

MEDIA RELEASE

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NSW TOURISM BOOM BACKED BY INVESTMENT AND INNOVATION: TAA NSW

As much of NSW heads off on its summer break, the latest tourism figures reveal across the board growth in visitor nights across the state; with numbers now approaching the magic 100 million mark.

The National Visitor Survey (NVS), released today, reveals visitor nights in NSW have surged 7.1% in the year to September 2017, including growth of 4.4% in regional areas.

Tourism Accommodation Australia CEO Carol Giuseppi welcomed the record growth, particularly in the regions.

“Off the back of these figures we can clearly see regional NSW will be a holiday destination for increasing numbers of tourists this Christmas/New Year period,” she said.

“It is great to see so many people choosing to stay in hotels across NSW – a total of 10.8 million visitors staying 24.8 million nights.

“These figures show consumers are responding positively to the recent wave of investment and innovation in many of our hotels.”

Ms Giuseppi welcomed the strong tourism focus at the state level.

“The growth has come from a significant commitment by the NSW Government to the visitor economy over the past six years, with \$193 million invested in 2017/18,” she said.

“During this period we have also seen the Government commit to major infrastructure developments such as the International Convention Centre, which have positioned Sydney as a global city.

“The growth in regional visitor nights is a strong testament to the renewed focus and investment in driving visitation to regional NSW, with Destination NSW developing a range of regional campaigns to showcase the wonderful product across the state. It is important to continue to build the momentum to increase the potential of the visitor economy in NSW.”

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. www.tourismaccommodation.com.au

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