

**MEDIA RELEASE**

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## **HOTELS TO BENEFIT FROM INDIA HOST PROGRAM**

Tourism Accommodation Australia (TAA) has endorsed the Host India program, which has been announced by the Federal Government to help Australian accommodation hotels best cater to the needs of travellers from India.

TAA CEO Michael Johnson said with India being a market of critical importance to Australia's tourism and accommodation industry, it is essential that Australia's hotels are adequately prepared to meet and exceed the expectations of Indian visitors.

"If Australia is to capitalise on tourism growth from one of the largest and fastest growing economies in the world, we need to ensure that we have a comprehensive understanding of our clientele," Mr Johnson said.

"Preparing our accommodation and tourism providers with tailored knowledge is a sound investment that will reap long term benefits."

"The expectations, customs and nuances of travellers vary greatly from country to country – with hotel staff on the front line in terms of communicating with and accommodating the needs of visitors, they must be equipped with the knowledge to ensure guests have the best experience possible."

"We anticipate that many hotels will take the opportunity to participate in the India Host program in preparation for continued growth from the Indian market."

**-Ends-**

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