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# SYDNEY TRAVEL GUIDE

MEDIA KIT – 2024

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**BUSINESS  
AWARDS**

Finalist



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PORT AUTHORITY  
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# SYDNEY

[sydneytravelguide.com.au](http://sydneytravelguide.com.au)

eat / shop / play

THERE'S  
LIFE AFTER  
ROMEO

SMASH HIT  
MUSICAL AT  
SYDNEY LYRIC  
THEATRE

*Juliet*



ACCESS WEBSITE

THREE-MONTH AUTUMN CALENDAR

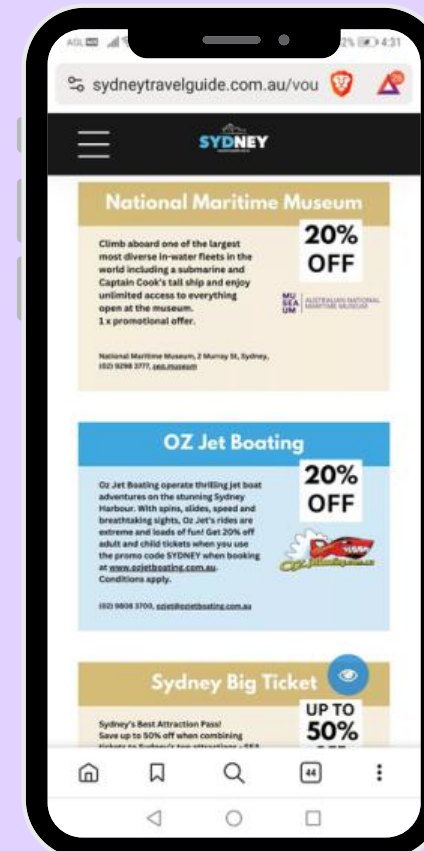
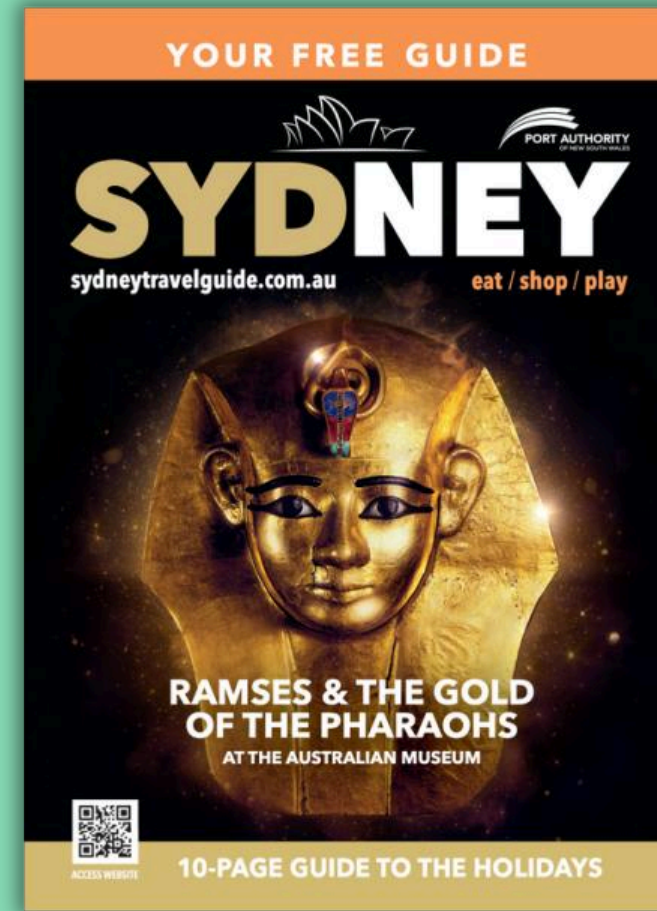


