



EMBARGO: Monday 15 June 2009

**Showbiz Announced As The
'Official Travel & Off-Site Hospitality Packaging Partner'
For The Spectacular
2010 Edinburgh Military Tattoo**

Showbiz has been appointed as the Official Travel and Off-Site Hospitality Packaging Partner for the *Edinburgh Military Tattoo – Celebrating 60 Years of Valour, Mateship, Glory* to be held in Sydney in **February 2010**.

Leo Schofield, Creative Director of the Edinburgh Military Tattoo said, "We're delighted that Showbiz has once again been engaged as an official packaging partner for this fantastic event. This new production will be the biggest ever staged in the event's six decade history."

The return visit – which is exclusive to Sydney – follows the resounding success of *The Edinburgh Military Tattoo – A Salute to Australia* in 2005 which brought with it over 22,000 visitors to NSW. It is produced by the Edinburgh Military Tattoo in association with the Sydney Cricket and Sports Ground Trust and supported by Events NSW.

Craig McMaster, CEO of Showbiz said, "This exclusive deal is fantastic news for the tourism industry as our Stay & See® Hotel Packages will attract more interstate and international visitors to Sydney and NSW. The Edinburgh Military Tattoo will be an event of significant cultural and commercial importance, and is expected to deliver an equally significant economic benefit of more than \$15 million through tourism to the state of NSW," McMaster said.

The Edinburgh Military Tattoo, the world's most famous spectacular, will visit Australia in February 2010 as part of its 60th anniversary celebrations. Over 1500 performers including military bands, pipes and drums and supporting performers will take part in this extraordinary event - the biggest in the Tattoo's sixty year history. The central theme will be a celebration of the close relationship between the Australian and British Defence Forces who have fought alongside each other in numerous conflicts.



"The *Edinburgh Military Tattoo – Celebrating 60 Years of Valour, Mateship, Glory* is a headline international event - which is fantastic news for Sydney and NSW. It will help secure jobs and stimulate direct investment into NSW. I am delighted to welcome it back to Sydney for 2010," said **NSW Premier, Nathan Rees**.

As the Official Travel and Off-Site Hospitality Packaging Partner, Showbiz has an exclusive presale period for Stay & See® hotel packages, and Off-site Dinner & Show and Hospitality packages in addition to receiving preferential ticket allocations.

Stay & See® packages provide a one-stop-shop for patrons from outer Sydney, regional NSW, or those who fly in from interstate or overseas. Showbiz has negotiated great hotel rates and provides a wide range of packages to cater for all tastes and budgets.

Exclusive to Showbiz, Stay & See® Hotel Packages and Off-Site Dinner & Show and Hospitality Packages will be on sale from Tuesday 16 June, PRIOR TO THE GENERAL PUBLIC RELEASE ON 6 JULY 2009.

To book, call Showbiz on 1300 TATTOO or visit www.showbiz.com.au

For further media enquiries only:

Alice Collins - Insight Communications

Phone: 02 9319 3844 Email: alice@insightcommunications.net.au

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