

## Western Sydney tourism to ‘take off’ with confirmation of Badgerys Creek Airport

13 December 2016: Confirmation by the Federal Government of Stage 1 of the Badgerys Creek airport will deliver the most significant tourism boost for western Sydney since the establishment of the Sydney Olympic Park tourism and events precinct in the 1990s, says Australia’s peak accommodation body, Tourism Accommodation Australia (TAA).

The announcement of the ‘green light’ for Badgerys Creek airport comes at a time of a new wave of hotel development in Western Sydney, with over 1000 new rooms – including 5-star hotels – scheduled for opening over the next five years.

“The new airport will be an economic game-changer for western Sydney, and both the Federal and NSW State governments deserve congratulations for their recognition of the value of tourism investment to western Sydney,” said TAA CEO, Carol Giuseppi.

“The key to a successful tourism development strategy is that it needs to be integrated. In this case, a major tourism infrastructure project such as Badgerys Creek Airport is being complemented by expansion of hotel and conference/events facilities, and a commitment by the State Government to prioritise jobs and economic growth in the region.”

Ms Giuseppi said the accommodation expansion had already begun with the extension of the region’s original pace-setting hotel, the Parramatta Parkroyal, and the opening of Meriton’s Altitude complex.

“This year has been a golden one for western Sydney’s tourism, with the announcement of prestigious hotel projects such as the Four Points by Sheraton, QT Parramatta and Crown’s Skye apartment,” said Ms Giuseppi.

“The Baird Government confirmed a number of important initiatives such as the expansion of Parramatta Stadium, investment in transport, the relocation of government offices and a major events strategy, which should ensure the tourism boom in western Sydney is sustainable.

“The inability to grow air capacity significantly at Mascot has made the Badgerys Creek project even more imperative, and to ensure that it fulfils its maximum potential, we believe it is essential that the project should include a fast-train service to Parramatta and Sydney. It will ensure the airport is an attractive entry point for business and leisure travellers.

“One of the biggest issues facing the hotel industry at the moment is access to staff, and the establishment of world-class hotel brands in western Sydney will encourage more young people to start and develop a career in hospitality, without the need to move from western Sydney.”

### **About Tourism Accommodation Australia**

*Tourism Accommodation Australia (TAA) represents the interests of Australia’s accommodation chains and 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**

CEO, Tourism Accommodation Australia

Tel: +61 403 452 177

Email: carol@tourismaccommodation.com.au