

MEDIA RELEASE



For Immediate Release

Contact: Hanim Shukor
Tel: 603 8318 4979 ext 122
Fax: 603 8319 6101
Email: hanim@holidaycity.com

Sydney on Show at Vivid Sydney

Sydney comes alive as thousands flock to witness a celebration of music, ideas and light at Vivid Sydney.

HolidayCity.com – Vivid Sydney, a celebration of ideas, music and light, is back to illuminate the city of Sydney from 27 May to 21 June 2010. The event is expected to attract thousands of spectators and could very well exceed last year's inaugural attendees that were estimated at more than 200,000. Developed by the Government of NSW through Events NSW together with the City of Sydney and Sydney Opera House, Vivid Sydney is touted to be one of the largest festivals of its kind in the world. Sydney hotels are expected to record higher room occupancy to cater to the local and international visitors.

Once again, the main focus of the entire festival is on the Sydney Opera House with the lighting of the sails, turning the iconic building into a gigantic canvas of art. And for two weeks, visitors would be entertained by some of the world's renowned artists and performers representing all genres at Vivid LIVE. Curated this year by Lou Reed, the acclaimed American rocker and Laurie Anderson, spectators can expect an eclectic concoction of creative ideas that would differentiate it from any other musical concert. Other attractions during the festival include Macquarie Visions, Fire Water, X Media. Creative Sydney and Song Summit Sydney which is a conference that brings together local and international songwriters and other music industry players.

Lee Lai Huat, CEO of HolidayCity.com, and an avid music fan, said, "Vivid Sydney offers a fantastic opportunity to experience the city. The must-see venue would certainly be the Sydney Opera House that would turn into a huge work of art. The festival is also a god-send for all music fans with internationally acclaimed artists expected to turn the whole event into one huge party." He went on further to remark, "Do check out the other events such as Creative Sydney and Fire Water at Campbell's Cove. For your Sydney accommodation, head on to HolidayCity.com for the best discounts on room rates."

HolidayCity.com offers attractive rates at the following Sydney hotels and many others:

Hotel Ibis World Square Sydney (3 star)
Starting rate from AUD99

Hotel Ibis Sydney Darling Harbour (3 star)
Starting rate from AUD112

Oaks Goldsbrough Apartments Sydney (4 star)
Starting rate from AUD139

The Menzies Sydney Hotel (4 star)
Starting rate from AUD146.63

Four Points by Sheraton Darling Harbour Sydney (5 star)
Starting rate from AUD198.13

About HolidayCity.com

HolidayCity.com offers online hotel bookings for more than 20,000 hotels in 900 destinations. Our customers are assured of great rates all year round, broad accommodation range, easy-to-use websites and friendly customer service 24-7, together with thousands of hotel reviews from our guests. For more great deals for Sydney hotels, go to <http://www.holidaycity.com/sydneyhotels/> . Also check out <http://www.holidaycity.com/> for more deals you can't resist as well as amazing promotions at <http://www.holidaycityeurope.com/>.