

MEDIA RELEASE

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**TAKE ACTION ON THE NIGHT-TIME ECONOMY TO RESTORE SYDNEY'S
REPUTATION**

The State's peak accommodation body, Tourism Accommodation Australia, has warned a Parliamentary Committee action needs to be taken to restore Sydney's reputation as an international city.

TAA NSW CEO Michael Johnson told the *NSW Parliamentary Inquiry into the Night-Time Economy* the city's international standing was being damaged by the package of "lockout laws" introduced in 2014.

"TAA is very much focused on the future development and growth of the accommodation sector in this state," Mr Johnson told the committee on Friday.

"We seek to ensure NSW remains the premier state when it comes to tourism. As a state we frequently top the charts in the international and domestic visitor surveys, however, reports from our members suggest our reputation is being damaged by the so-called "lockout laws" and their impact on the night-time economy.

"There is real concern in the accommodation sector over the impact of these measures. We directly compete with other states and countries and the poor reputation of our night-time economy means we are simply giving business away.

"By implementing strict measures in 2014 Sydney's reputation as a global city has been compromised – this needs to change."

Mr Johnson made the following recommendations:

- Increase public transport options at night
- Enhance late-night trading and diversify offerings
- Remove the regulations on the Sydney CBD and Kings Cross
- Increase visible security
- Run additional education campaigns
- Establish a task-force responsible for NTE enhancement

"We have the opportunity, if we all work together, to get it right and set the highest standard for the night-time economy," Mr Johnson said.

TAA is the peak industry association representing hotels, motels and serviced apartments in NSW's \$8b accommodation sector.

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