

**MEDIA RELEASE**

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## **TAKE A “STAYCATION” OR ROAD TRIP AND SUPPORT THE STRUGGLING TOURISM SECTOR**

A state government push for Sydney “staycations”, NSW road-trips and for people to support local tourism businesses could not have come at a better time, the head of NSW’s peak tourism accommodation group said today.

Tourism Accommodation Australia NSW CEO Michael Johnson said there’s never been a better time to see all NSW has to offer its own residents.

“The accommodation sector has been on its knees for six months now, and we are obviously not expecting to see international tourism return any time soon,” he said.

“With school holidays just around the corner it is great to see Minister for Jobs, Investment and Tourism Stuart Ayres doing all he can to promote local tourism experiences.

“With no international tourists and the on-going state border closures, there really has never been a better time for locals to experience all the premier state has to offer, whether that involves a road trip to one of our great regions or a “staycation” closer to home.

“Sydney hotels in particular have plenty of available rooms with occupancies well below the 20% mark - so get out there and treat yourself to a night in one of our great hotels or dinner in one of our fine restaurants. Not only will you be having a world-class experience right on your own doorstep, you will be helping to keep jobs in our struggling sector.”

Mr Johnson said some regional areas like Byron Bay, the South Coast, Blue Mountains and Hunter were starting to see intrastate travellers return – and school holidays would boost that further.

“These are small green shoots only but it is good to see that with COVID-safe plans fully in place, regional hotels are starting to see a return in traveller numbers – but there’s a long way to go and we certainly need all the support from NSW travellers and the Government as we can get,” he said.

The State Government and Destination NSW have released two new apps – [www.lovensw.com.au](http://www.lovensw.com.au) and [www.sydney.com](http://www.sydney.com) to help locals plan tourism escapes closer to home.

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