BUSINESS  
SYDNEY

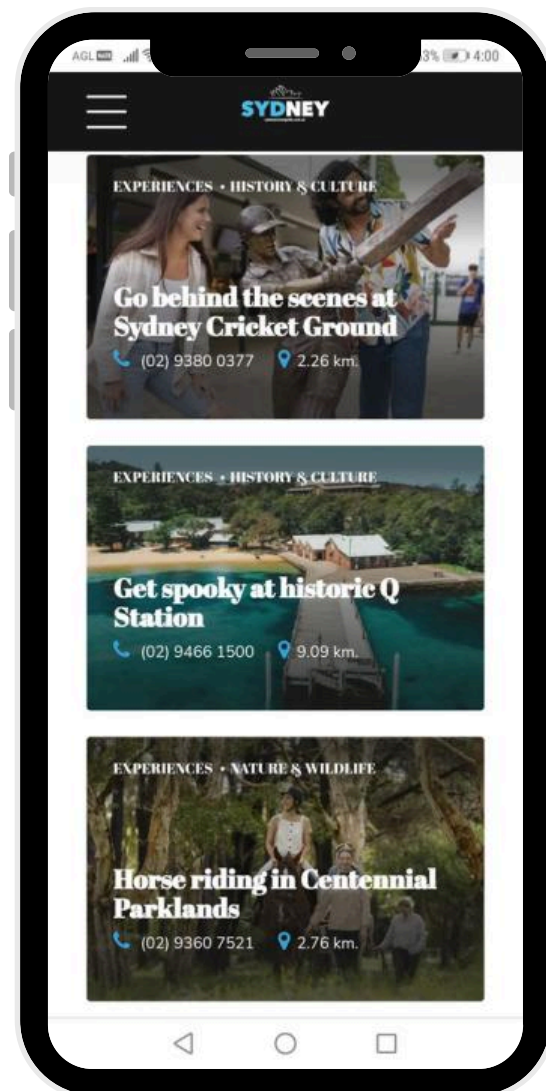
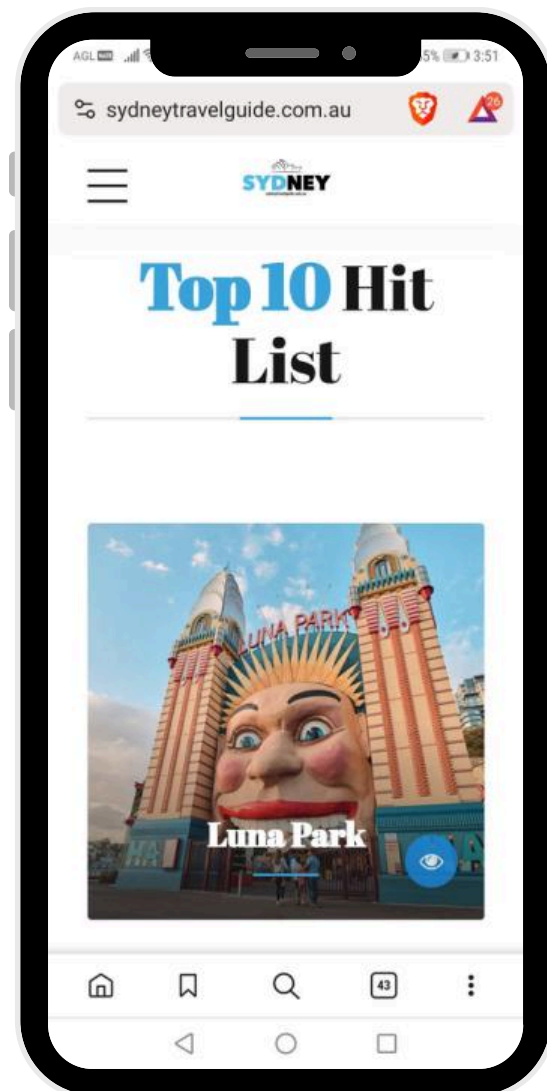
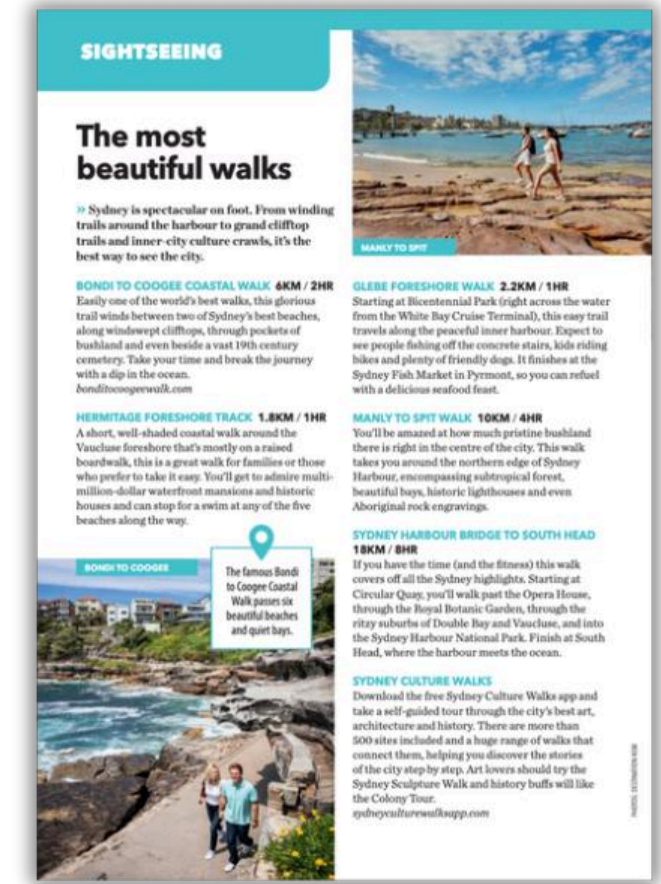
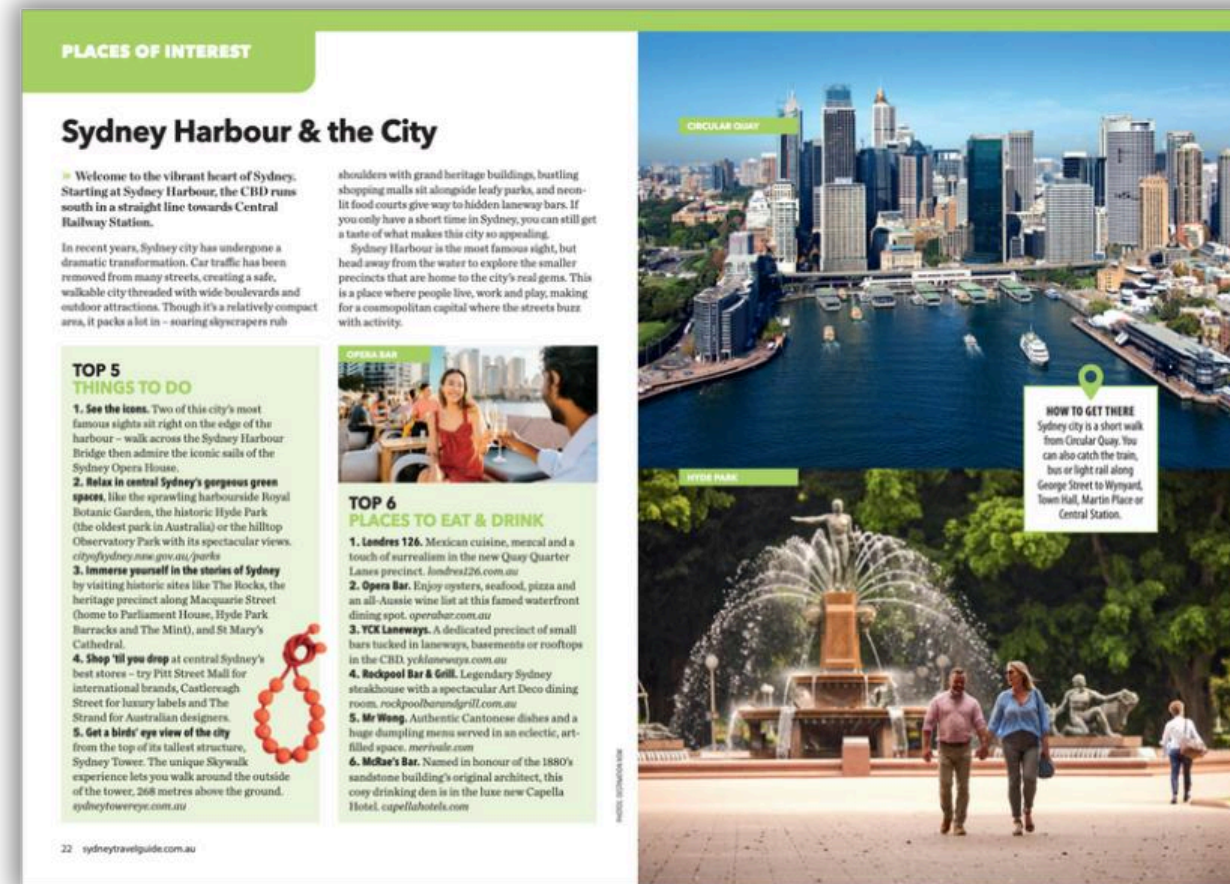


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1.02 million  
people  
read our  
publications  
in Sydney



# And we're growing



We create **incredible content** – delivered to tourists and travellers through our website and **exclusively** at **OPT** in Circular Quay + **240 hotels** and **2,000 taxis** in Sydney.

