

NSW LAUNCHES NEW \$10MILLION TOURISM CAMPAIGN

30.10.2021



The NSW Government has launched a \$10 million tourism campaign to be introduced ahead of international travel restrictions in November. The campaign comes after nearly two years of downturn in the economy due to COVID. Marketing will be seen on TV, social media, billboards and also in print. Last week the Premier Dominic Perrottet announced that fully vaccinated people from overseas would be able to travel in NSW and would not have to quarantine for 14 days. All this is to commence as of the 1 November 2021. Fully vaccinated people would be able to travel throughout NSW but the unvaccinated would have to wait until December. This will be a bonus especially for all the year 12 students. To date 93% of people 16 and over have had their first dose of vaccine and 84.4% are fully vaccinated.

Hubert Blaszczyk