
SYDNEY TRAVEL GUIDE

MEDIA KIT – 2024

2024
**BUSINESS
AWARDS**

Finalist



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SYDNEY

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eat / shop / play

THERE'S
LIFE AFTER
ROMEO

SMASH HIT
MUSICAL AT
SYDNEY LYRIC
THEATRE

Juliet



ACCESS WEBSITE

THREE-MONTH AUTUMN CALENDAR

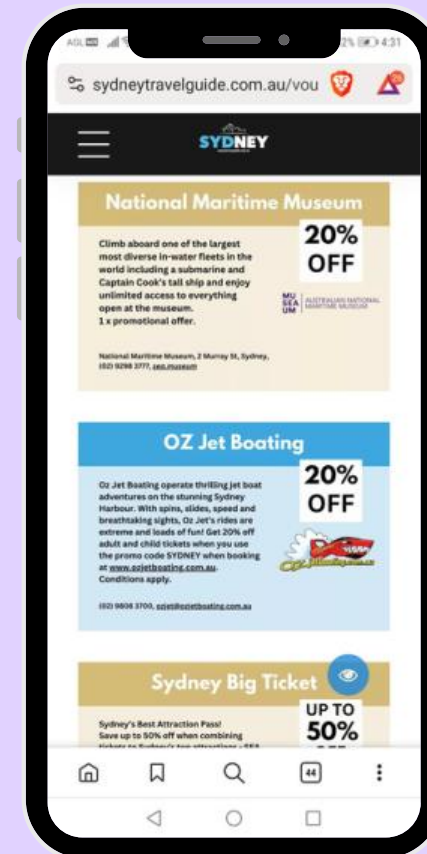
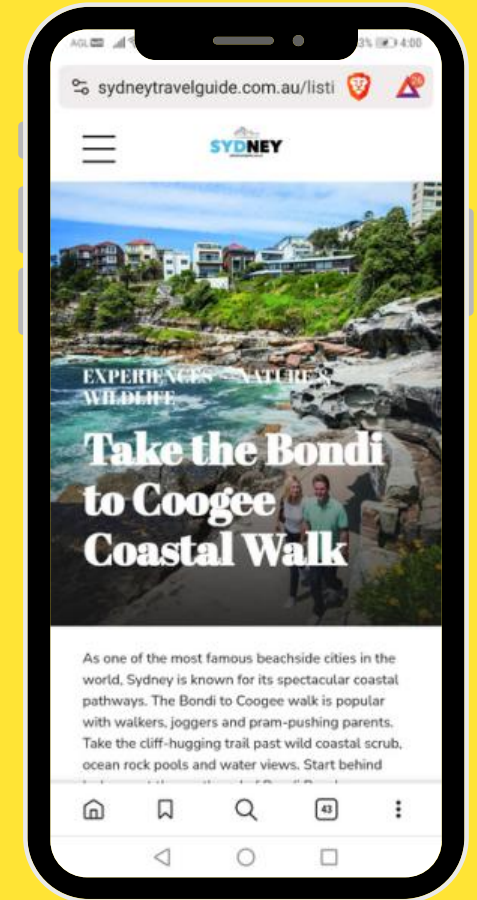
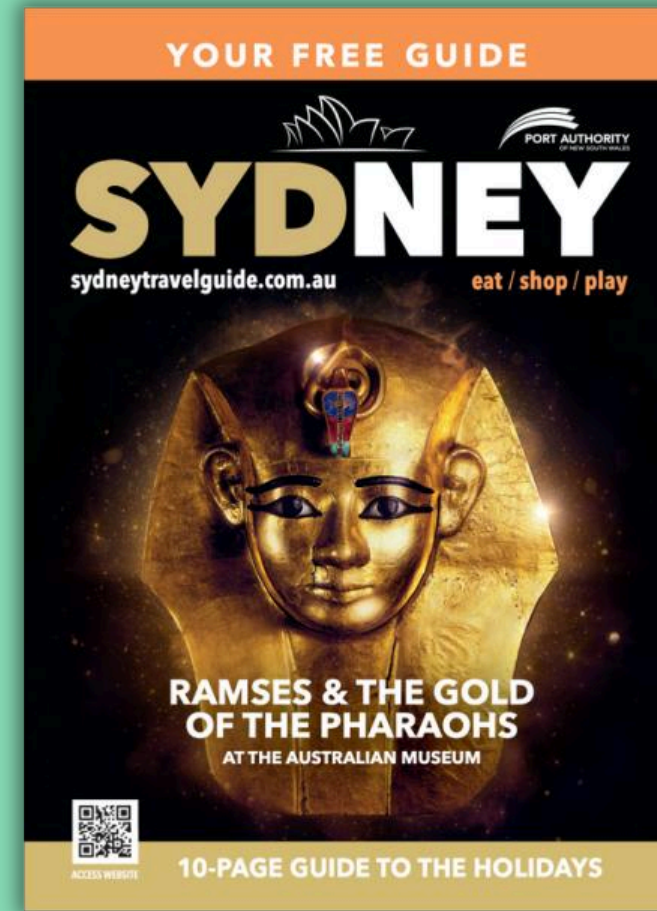


