



AUSTRALIAN HOTELS ASSOCIATION

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MEDIA RELEASE

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SUPPORT FOR POST-BUSHFIRE TOURISM PACKAGE

The Australian Hotels Association is voicing its strong support for the \$10 million post-bushfire tourism package that has been announced today by the Federal Minister for Tourism and the Premier of Victoria.

The package is specifically designed to encourage visitors to return to those areas of Victoria that were devastated by bushfires last month.

“Regional hotels are a pivotal part of communities across Australia and never has this been more apparent than during the bushfires in Victoria,” said AHA National Chief Executive Officer, Bill Healey.

“The funding that has been announced will be of great assistance to communities in Victoria that have been affected and, as an integral part of those communities, hotels in those areas will be among the beneficiaries.”

The hotel industry Australia-wide has also been doing its bit to support victims of the bushfires – at last count, our “Red Bucket Appeal” had raised almost half a million dollars.

For further information:

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The Australian Hotels Association (AHA) is the pre-eminent tourism and hospitality industry organisation in Australia. It has around 5000 members operating general and accommodation hotels. It has a national office and branches in each State and Territory. It also has a discrete branch to represent the interests of its accommodation members that covers four and five-star properties.