## FOOD & DRINK



ICEBERGS

### Special eats

» You'll never go hungry in Sydney, with exceptional fresh produce, innovative chefs and jaw-dropping dining locations.

#### ROCKPOOL BAR & GRILL

Housed within the Art Deco City Mutual Building, built around 1936, Rockpool Bar & Grill is one of Sydney's finest dining rooms. This legendary restaurant has been plating perfectly cooked dry-aged steak and pouring fine wine since 2009. Founded by Australian celebrity chef Neil Perry, Rockpool has been named as the eighth best steak restaurant in the world. If you don't have time for a full meal, drop in for RP Hour from 4-6pm on weekdays for a selection of snacks, drinks and signature cocktails.

Rockpool Bar & Grill, 66 Hunter St, Sydney, (02) 8099 7077, rockpoolbarandgrill.com.au

#### KILN

Curious flavour hunters will love Kiln. The novel menu, created by young chef Mitch Orr, takes you by surprise, with high-quality, seasonal ingredients presented in new ways. The dining space is just as edgy, with swathes of earthy textures and plenty of



BENNELONG

light, due to its sky-high position on the 18th storey of the Atelier Ace Hotel.

Kiln, Atelier Ace Hotel, 53 Foy Lane, Sydney, (02) 8099 8799, kilnsydney.com

#### BAR TOTTI'S

This bustling modern Italian trattoria has delicious casual fare just bursting with colour and flavour. Everything is made to share and the signature antipasti (beloved by Sydney locals) includes the famous woodfired 'puffball' bread, burrata, sweet tomatoes, prosciutto and melon.

Bar Totti's, 330A/330B George St, Sydney, (02) 9114 7379, merivale.com

#### ICEBERGS DINING ROOM & BAR

There are a few reasons why Icebergs is celebrity chef Nigella Lawson's "favourite restaurant in the whole world". Firstly, the cliffside view over Bondi Beach is second to none; you feel like you are sitting atop the ocean. Secondly, the Italian menu is expertly executed with seasonal Aussie produce. Finally, the service doesn't miss a step.

Icebergs, 1 Notts Ave, Bondi Beach, (02) 9365 9000, idrb.com

#### WOODCUT

A bold dining experience of contrasts, Woodcut conjures up the nostalgia of slow-cooked meals over open fires, but in an ultra-modern setting. Award-winning chef Ross Lusted and his restaurateur wife Sunny pay homage to classic methods of fire, smoke, ice and steam. Imagine a Southern Rock Lobster, charred in a wood-fired oven, finished with kombu butter.

Woodcut, Crown Sydney, Level 1/1 Barangaroo Ave, Barangaroo, (02) 8871 7171, crownsydney.com.au/restaurants/woodcut



WOODCUT



ROCKPOOL BAR & GRILL

PHOTOS: DESTINATION NOW

#### BENNELONG

Dining inside the Sydney Opera House is a pinch-yourself moment. The dramatic peaked ceilings remind you that you're within the famous sails, and the high-reaching triangular glass walls invite the iconic harbour views inside. Renowned Australian chef Peter Gilmore has crafted a quintessentially modern Australian menu, showcasing some of the country's best produce.

Bennelong, Sydney Opera House, Bennelong Point, Sydney, (02) 9240 8000, bennelong.com.au

#### SYDNEY FISH MARKET

It's Australia's home of seafood, the largest market of its kind in the Southern Hemisphere, attracting over three million visitors a year. The Sydney Fish Market on Blackwattle Bay is home to seafood retailers, restaurants and cafes. You can grab some fresh prawns, oysters, sashimi, and fish and chips for a picnic at the outdoor tables, or treat yourself to whole lobster, king crab and abalone at The Boatshed restaurant.

Sydney Fish Market, Pyrmont Bridge Rd, Pyrmont, (02) 9004 1100, sydneyfishmarket.com.au

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lifestyle  
company  
enabling  
incredible  
experiences  
for readers

# We're supported by some amazing clients

Many of **Sydney's best known** attractions leverage us to reach tourists and travellers who are looking for inspiration while in Sydney.