BUSINESS
SYDNEY

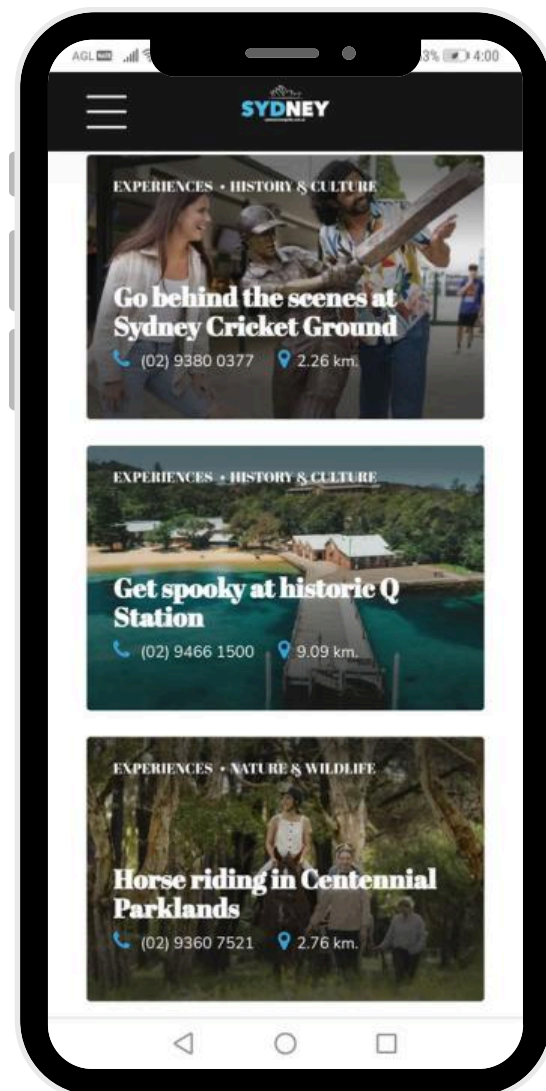
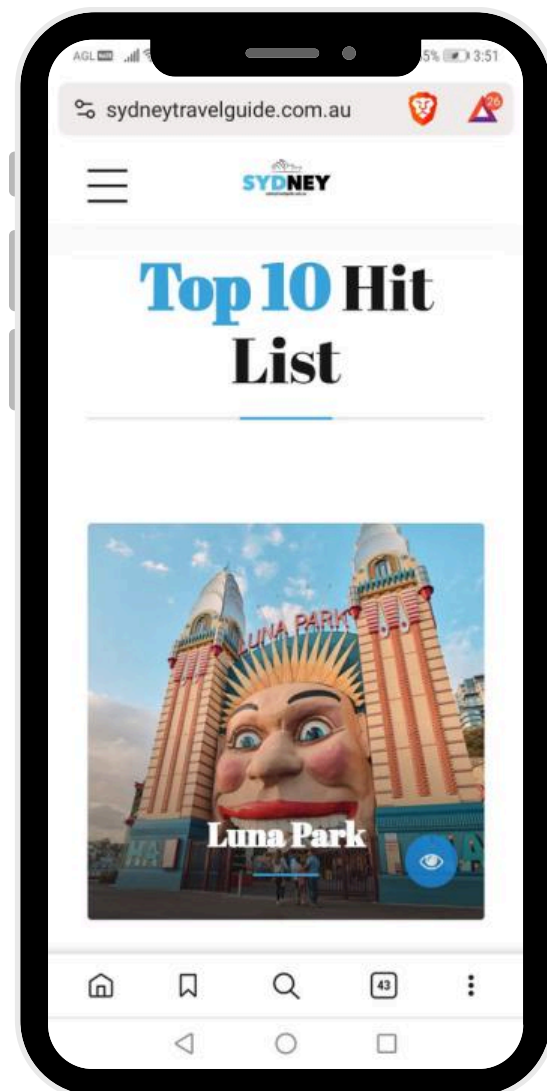
