

Wednesday, February 3 2021

## **ONGOING SUPPORT TOP OF THE AGENDA FOR TAA NSW BOARD**

Ongoing government support for struggling CBD hotels was top of the agenda when the board of the state's top tourism accommodation body, Tourism Accommodation Australia NSW held its first meeting for 2021.

TAA NSW CEO Michael Johnson said the focus of the board meeting, held yesterday at the Hyatt Regency Sydney, was the plight of hotels in Sydney, Greater Western Sydney and border regions.

"With Jobkeeper set to end in March our focus is to secure tailored on-going support for from government for those areas of our industry that are still in deep trouble," said Mr Johnson.

"While many regional areas have managed to bounce back, Sydney CBD and western Sydney hotels are operating at less than 10 per cent occupancy and it is just not sustainable.

"These businesses need ongoing help and they need to know as soon as possible so they can plan."

The board also discussed how ongoing border uncertainty was slowing recovery.

"Our hotels are wholly reliant on domestic travellers at the moment and the lack of consistency around border rules is propagating fear amongst travellers," Mr Johnson said

"Every time a state institutes a new border restriction, people cancel or delay booking a holiday. This ad-hoc approach is stifling any chance of a domestic lead recovery," he said.

After the meeting TAA NSW hosted the 2021 TAA NSW Chairman's drinks for more than 100 GMs, sponsors and key stakeholders at the rooftop Zephyr Bar at the Hyatt Regency.

Guests included Minister for Jobs, Investment, Tourism and Western Sydney, Stuart Ayres MP, Minister for Police and Emergency Services, David Elliott MP and Shadow Minister for Investment and Tourism, Jenny Aitcheson MP.

"Whilst business sentiment is challenging, it was encouraging to see the hotel industry come together to kickstart the new year," said Mr Johnson.

"Minister Ayres really captured the spirit of the night when he told guests that despite the hardships we have suffered, good public policy has left NSW in one of the best positions of perhaps anywhere in the world to quickly bounce back from this pandemic and return to prosperity."

**Media Contact: Craig Vaughan 0423 796 382**