

MEDIA RELEASE

Wednesday, 29 April 2020

ACCOMMODATION IN SAFE HANDS WITH TAA ON NATIONAL TASKFORCE

Tourism Accommodation Australia (TAA) Chair Martin Ferguson AM will take a seat at the table of the newly formed national “Tourism Restart Taskforce”, representing accommodation hotels as tourism industry leaders chart a course to rebuild Australia’s decimated tourism sector.

Mr Ferguson said TAA will be able to provide strong, experienced representation for Australia’s accommodation industry during what will inevitably be a long road to recovery.

“Australia’s hotels have been heavily impacted for almost six months by both the summer bushfires and the coronavirus outbreak, yet during this time they have played a leadership role in the community, despite incurring heavy financial losses,” Mr Ferguson said.

“From providing crisis accommodation to offering lodging for returning Australians requiring COVID-19 isolation, Australia’s hotels will play a leading role in the recovery of our tourism sector in the same way they have during the crisis.

“TAA is able to provide strong advocacy on behalf of Australia’s accommodation industry, which continues to navigate the most challenging period on record.”

TAA CEO Michael Johnson said the accommodation industry will be central to the recovery of Australia’s tourism sector, but the nature of COVID-19 means the road to recovery will be a long one.

“Until we see a sustained and comprehensive containment of the virus across the world we can expect international travel to be very limited, which will present a long-term challenge to the tourism industry,” Mr Johnson said.

“There are definite opportunities to grow Australia’s domestic tourism and TAA is proud to be the leading advocate for Australia’s accommodation hotels as we look to explore short and medium term options to get our tourism industry back on its feet.

“As the only authoritative voice for Australia’s hotel sector, TAA looks forward to working with ACCI and other leading tourism bodies to ensure we put in place measures which will stimulate our tourism industry and in doing so, safeguard the many thousands of jobs who rely on it.”

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