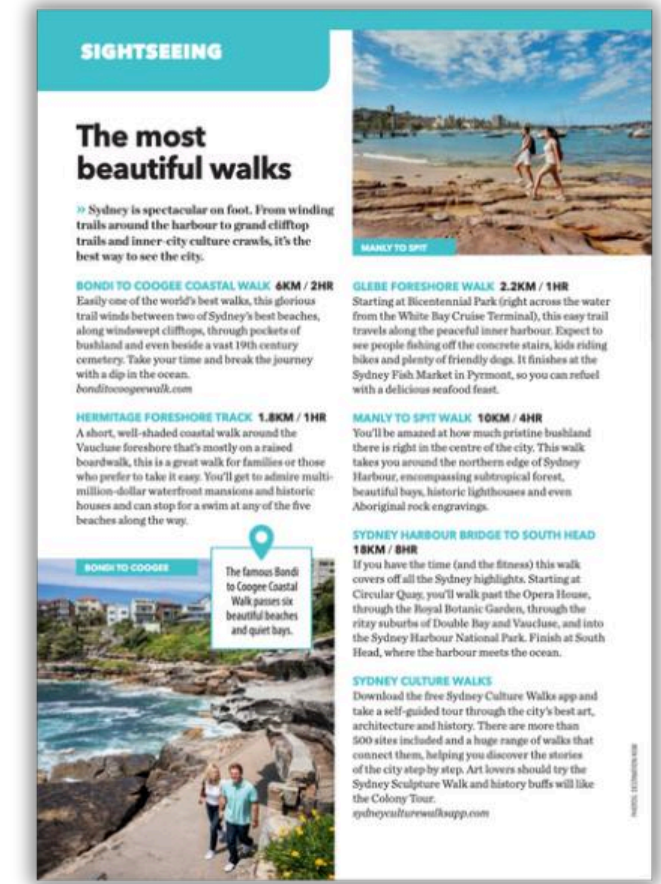
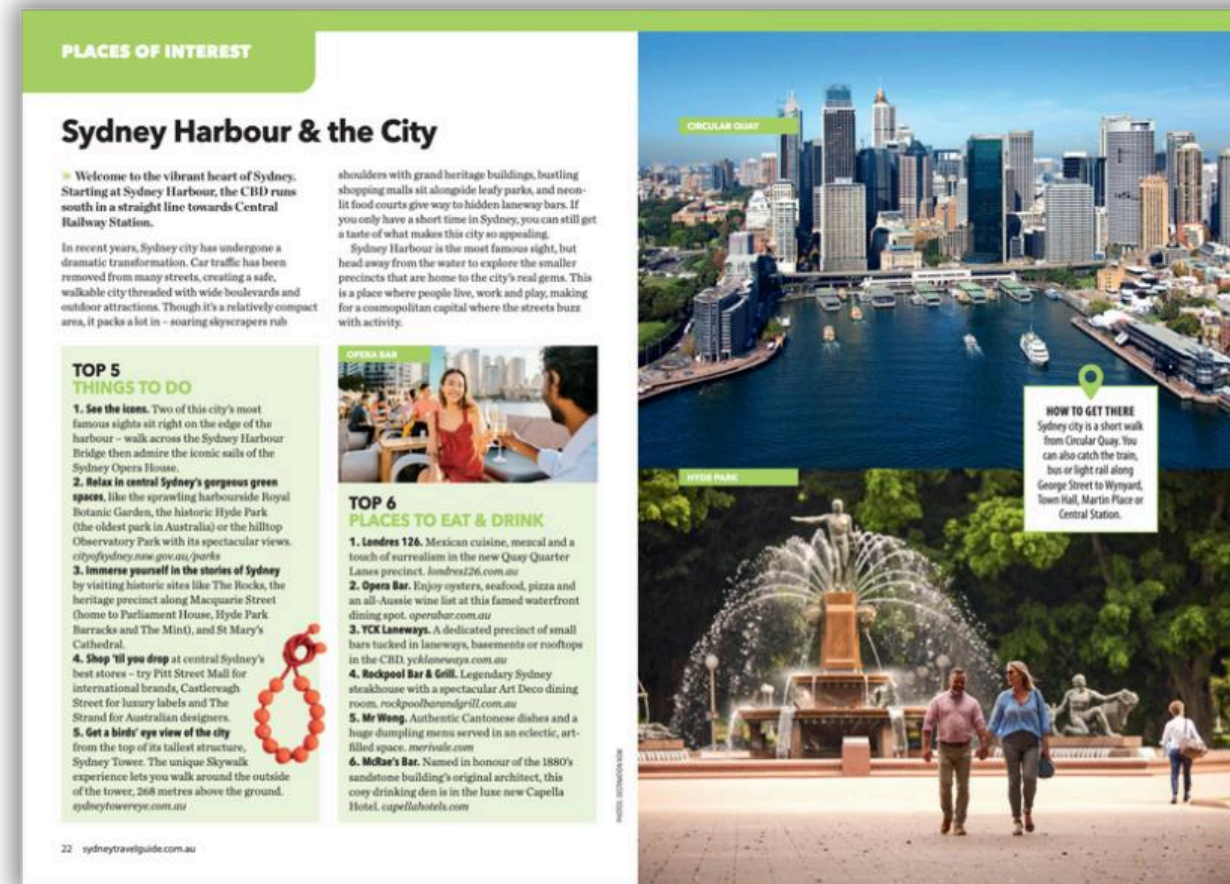