ROCKPOOL  
BAR & GRILL ★ SYDNEY



GIULIANI'S  
ESTABLISHED 1966

QUAY  
QUARTER  
SYDNEY

BIRKENHEAD POINT

GATEWAY  
ALFRED ST, CIRCULAR QUAY

BRIDGECLIMB  
SYDNEY



HAROLD PARK  
TRAMSHEDS  
EST 1904

SPICE  
TEMPLE



Paddy's  
HAYMARKET

SEA LIFE  
Sydney



CAPTAIN COOK  
CRUISES

Watsons Bay  
Boutique Hotel

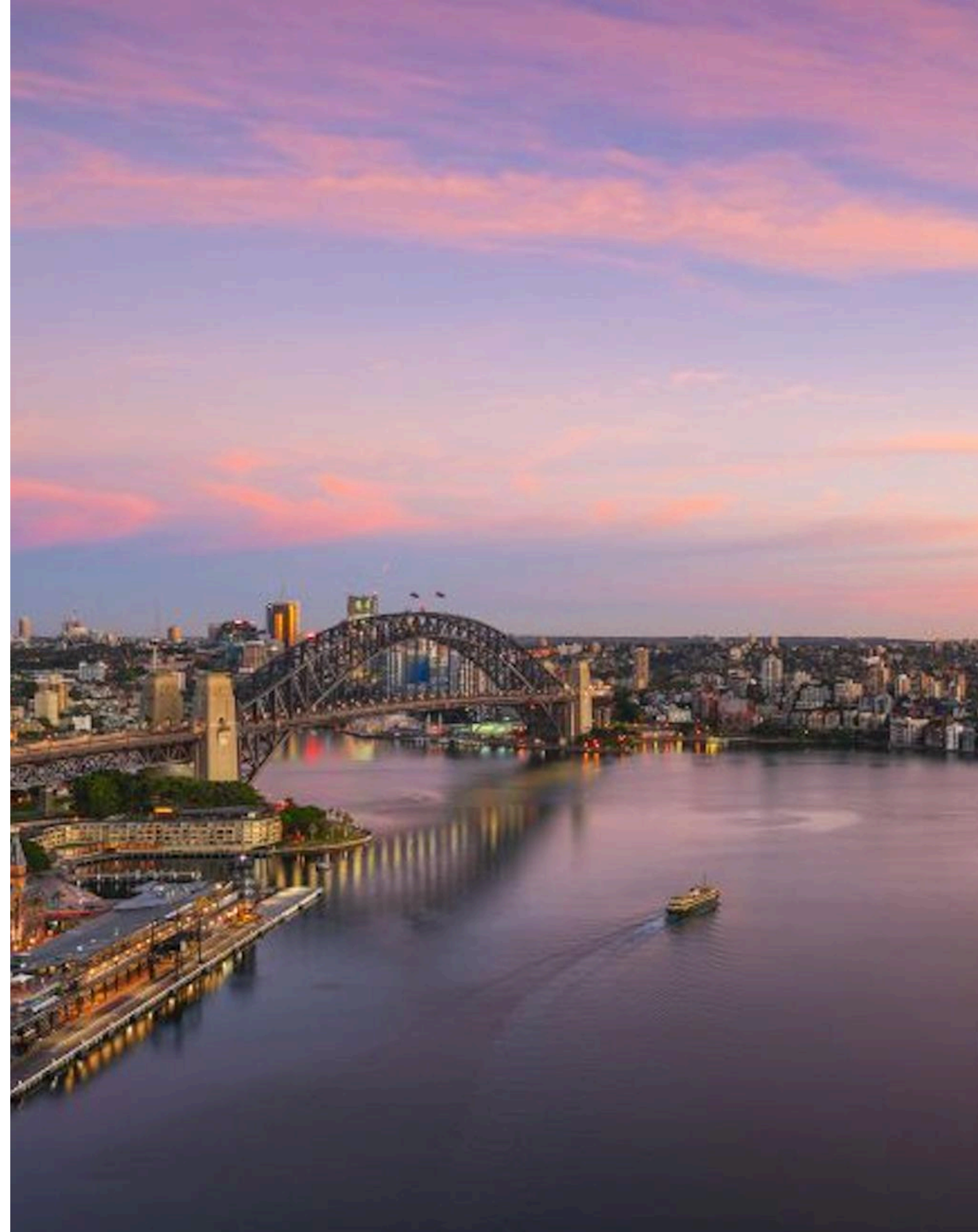
SYDNEY  
FISH MARKET  
AUSTRALIA'S  
HOME OF SEAFOOD

Now we're looking for **more companies** to join and take the **Sydney Travel Guide** to the next level.



# We own distribution at OPT in Circular Quay and White Bay!

Through the **Port Authority of NSW**, we have the **exclusive rights** to distribute at OPT in Circular Quay and White Bay in Balmain – so we have exclusive access to cruise travellers coming into Sydney.





And we're available city-wide in **240 hotels** + **2,000 taxis** providing powerful reach



# AUDIENCE INSIGHTS

“On aggregate they have higher disposable incomes, the means to travel and a curiosity and desire for new experiences..” - DNSW

## International Visitation NSW 2023

- **Visitors** - 3.1 million
- **Nights** - 78.8 million
- **Expenditure** - \$10.2 billion

## Domestic Visitation Sydney 2023

- **Visitors** - 35.7 million
- **Nights** - 30.1 million
- **Expenditure** - \$14.6 billion

