



# 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

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## FOR IMMEDIATE RELEASE

30 March, 2009

### AHA: TAKE A SHORT BREAK OVER THE LONG WEEKEND

Media statement from the AHA's National Corporate Affairs Manager, Hamish Arthur, following today's launch of Tourism Australia's "No Leave No Life" campaign to encourage people to holiday in Australia:

"The hotel industry is heeding the call from the Federal Tourism Minister, Hon Martin Ferguson AM MP, to get behind Tourism Australia's 'No Leave No Life' program.

"On behalf of the industry, the AHA is committed to working with the Minister and Tourism Australia to encourage people to use up their accrued leave by taking a break.

"And it doesn't matter how long these breaks are – even a day-trip will benefit tourism and stimulate the economy as a whole, at a time when it really needs it.

"By taking more breaks, Australians will improve their work-life balance, while this will also reduce the leave liability on the books of businesses.

"The global financial crisis is biting hard on small businesses in tourism – indeed small businesses in general – and if Australians start to reduce the 123 million days of leave they currently have accrued, it will be a timely shot in the arm.

"With Easter less than a fortnight away, it is a terrific opportunity for Australians to take a short break over the long weekend."

**For further information:**  
**Bill Healey**  
**Chief Executive Officer**  
**0419 627 693**

**Hamish Arthur**  
**National Corporate Affairs Manager**  
**(02) 6273 4007**  
**0407 718 307**

*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.*