



MEDIA RELEASE

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PEAK ACCOMMODATION BODY WELCOMES LABOR'S TOURISM PLAN

Tourism Accommodation Australia (TAA) has welcomed today's release of the Federal Opposition's tourism policy as a comprehensive package of "common-sense" measures.

TAA Acting CEO Bradley Woods said Labor's 'Plan for Tourism' would help deliver long-term growth for the tourism sector under a Shorten Labor Government.

"In particular, we welcome Labor's strong commitment to consultation with industry - and we look forward to being involved in on-going policy development and in helping deliver a Tourism 2030 strategy if Labor is successful Saturday," he said.

"We have also been pushing some time for visa reform and we welcome Labor's commitments to keeping Australia competitive on that front.

"TAA is also pleased to see acknowledgement of the need to 'level the playing field' when it comes to price parity, so Australia's accommodation providers would be able to actually set their own prices so they can compete with the huge multi-national run booking sites."

Mr Woods welcomed Labor's plan for more training opportunities and career development for the sector.

"This is something we have been advocating on behalf of our members – Labor's common-sense approach unlocks greater training opportunities for Australians while targeting work visas to those areas genuinely in need," he said.

Mr Woods said other welcome aspects of Labor's tourism policy included:

- Investing \$120m in key Tasmanian tourism projects
- Providing a \$25m boost to Tourism Australia for domestic marketing and aviation attraction
- Establishing a First Nations Taskforce to look at opportunities to showcase First Nations culture and history
- Growing regional tourism and supporting business events by investing in research to guide additional investment.

Tourism contributes \$100 billion to the national economy each year and employs almost one million people across Australia.

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