## International Stay & Spend



Average length of stay 25.1 nights



Average spend per stay \$3,290

## Domestic Visitor Seasonality



Summer 23%



Autumn 27%

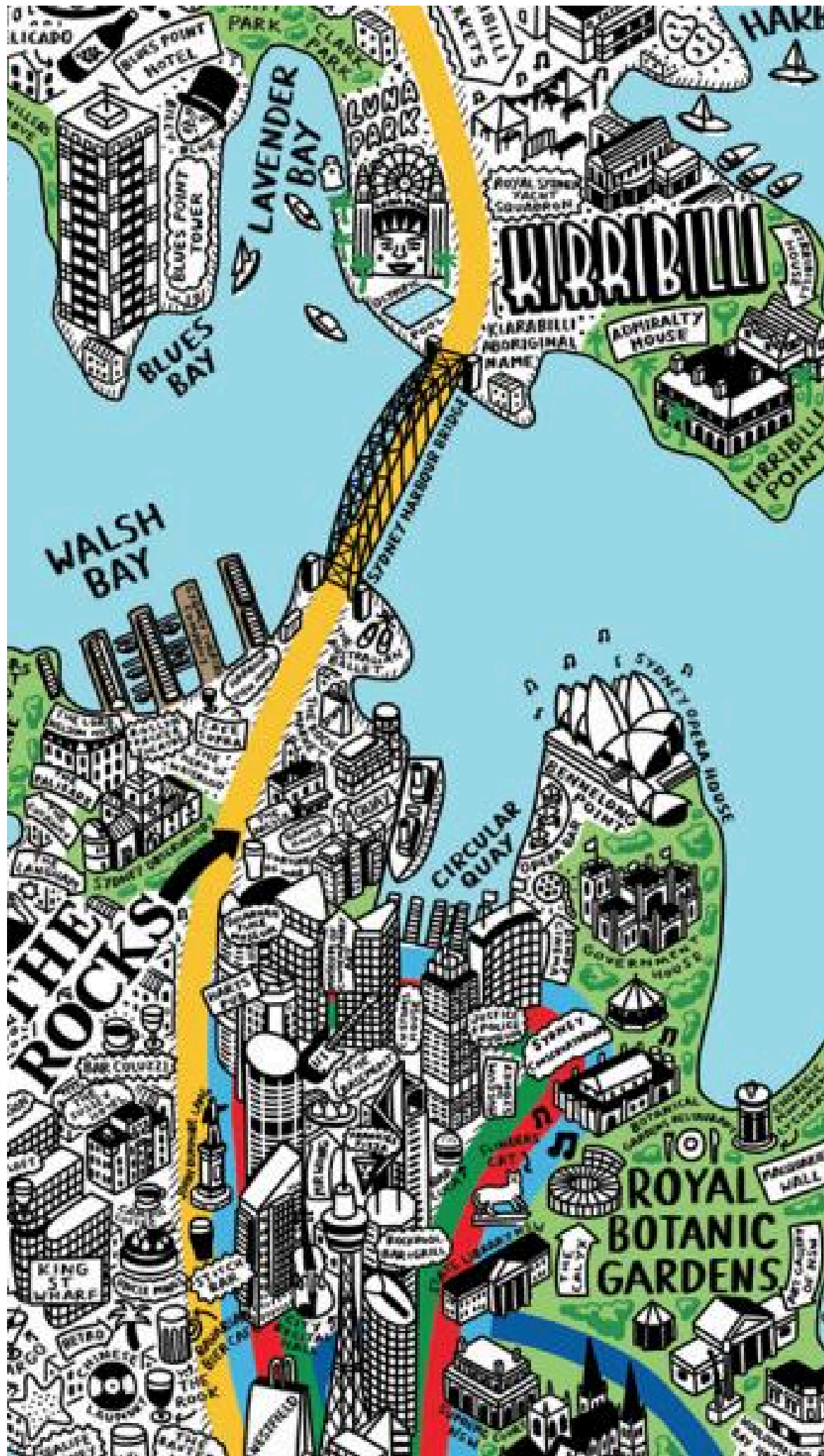


Winter 25%



Spring 26%

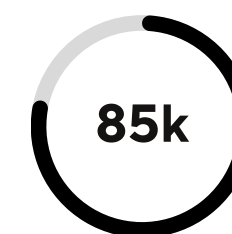




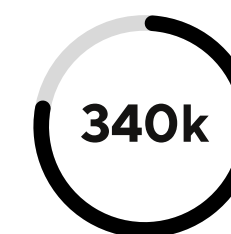
WHERE WE ARE REACHING THEM

# DISTRIBUTION

Distribution  
Quarterly



Distribution  
Annually



## Airports & Taxis



- Exclusive to NSW Taxi Council
- Available in 4,500 taxis
- Distributed at Sydney Airport - Taxi Cafe

## Cruise Terminals



- Exclusive to OPT
- Only guide in Circular Quay
- White Bay, Balmain

## Hotels



- 200+ hotels across Sydney
- Customs House
- 5 Star Hotels

## Annual Print Schedule



- **Autumn Edition**
  - Apr-Jun - 85,000
- **Spring Edition**
  - Sept-Nov - 85,000
- **Winter Edition**
  - Jun-Aug - 85,000
- **Summer Edition**
  - Dec-Feb - 85,000