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We create **incredible content** – delivered to tourists and travellers through our website and **exclusively** at **OPT** in Circular Quay + **240 hotels** and **2,000 taxis** and **450 cafes** in Sydney.

FOOD & DRINK



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



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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

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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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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



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ESTABLISHED 1966

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QUARTER
SYDNEY

BIRKENHEAD POINT

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SEA LIFE
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CAPTAIN COOK
CRUISES

Watsons Bay
Boutique Hotel

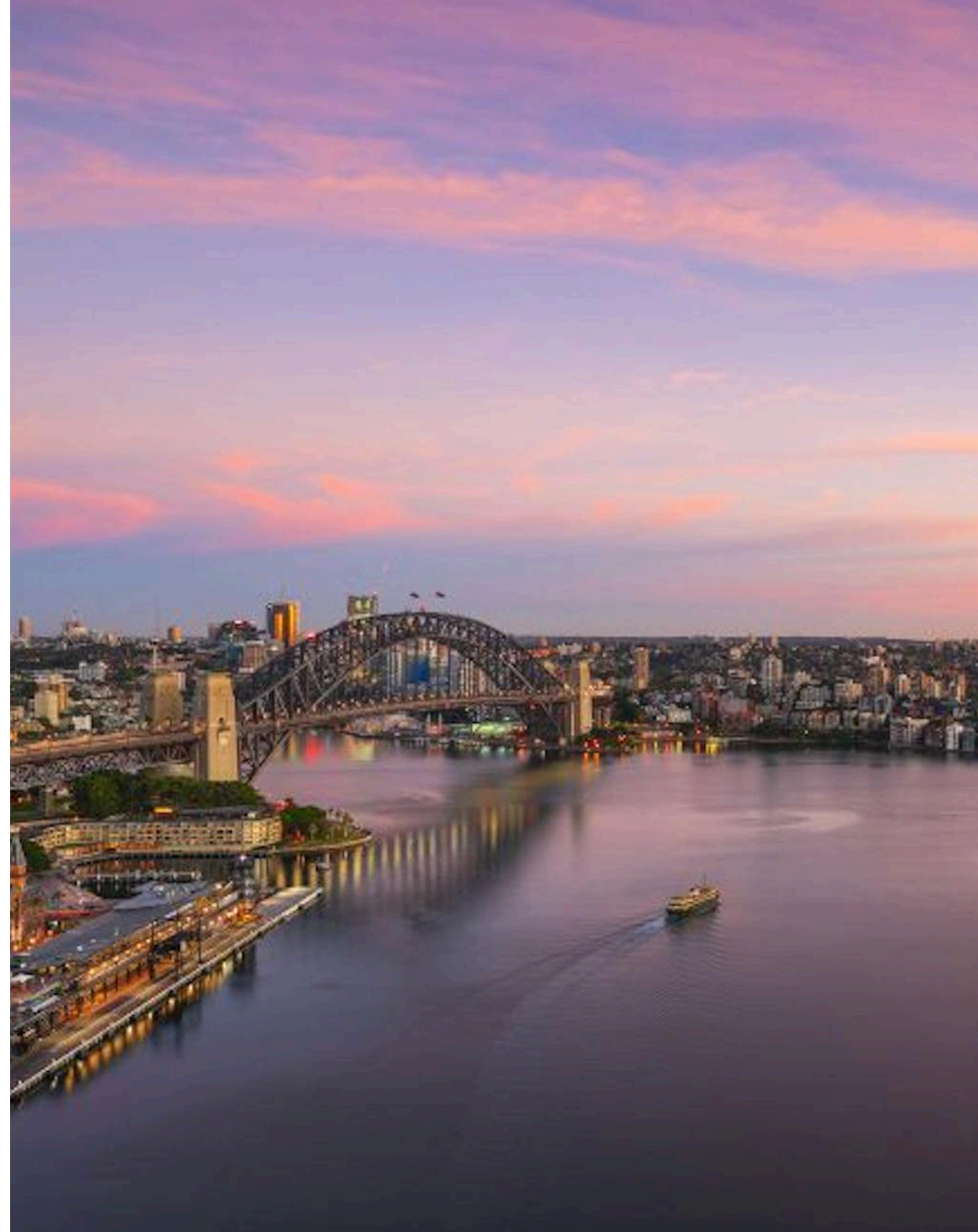
SYDNEY
FISH MARKET
AUSTRALIA'S
HOME OF SEAFOOD

