



AUSTRALIAN HOTELS ASSOCIATION

24 Brisbane Avenue Barton ACT 2600 • PO Box 4286 Manuka ACT 2603 • Australia
email: aha@aha.org.au • Facsimile: (02) 6273 4011 • Telephone: (02) 6273 4007
Web: www.aha.org.au

MEDIA RELEASE

28 December, 2008

HOTEL ROOMS ON SALE IN EARLY 2009

Shops aren't the only businesses with post-Christmas sales.

Rooms in many leading hotels are also on special in the next few weeks.

"Once New Year's Eve celebrations are out of the way, luxury rooms in many of Australia's biggest and best hotels are expected to be available at what could be the cheapest rates of 2009," said the AHA's National Corporate Affairs Manager, Hamish Arthur.

"The month of January is traditionally a quieter month for business travel, so many hotels are going to great lengths to entice leisure tourists to stay with them.

"Therefore, the AHA's advice to consumers is for them to keep an eye on hotel and travel websites, book a room or rooms and to take a break within Australia in January.

"If they haven't already, Australians will quickly discover why our nation is continually rated as one of the leading tourism destinations in the world."

By sending this message, the AHA is following the Prime Minister's lead where he has encouraged Australians to keep spending to help minimise the impact of the global financial crisis.

"Many businesses have chosen to close down for longer than normal during the holiday period," Mr Arthur said.

"The hotel industry is urging workers from these businesses in particular to take a break.

"Not only will their time off bring greater enjoyment, they will return to work more refreshed.

"Consumers taking a break also stimulate the economy and at the same time, some of the 121 million days of accrued annual leave that is currently on the books of Australian businesses is used up."

For further information:

Bill Healey
National Chief Executive Officer
0419 627 693

Hamish Arthur
National Corporate Affairs Manager
0407 718 30