# NSW leads International & Domestic Tourism

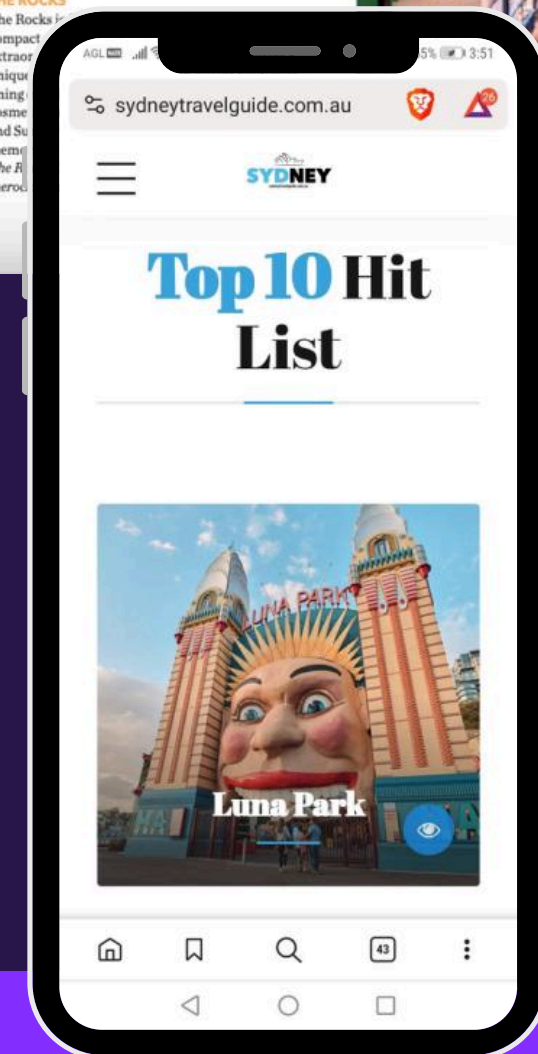
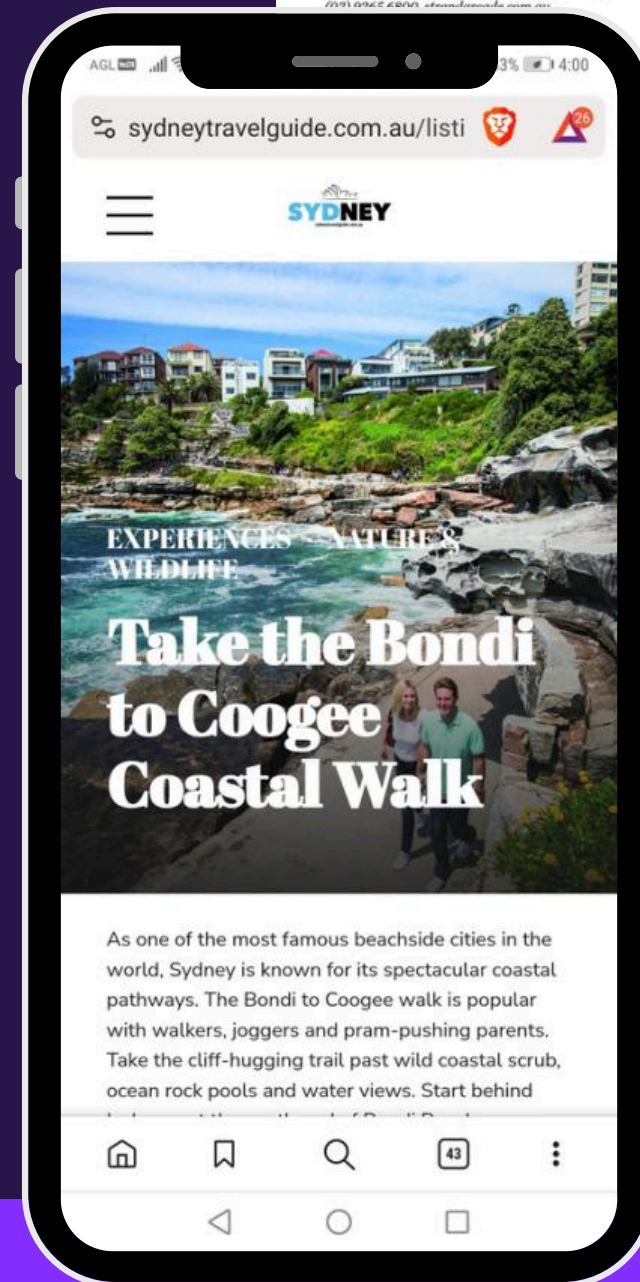
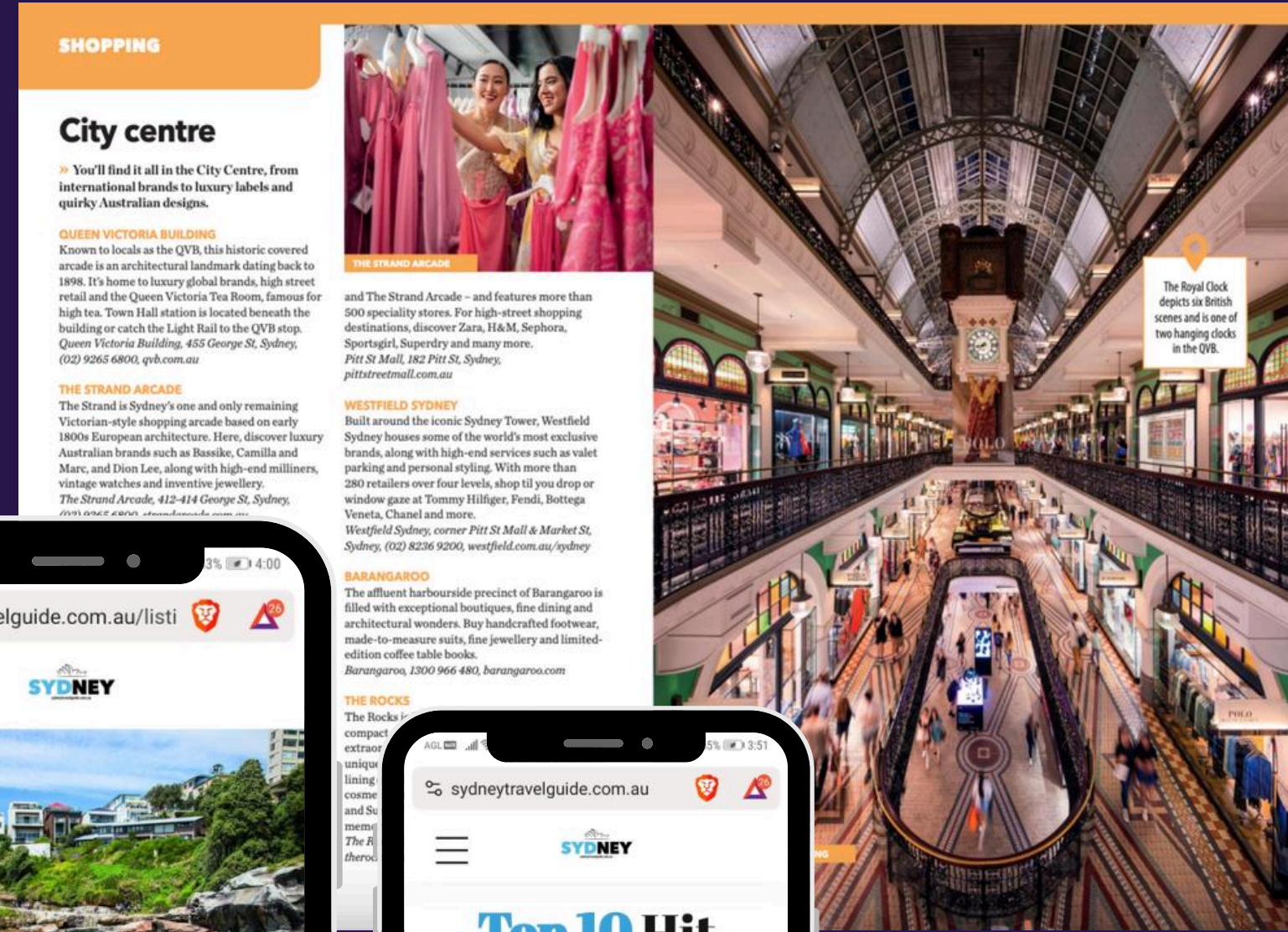
Sydney remains the most visited capital city!

**NSW** - Most international visitors to Australia, staying for **95.2 million nights** and spending \$11.8 billion. Sydney remains the most visited capital city.

NSW also tops domestic destinations with **100.3 million visitors** and **record spending**.

Tourism Research Australia (TRA) domestic and international info for the year ending March 2024.

“WELCOME TO A NEW ERA FOR SYDNEY BETTER CONNECTING TOURISTS WITH BUSINESSES ACROSS OUR CITY...”

