

RedBalloon and Vivid Sydney collaborate to showcase NSW experiences

MEDIA RELEASE

20 March, 2017 RedBalloon and Vivid Sydney

collaborate to showcase NSW experiences Australia's leading online experience retailer and home of 'things to do', RedBalloon, is excited to be working with Destination NSW to promote Vivid Sydney experiences during the festival of light, music and ideas. RedBalloon CEO Nick Baker said it's the first time RedBalloon has worked with Destination NSW to develop a diverse range of exclusive and exciting Vivid Sydney and tourism related experiences, within the city and surrounding regions. "We are really excited to be working alongside the Vivid Sydney team and over the past few months, the RedBalloon team have been developing, sourcing and curating the best tours and activities to help people experience the best of Vivid Sydney," Mr Baker said. "RedBalloon has developed and curated a range of experiences showcasing 'things to do' across Sydney and surrounds, to encourage tourists and locals to explore all this great State has to offer, and to really maximise their time here during Vivid Sydney. "There are hundreds of experiences in the range, including a 'Dance Floor in the Sky' where people can dance atop the Sydney Harbour Bridge; exclusive Black Ops helicopter flights; as well as walking tours, dining experiences and harbour cruises." Vivid Sydney is the world's largest festival of light, music and ideas and is owned, managed and produced by Destination NSW. Destination NSW Chief Executive Officer and Executive Producer of Vivid Sydney, Sandra Chipchase, said the festival is a significant driver of visitation to NSW. "A record 2.31 million attendees came to Vivid Sydney last year including more than 184,000 domestic and international visitors who travel to experience Vivid at night and the city's attractions by day," Ms Chipchase said. "Vivid Sydney is also an important event for Regional NSW with many of the festival's visitors travelling onwards to Regional NSW. "We're delighted to be working with RedBalloon to offer visitors an exciting range of experiences to make the most of their time in NSW and to showcase Sydney and the surrounding regions, including the Hunter Valley and Blue Mountains. "We want people to come for the lights and stay for the sights," she said. RedBalloon's Vivid Sydney experience range includes 225 experiences at the time of the festival's program launch on 14 March, with more experiences being added daily. Experiences and itineraries include family-friendly excursions; Sydney's iconic sights and landmarks; dining and accommodation; as well as suggested road trips to help people soak up the best Sydney has to offer. To browse the range or book an experience, go to redballoon.com.au. RedBalloon Experience Itineraries: Family-friendly itinerary: <https://www.redballoon.com.au/itineraries/vivid-sydney/family-friendly-things-to-do> Iconic sights itinerary: <https://www.redballoon.com.au/itineraries/vivid-sydney/iconic-sights-sydney> Eat. Play. Stay. Itinerary: <https://www.redballoon.com.au/itineraries/vivid-sydney/eat-drink-stay> 2-day road trip itinerary: <https://www.redballoon.com.au/itineraries/vivid-sydney/greater-blue-mountains> View the full range of RedBalloon Vivid Sydney Itineraries here: <https://www.redballoon.com.au/itineraries/vivid-sydney> - ENDS - ABOUT REDBALLOON RedBalloon.com.au is Australia's most awarded online experience retailer and home of 'things to do'. RedBalloon has sold almost 3 million experiences since it was established in 2001. Today it offers more than 3500 unique experiences from more than 1000 providers across Australia and New Coles, Woolworths, Big W, Australia Post, Target, Kmart and Officeworks. Visit redballoon.com.au for more information. ABOUT VIVID SYDNEY Vivid Sydney is the world's largest festival of light, music and ideas. From 26 May to 17 June, 2017, the event will transform the Harbour City into a colourful creative canvas. Now in its ninth year, Vivid Sydney is owned, managed and produced by Destination NSW, the NSW Government's tourism and major events agency. Vivid Sydney features large-scale light installations and projections (Vivid Light); music performances and collaborations (Vivid Music including Vivid LIVE at the Sydney Opera House); and creative ideas, discussion and debate (Vivid Ideas); all celebrating Sydney as the creative hub of the Asia-Pacific region. For more information visit vivid Sydney.com. Further Information: Gemma Dodd, gdodd@porternovelli.com.au / 02 8987 2121 / 0410 309 760

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