

**MEDIA RELEASE**

**Wednesday, 29 August 2018**

**ACCOMMODATION SECTOR WELCOMES VISITOR ECONOMY ACTION PLAN**

Tourism Accommodation Australia (TAA) NSW CEO Carol Giuseppi said today's release of the new Visitor Economy Industry Action Plan (VEIAP) 2030 demonstrated the State Government's strong commitment to growing the tourism sector, particularly in regional areas.

The VEIAP was announced by NSW Tourism and Major Events Minister Adam Marshall this morning.

It aims to triple overnight visitor spending with a new target of \$55 billion for the state by 2030.

The plan also includes targets for regional NSW for the first time (\$25b by 2030).

"Today's release of the Visitor Economy Industry Action Plan shows the Government fully appreciates the importance of the NSW visitor economy and recognises that it will continue to evolve and grow over the next decade," Ms Giuseppi said.

"It builds on the considerable investment and successes achieved since the release of the initial plan back in 2012, which marked a turning point in visitor economy growth in NSW.

"We look forward to continuing to work with Government on the implementation and development of the plan."

*Tourism Accommodation Australia (TAA) represents the interests of Australia's accommodation chains and individual members in the hotel, serviced apartment, integrated resort, motel and vacation ownership sectors. Servicing owners, operators, managers, franchises and other industry stakeholders, TAA is a division of the Australian Hotels Association, a federally registered organisation of employers representing hotels since 1836. [www.tourismaccommodation.com.au](http://www.tourismaccommodation.com.au)*

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