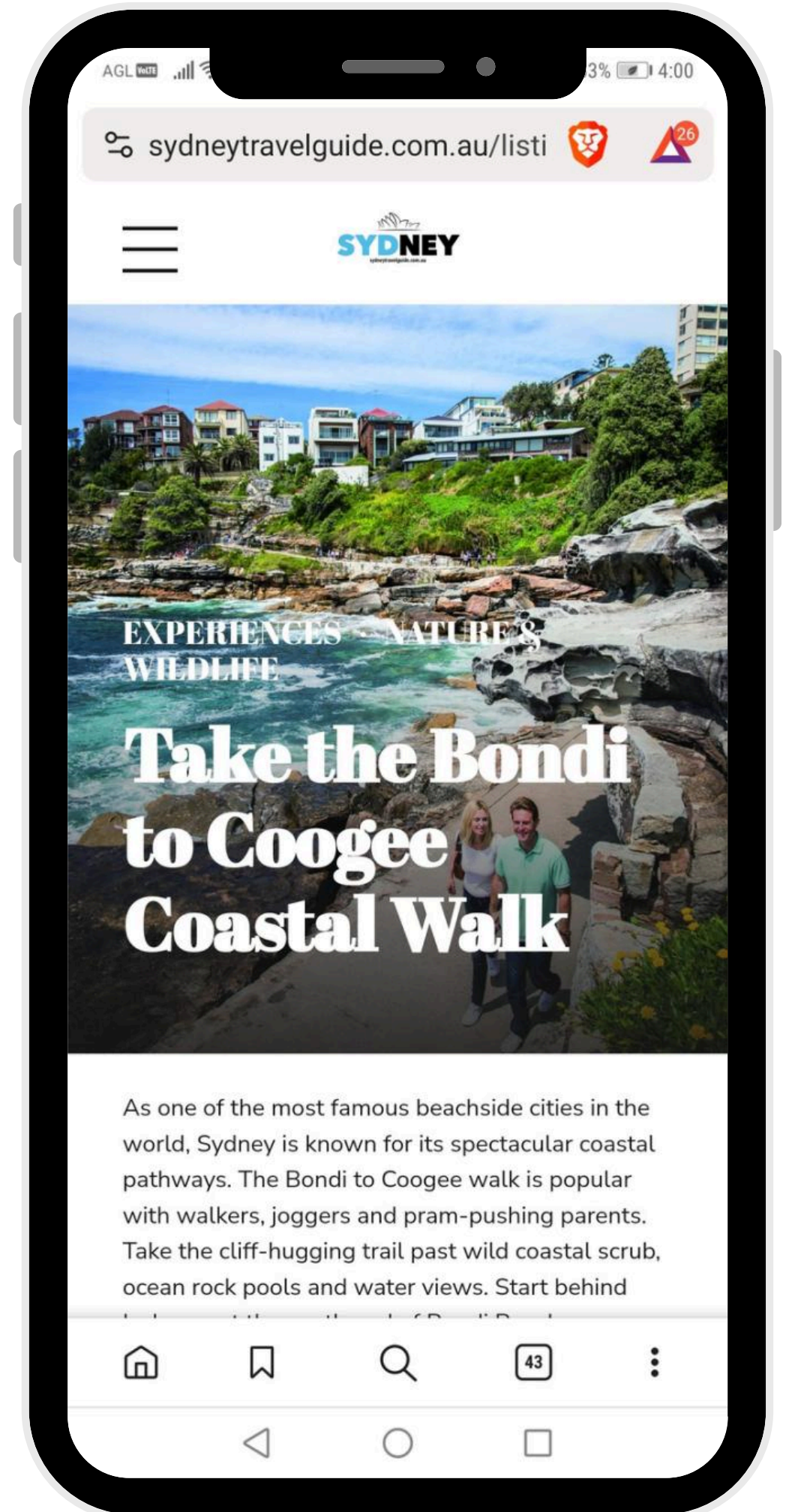
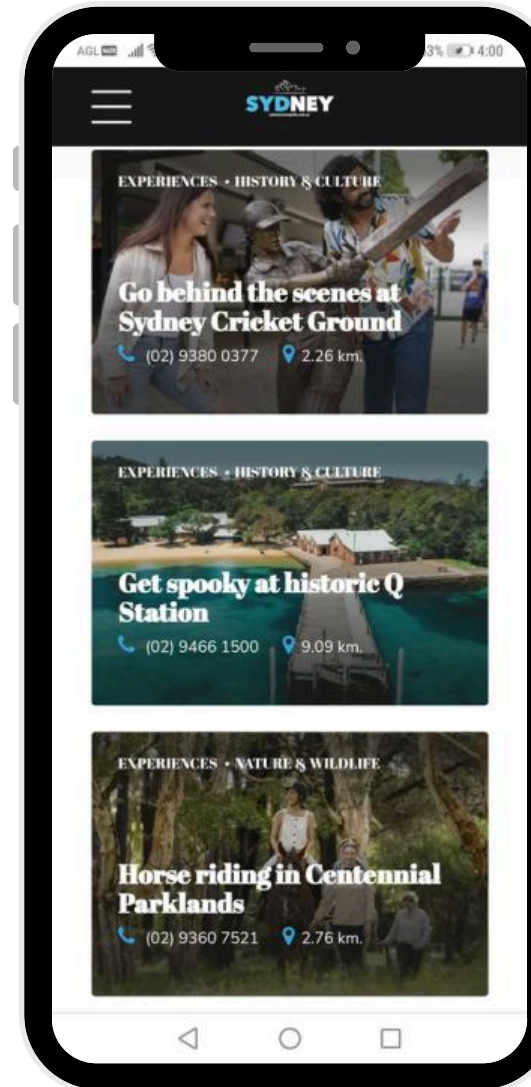




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a comprehensive one-stop destination for what to do and see!

DIGITAL CONTENT  
**VOUCHERS**  
**MAPS**



**QR CODES:** These are positioned on the cover of the printed guide and are also displayed onsite where the guide is available for collection and link to the live website.

For advertisers, it's a critical new opportunity to target tourists and visitors who are looking for things to do, places to see and ways to spend their time.

### SHOPPING

#### City centre

You'll find it all in the City Centre, from international brands to luxury labels and quirky Australian designs.

