

MEDIA RELEASE

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KICKSTARTING THE EVENTS SECTOR

The state's leading tourism accommodation body has welcomed a new brand campaign aimed at attracting business visitors back to the ailing Sydney CBD.

Tourism Accommodation Australia NSW CEO Michael Johnson said the 'It's got to be Sydney' campaign led by BESydney will play a critical role in getting the lucrative conference and events business back into the CBD in 2021.

"Business events are highly lucrative for accommodation hotels in Sydney with domestic and international overnight business visitors spending an average of \$222 per night - nearly double overnight leisure visitors," said Mr Johnson.

"This campaign is a great way to build momentum and get businesses thinking about where they will hold conferences and events once state borders open up.

"It is important we remind businesses of the huge benefits Covid Safe face to face conferences and events have for participants and the wider economy.

"We need to get meetings off Zoom and people out from behind their desks and back into our hotels as soon as we can.

"Regional areas like the Blue Mountains, Byron and Hunter are starting to experience larger tourist numbers but the Sydney CBD and greater western Sydney accommodation sectors remain crippled.

"Anything we can do to promote Sydney and greater Sydney needs to be done as soon as possible, with mid-week room occupancy rates in these areas well under 20 percent for months now."

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