

**MEDIA RELEASE**

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## **NSW TOURISM PLAN SETS PATH FOR STRONG RECOVERY**

Tourism Accommodation Australia (TAA) has welcomed the NSW Government's new plan to boost the state's visitor economy and help bring the accommodation sector back from the brink.

TAA CEO Michael Johnson said the revised *2030 Visitor Economy Strategy* takes into consideration the impact of the 2020 summer bushfires and the ongoing damage inflicted by COVID-19 restrictions on NSW tourism.

Mr Johnson said the unpredictable nature of the last 12 months has inflicted great damage on hotel and tourism operators across the state.

"The recovery ahead will be long and difficult but will certainly be made easier with a strong plan and a clear vision for the rebuilding process," Mr Johnson said.

"With international borders to remain closed in the foreseeable future it is reassuring the strategy includes an immediate focus on growing visitation from the domestic market."

"The uncertainty around state borders is still playing havoc with interstate visitor numbers, but hopefully dropping case numbers and the vaccine rollout will create more consumer confidence."

Mr Johnson said the strategy highlights the strengths of NSW as a destination.

He said it includes a major Sydney rebranding process, a focus on delivering key events and encouraging more investment in visitor infrastructure, all of which will position the state's visitor economy to rebound strongly.

"We commend the Government and Destination NSW for developing such a robust plan that addresses the current challenging period and the return to pre-Covid and future growth," he said.

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