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

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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

International Stay & Spend

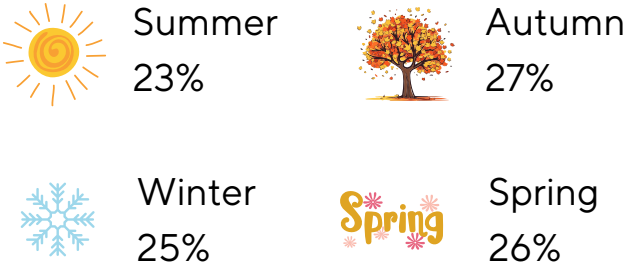
 Average length of stay 25.1 nights

 Average spend per stay \$3,290

Domestic Visitation Sydney 2023

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

Domestic Visitor Seasonality



SOURCE: <https://www.destinationnsw.com.au/insights/sydney-statistics>

NSW leads International & Domestic Tourism

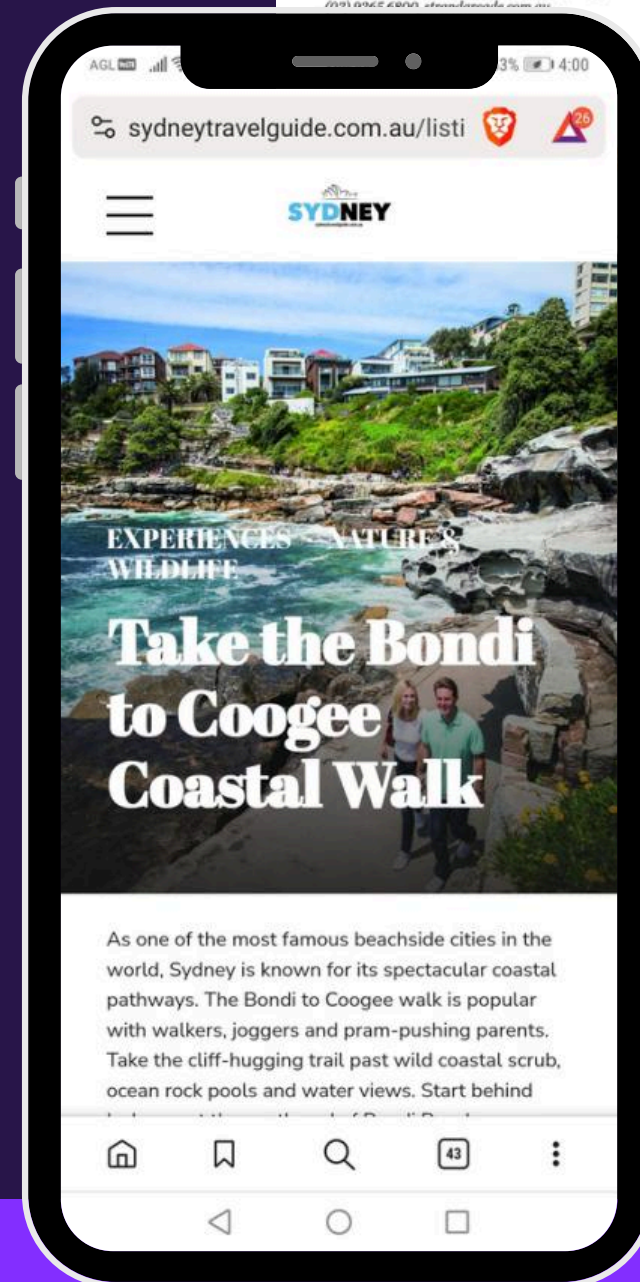
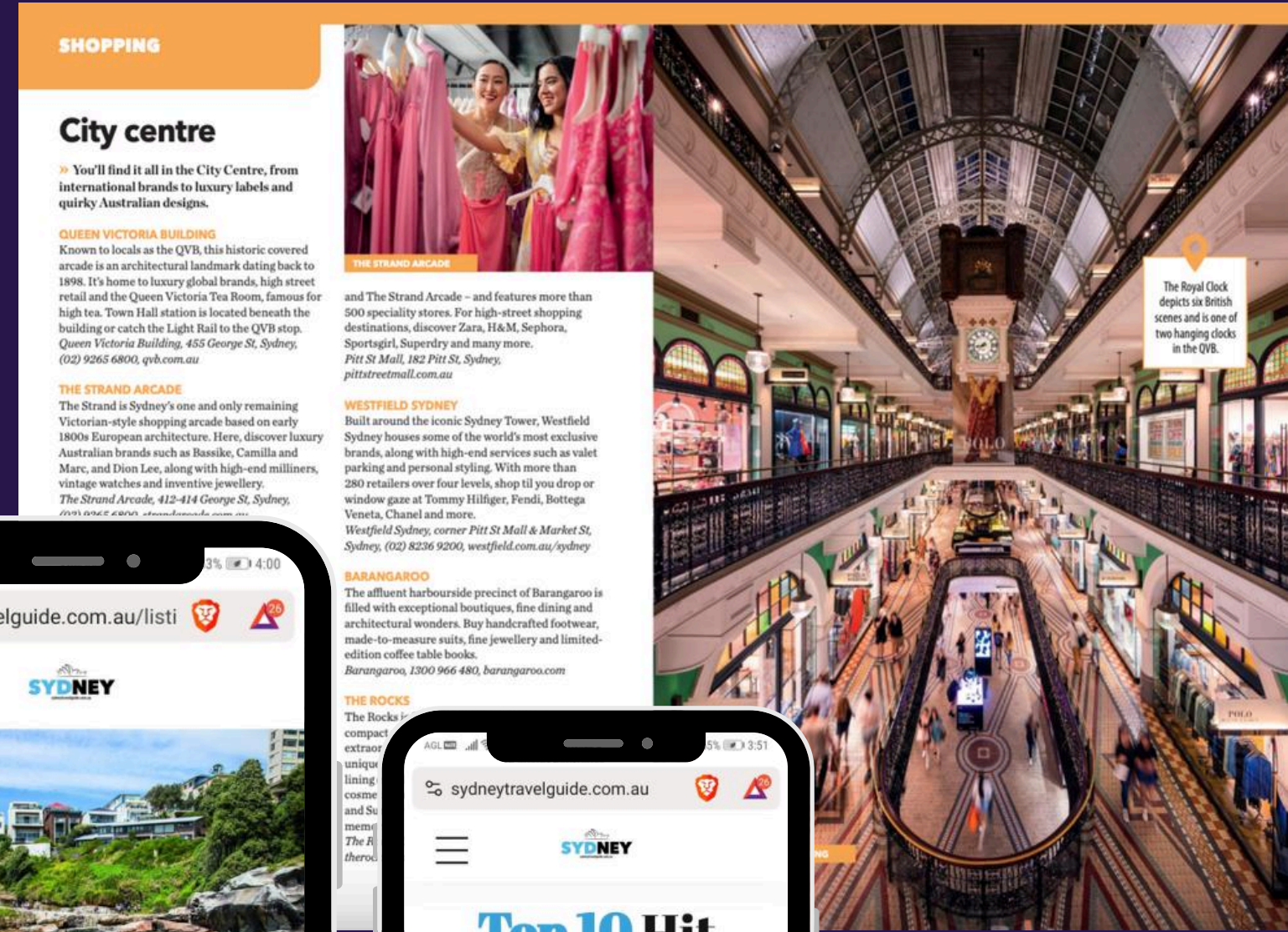
Sydney remains the most visited capital city!

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...”

