



**MEDIA RELEASE**

**Monday, 10 February 2020**

**TOURISM ACCOMMODATION AUSTRALIA (TAA) NSW BACKS NEW  
\$10M REGIONAL TOURISM CAMPAIGN**

The head of the state's leading tourism accommodation body, TAA NSW CEO Michael Johnson has praised the State Government's new \$10m package which aims to boost tourist visits to hard-hit regional areas.

"There's no doubt regional and rural areas of the state are struggling – first the drought then the devastating bushfires have wrought havoc in large parts of NSW," Mr Johnson said today.

"The Government's \$10million Tourism Recovery package will provide some immediate relief and encourage travellers to book a local getaway, which will benefit tourism operators and businesses in areas like the South Coast, Hunter and Blue Mountains.

"TAA NSW had direct input into developing this package as a first step in helping the industry get back on its feet - and I congratulate NSW Tourism Minister Stuart Ayres on this great initiative.

"The message is simple - "Now's the Time to Love NSW" - and we encourage as many people as possible to take that day trip or book that weekend away to support regional tourism businesses and save local jobs.

"Get involved in the #RecoveryWeekend campaign – take pics of some of our amazing tourist sites and post on social media and help get regional NSW on its feet again."

**Media Contact: Jason Bartlett 0433 95 46 57**