

Wednesday, 15 July 2020

SCHOOL HOLIDAYS A SHOT IN THE ARM FOR REGIONS

Tourism Accommodation Australia NSW CEO Michael Johnson said a school holiday driven “mini-boom” in domestic tourism has been a shot in the arm for many struggling regional accommodation hotels.

Mr Johnson said it was too early to attach an exact dollar figure to the holiday boost, but TAA members in holiday hot spots like the Blue Mountains, Port Macquarie, Orange, Mudgee, Hunter Valley and the Shoalhaven are reporting visitor numbers similar to the busy Christmas holidays.

“In the last six months our regional accommodation hotels have struggled with the fallout from drought, bushfires and the crippling damage done by COVID-19,” said Mr Johnson.

“So it has been great to see NSW residents supporting their own.

“With interstate and international travel disrupted it’s pretty clear the recovery in NSW will depend heavily on intra-state visitors.

Mr Johnson said TAA members were well aware of the heightened risk from COVID-19 outbreaks in Victoria - and more recently parts of Sydney - and were managing the visitor increase appropriately.

“Our members have Covid19 Safety plans in place to manage visitors in a safe way during this period,” he said.

“The industry cannot afford to return to the lockdowns we saw in March and our members are strictly adhering to NSW Health guidelines.”

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