



**Adam Marshall**  
Minister for Tourism and Major Events  
Assistant Minister for Skills

## **MEDIA RELEASE**

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### **NSW WELCOMES CORPORATE RECORD BREAKERS**

NSW will reap the benefits of over 6,500 delegates from around Asia flying to Sydney for Jeunesse Global's six-day 2018 Lifestyle Rewards event.

Minister for Tourism and Major Events Adam Marshall said the event secured by Business Events Sydney (BESydney) would break records for the State.

"This group is officially the largest corporate incentive group ever to visit during our Vivid Sydney festival and will generate about \$40 million to the State's economy," Mr Marshall said.

"Whilst in Sydney, the group will complete a record-breaking climb of Sydney Harbour Bridge with all 6,500 to scale the Bridge over six days, making it the largest corporate group to achieve this feat.

"And the records don't stop in Sydney. The success of this event will also reach into regional NSW with delegates set to become the biggest corporate group to visit Port Stephens.

"The group's visit will create significant exposure to the key Asian market for local businesses, and provide a vital economic boon for regional NSW."

BESydney CEO, Lyn Lewis-Smith said with large corporate incentive events like this, everyone is a winner.

"Organisations see a boost in sales performance, as employees are inspired to go that extra mile; the destinations see significant economic benefits; and, of course, the delegates themselves enjoy a once-in-a-lifetime experience that they will never forget," Ms Lewis-Smith said.

"Corporate incentive events make a vital contribution to our visitor economy, and offer the chance to showcase the very best our State has to offer. They also create a valuable opportunity to further strengthen ties with our friends in Asia."

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