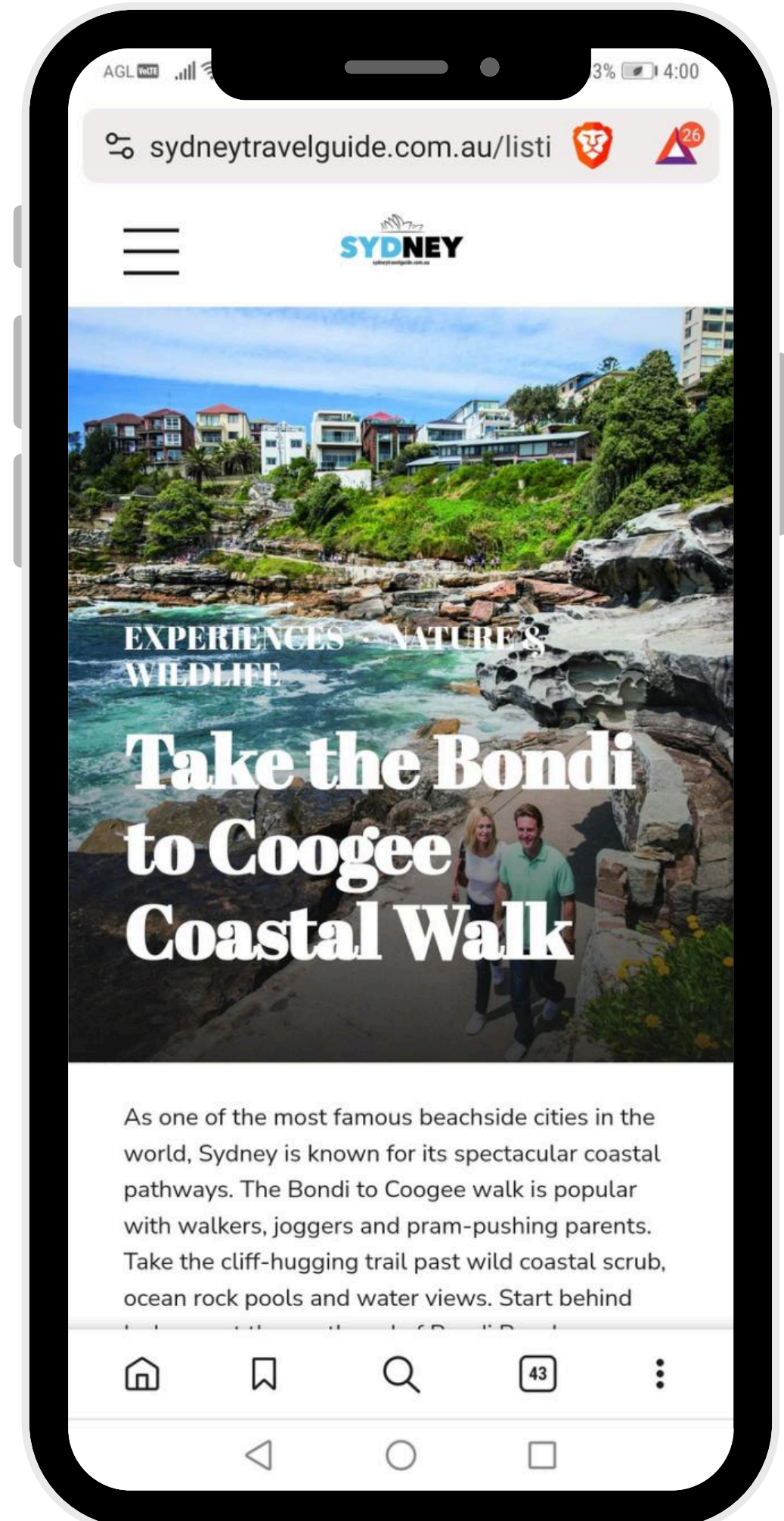
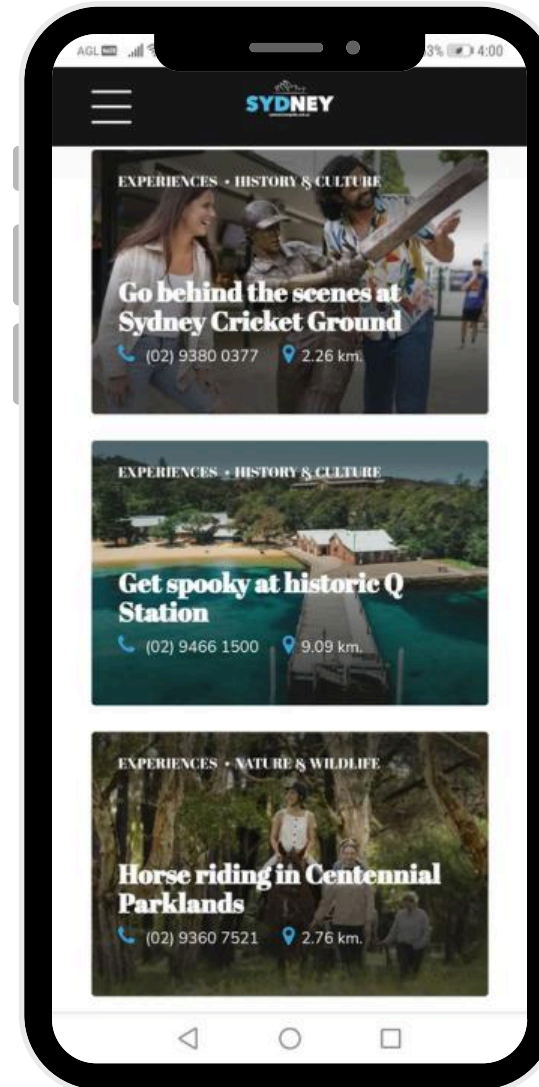
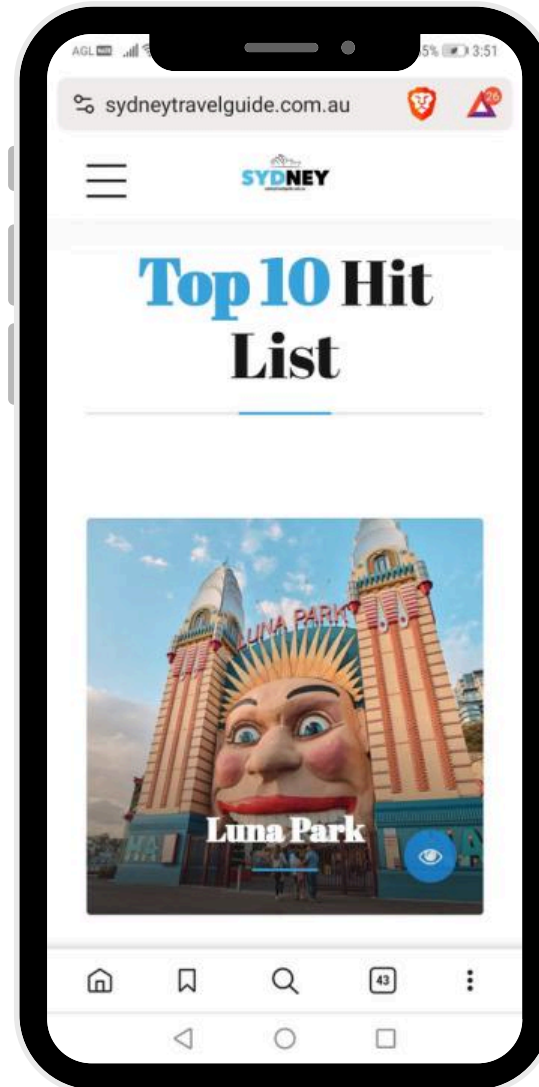




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DIGITAL CONTENT
VOUCHERS
MAPS



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.



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QUARTER

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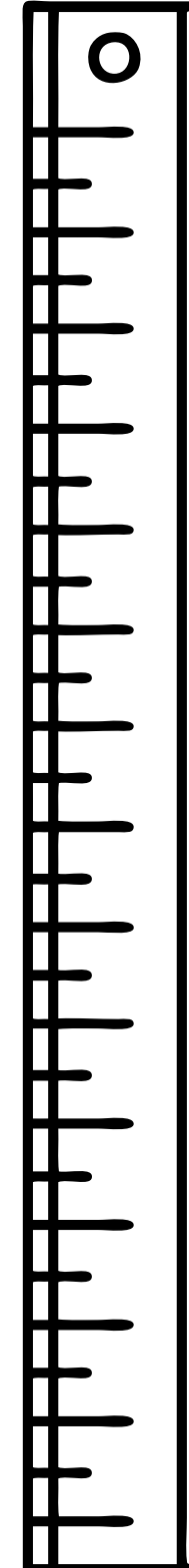
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- **Submission via email or file transfer**



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