

MEMBER RELEASE

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TOURISM BOOST FOR WESTERN SYDNEY

Tourism Accommodation Australia (TAA) has welcomed the release of the State Government’s Western Sydney Visitor Economy Strategy, with TAA CEO Carol Giuseppi saying it will give a “much needed boost to the visitor economy in that region.”

NSW Tourism and Major Events Minister Adam Marshall announced the new plan to drive future visitor growth in Western Sydney in Parramatta yesterday afternoon. It follows a lengthy consultation process involving TAA.

“The Western Sydney visitor economy has seen huge growth in recent years,” Ms Giuseppi said.

“In 2016 alone, international visitation grew by 23% and overall visitor nights grew by 16% to more than 21 million – this includes two million visitor nights in hotels, motels and serviced apartments, an increase of 29% on 2015.

“It is great to see the State Government officially recognising the importance of the visitor economy to Western Sydney.

“In particular, TAA congratulates Tourism and Major Events Minister Adam Marshall on the development of concrete action for this important region – including nine strategic directions supported by a Memorandum of Understanding – as well as the provision of necessary seed funding.

“TAA looks forward to working closely with both the Western Sydney Business Chamber on the audit of the visitor economy and the Western Sydney Business Connection on the rollout of the marketing campaign.”

Ms Giuseppi said it was particularly pleasing to see the importance of “improving hospitality skills to support growth” recognised by the State Government.

“The combination of the above elements, together with the continued expansion of corporate businesses into Western Sydney will enable that area to capitalise effectively on the significant Government spend on infrastructure over coming years.”

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