**QUEEN VICTORIA BUILDING**  
Known to locals as the QVB, this historic covered arcade is an architectural landmark dating back to 1898. It's home to luxury global brands, high street retail and the Queen Victoria Tea Room, famous for high tea. Town Hall station is located beneath the building or catch the Light Rail to the QVB stop. Queen Victoria Building, 455 George St, Sydney. (02) 9265 6800, qvb.com.au

**THE STRAND ARCADE**  
The Strand is Sydney's one and only remaining Victorian-style shopping arcade based on early 1800s European architecture. Here, discover luxury Australian brands such as Basique, Camilla and Marc, and Dion Lee, along with high-end milliners, vintage watches and exquisite jewellery. The Strand Arcade, 452-454 George St, Sydney. (02) 9265 6800, strandarcade.com.au

**FIFTY ST MALL**  
The bustling, pedestrian-only mall spans two city blocks in the city centre. It's bordered with loads of retail outlets - Glasshouse, Sydney Arcade, Westfield Sydney, Mid City Shopping Centre

**THE STRAND ARCADE**  
and The Strand Arcade - and features more than 300 specialty stores. For high-street shopping destinations, discover Zara, H&M, Sephora, Sportsgirl, Superdry and many more. Pitt St Mall, 282 Pitt St, Sydney. pittstreetmall.com.au

**WESTFIELD SYDNEY**  
Built around the iconic Sydney Tower, Westfield Sydney houses some of the world's most exclusive brands, along with high-end services such as valet parking and personal styling. With more than 280 retailers over four levels, shop til you drop or window gaze at Tommy Hilfiker, Fendi, Bottega Veneta, Chanel and more. Westfield Sydney, corner Pitt St Mall & Market St, Sydney. (02) 8236 9200, westfield.com.au/sydney


**BARANGAROO**  
The affluent harbourside precinct of Barangaroo is filled with exceptional boutiques, fine dining and architectural wonders. Buy handcrafted footwear, made-to-measure suits, fine jewellery and limited-edition coffee table books. Barangaroo, 2300 966 480, barangaroo.com

**THE ROCKS**  
The Rocks is Sydney's oldest and most compact precinct with historic botanics and an extraordinary harbourside location. It also offers a unique shopping experience with quaint boutiques lining cobblestone lanes, designer clothing and cosmetics, and a vibrant market every Saturday and Sunday with plenty of handmade wares and memorable objects d'art to take home. The Rocks, George St. (02) 9240 8500, therocks.com.au/shop

**THE ROYAL DOCK**  
The Royal Dock depicts six British scenes and is one of two hanging clocks in the QVB.

**THE STRAND ARCADE**

## YOUR FREE GUIDE



# SYDNEY

sydneytravelguide.com.au **eat / shop / play**

### RAMSES & THE GOLD OF THE PHARAOHS AT THE AUSTRALIAN MUSEUM

10-PAGE GUIDE TO THE HOLIDAYS

ACCESS WEBSITE

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### Experience the new Sydney.

Every time.

Every day.

From morning espresso to lunch in the sun to a harbourside nightcap, discover the fun and flavours of Circular Quay.

Scan the QR code to explore Sydney's newest neighbourhood. Book a table to enjoy Quay Quarter's fantastic drinking and dining destinations, or pick a scenic spot to snack and relax overlooking the world's most beautiful harbour.

50 Bridge Street, Sydney  
quayquartersydney.com.au  
@quayquartersydney

Overseas Passenger Terminal  
350m / 5 mins walk via Young St  
Quay Quarter Over 30 Retail & Dining options

Scan me to explore Quay Quarter

QUARTER

### FOOD & DRINK

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	<b>National Maritime Museum</b> 1 x promotional offer. National Maritime Museum, 2 Murray St, Sydney. (02) 9298 3777, sea.museum	<b>20% OFF</b>
	<b>Oz Jet Boating</b> Oz Jet Boating operate thrilling jet boat adventures on the stunning Sydney Harbour. With spins, slides, speed and breathtaking sights, Oz Jet's rides are extreme and loads of fun!	<b>20% OFF</b>
	<b>Sydney Big Ticket!</b> Save up to 50% off when combining tickets to Sydney's top attractions - the more you see, the more you save with a Sydney Big Ticket! Book online at SydneyBigTicket.com.au	<b>UP TO 50% OFF</b>
	<b>Sydney Fish Market</b> 10% off at select Sydney Fish Market retailers* Present this coupon at The Boatshed Pyramont, Boatshed Gifts, Fruitezy or GetFish** for 10% off your order.	<b>10% OFF</b>
	<b>Tramsheds</b> Tramsheds is your dining destination just 5 minutes from Sydney CBD by light rail. Enjoy 10% OFF Wine + Dine offers at our exquisite cafes and restaurants while you discover a piece of history along the way.	<b>10% OFF</b>
	<b>Vollé Jewellery</b> For beautiful Australian opals, pearls, and pink diamonds, Vollé provides the finest range of jewellery and gemstones to suit every budget from simple, yet stunning gifts, to major investment pieces.	<b>FREE GIFT</b>





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**QUAY**

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Overseas Passenger Terminal  
350m / 5 mins walk via Young St  
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<p><b>GATEWAY: ALL DAY</b> Gateway, Alfred St, Sydney, (02) 9236 6900. <a href="http://gatewayysydney.com.au">gatewayysydney.com.au</a></p> <p><b>dexus</b></p>	<p><b>Tramsheds</b> Tramsheds is your dining destination just 5 minutes from Sydney CBD by light rail. Enjoy 10% Off Wine + Dine offers at our exquisite cafes and restaurants while you discover a piece of history along the way.</p> <p><b>10% OFF</b></p>
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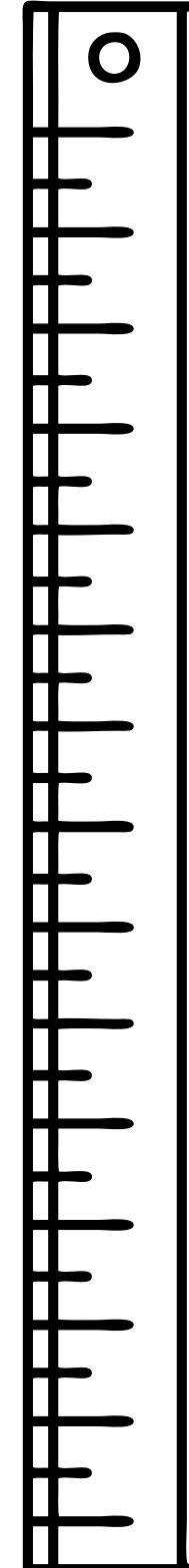
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Get in touch with the Big Splash team to reserve your position today!

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