

**MEDIA RELEASE**

**“Government to be applauded for taking events tourism seriously” – TAA  
praises NSW Government’s budget boost for tourism**

15 February 2015: The announcement today by the NSW Government of an additional \$123.35 million for tourism and major events spend is recognition of the power of tourism to grow jobs and income for the State, says Tourism Accommodation Australia (TAA).

The 25% increase in the budget to over \$643 million spend over four years will include.

- \$73.25 million more to make Sydney the number one destination for major events, including \$22 million for more events in Western Sydney;
- \$40.6 million more to grow regional tourism; and,
- \$9.5 million more to target overseas visitors from priority international markets.

“It has taken a long time for Governments to understand the substantial impact that events, conferences and exhibitions can deliver to the economy,” said Tourism Accommodation Australia (TAA) Acting CEO, Carol Giuseppi.

“The impact of the recent Asian Football Cup on cities such as Sydney and Newcastle was substantial, while the latest research from Tourism Research Australia shows that business events visitors make the highest contribution to overnight visitor expenditure.

“The NSW Government demonstrated their commitment to the tourism sector emphatically with the decision to rebuild Sydney’s convention and exhibition centre, and they will now support that with extra funds to bid for substantial tourist, sporting and business events.

“The new investment will particularly benefit Western Sydney, which now has world-class venues and new or expanded hotels to support the hosting of conferences and events.

“We are encouraged by the commitment to attract more events and conferences to regional NSW, because while Sydney’s hotel and tourism venues have performed strongly in recent years, many areas in regional NSW are in need of considerable stimulus.

“We look forward to tourism industry involvement in implementing the regional business events strategy.”

**About TAA**

*Tourism Accommodation Australia (TAA) represents the interests of the 24 Australian Accommodation Chains and over 800 individual members in the Hotel, Serviced Apartment, Integrated Resort, Motel and Vacation Ownership sectors. Servicing owners, operators, managers, franchises and other industry stakeholders, TAA is a division of the Australian Hotels Association, a federally registered organisation of employers representing hotels since 1836.*

For further information:

Carol Giuseppi,  
Acting CEO & NSW Director, TAA  
Tel: +61 2 8218 1816  
Mob: 0403 452 177  
Email: [carol@tourismaccommodation.com.au](mailto:carol@tourismaccommodation.com.au)

Peter Hook  
Communications Manager, TAA  
Tel: +61 407 462213  
Email: [peter@tourismaccommodation.com.au](mailto:peter@tourismaccommodation.com.au)