

## **MEDIA RELEASE**

### **Tourism Accommodation Australia welcomes former TAA Chair's appointment as new Tourism Australia Chair**

17 September 2015: The former Chair of Tourism Accommodation Australia, Tony South, has been elevated to the Chair of Tourism Australia, replacing Geoff Dixon, who completed his term on 30 June.

Chair of Tourism Accommodation Australia (TAA) and former Federal Tourism Minister, Martin Ferguson, said the industry would benefit greatly by Tony South's appointment.

"It is particularly encouraging that Tourism Australia should appoint a Chair with Tony's breadth of experience and knowledge in the accommodation sector," said Mr Ferguson.

"He has considerable experience managing international hotel groups in both Australia and in Asia, and played a key role in establishing TAA as the country's peak accommodation industry body.

"Australia is undergoing the most substantial and profound hotel expansion in over two decades, and it is important that this new supply be matched with a strong and competitive tourism promotion strategy.

"The development and upgrading of Australia's hotel stocks was a key priority of the Tourism 2020 objectives, which were announced during my period as Federal Tourism Minister, and the hotel sector is committed to working closely with Tourism Australia to continue to deliver an enhanced product experience for domestic and international visitors in the future.

"It is important that the industry works together to create a supportive environment to justify the significant investment being made to develop Australia's hotel infrastructure. It is a very exciting era for Australian tourism and it is encouraging to have an industry professional of Tony's calibre heading up Tourism Australia."

The Board of TAA extended their congratulations to Tony South on his appointment.

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