prestigious list will continue to raise the profile of Sydney as a global visitor destination as we work towards the NSW Government's goal of doubling overnight visitor expenditure to the State by 2020."

Mr Marshall said the accolade for Australia's premier city was yet another triumph for the State's tourism and events industry.

"Sydney's iconic attractions, festivals and events, and natural beauty continue to amaze visitors from across the globe all year round. Whether they are visiting for the first time or returning after discovering something special, Sydney never fails to impress," Mr Marshall said.

National Geographic Traveler's 'Best of the World' 2018 list was compiled following a competitive selection process that involved nominations from the magazine's worldwide network of editors, writers and explorers.

National Geographic Traveler's 'Best of the World' list was guided by the values of cultural engagement, heritage preservation, ecological conservation and sustainability. The full results are in the December/January 2018 issue of National Geographic Traveler magazine and online at NatGeoTravel.com/BestTrips2018.

MEDIA: Georgie Humphries 0418 495 502