



AUSTRALIAN HOTELS ASSOCIATION

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MEDIA RELEASE

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TAKE A BREAK IN 2008

The hotel industry is calling on all Australians to take a break in 2008, starting with the upcoming Easter long weekend and school holidays.

The call is designed to help stimulate domestic tourism, which has been relatively flat for some time.

"Statistics show that Australians have around 70 million unused annual leave days," said the AHA's Manager – National Accommodation Division, Hamish Arthur.

"On behalf of the hotel industry, the AHA is strongly advocating that people make plans to take a break this year – even if it is only for one or two days – to reduce some of this stockpile.

"Our message is to get out and about by utilising cheap air fares and/or take a drive in the country and stay a night or three.

"It isn't just the hotel and tourism industries that will benefit – workers who regularly take annual leave are likely to be much more productive than those who don't."

And for those Australians who have already made plans for the Easter weekend and/or the upcoming school holidays, the AHA is urging consumers to take a break in Australia at some other time in 2008.

"Australia is a great place for Australians to take a holiday," Mr Arthur said.

"There are many enticing and diverse destinations within our own country that are superb places to visit."

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 operated by the major chains.