



## **MEDIA RELEASE**

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### **BORDER OPENING A 'STATE OF ORIGIN' WITH TWO WINNERS!**

The opening of the Queensland/NSW border will boost tourism accommodation areas on both sides of the border - especially in the last week of school holidays, the nation's peak accommodation body said today.

Tourism Accommodation Australia CEO Michael Johnson said the border opening would make a real difference to the struggling accommodation industry in NSW and QLD.

"The border opening comes at the perfect time to allow NSW holiday makers in particular to head north into the sunshine state for the last week of school holidays," he said.

"The opening up of interstate travel will boost areas in Queensland heavily reliant on tourism such as Cairns, the Gold Coast and Sunshine Coast. It will also provide a welcome boost to tourism areas in NSW like Byron Bay and Ballina.

"These areas have been doing it tough in the last few months and staff in both states are keen to welcome travellers from over the border.

"This really is a state of origin with two winners."

Mr Johnson said the border opening would also go a long way towards freeing up the important business travel market between Sydney and Brisbane.

"Business travel will now start to flow freely between those two capitals for the first time in months," he said.

Mr Johnson said the closure of the NSW/Victoria border earlier this week would obviously have an impact on visitor numbers to QLD and NSW.

"Victoria represents 16% of domestic visitor nights for Queensland and as such recovery for tourism and the accommodation sector is still going to be slower with the COVID crisis in Victoria," he said.

"It goes to show how fast-moving and dangerous this situation is. It also shows the real need to extend JobKeeper into next year to ensure our struggling hospitality and accommodation sector can hold onto as many of our valuable staff as possible, as long as possible, while we deal with the health impact of COVID-19.

"The industry has a long and uncertain future ahead and that is why JobKeeper needs to be retained and extended."

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