

**Wednesday, 27 April 2022**

### **TEN POUND CAMPAIGN GREAT FOR STRUGGLING SA HOTELS**

Tourism Accommodation Australia National CEO Michael Johnson has welcomed the South Australian government's new Ten Pound Ticket campaign.

Johnson said the initiative, which offers £10 return airfares to Adelaide for young people from the UK and Ireland on a Working Holiday Visa, was innovative.

"The Ten Pound Ticket campaign is clever and I think it will definitely attract more Working Holiday Makers (WHM) to South Australia. It will also support Tourism Australia's WHM campaign currently running in the UK and Ireland."

"It's only for 200 people, so it's a drop in the ocean compared to the tens of thousands of vacant positions hotels and hospitality nationwide, but it's a great example of just how the landscape is changing."

"WHM are in high demand. Many countries around the world are clamouring for them and we have to be smart if we hope to attract these workers to our shores."

"This type of campaign is another great example of how governments can begin to make Australia stand out on the world stage and help bring in the workforce we need to recover."

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