

MEDIA RELEASE

Wednesday, 3 March 2021

SYDNEY HOTEL OCCUPANCY RATES LANGUISH AT UNDER 35%
AS GMS MEET

Sydney's top accommodation hotel general managers were told occupancy rates across the CBD are still hovering around the 35% at a special gathering at the QT Sydney early yesterday morning.

A number of Sydney GMs and Director of Sales Managers attended the Tourism Accommodation Australia NSW function, hosted by TAA CEO Michael Johnson and featuring keynote speakers' City of Sydney CEO Monica Barone and Carnival Cruise Line Australia VP and GM Jennifer Vandekreeke.

Mr Johnson said no one in the industry would be impressed with occupancy rates in the CBD hotels remaining open struggling to break the 35% mark.

"I don't need to remind you many NSW hotels, particularly Sydney hotels, had a terrible 2020 and if the first few months of this year are any indication, things are not going to get better in a hurry," he said.

"Rest assured we have been working closely with Government, sending weekly stats, reiterating the need for on-going support as recovery is slow – particularly with on-going CBD shutdowns and domestic border closures, and of course, no international tourists."

Ms Barone praised the group for the "great contribution you make" during the "difficult time you are facing."

She said the industry was resilient and broadly outlined the City of Sydney's vision for the CBD as the heart of Australia's international city.

Ms Vandekreeke, Australasian Vice President for the world's biggest cruise line, outlined the challenges facing the cruising sector, which she said was normally worth \$4.7b to the national economy.

She said the industry would come back strongly from the challenges of COVID, and also made the point that a third cruise terminal in Sydney would see a big increase in the number of passenger days, saying "we are definitely pushing for that."

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