



AUSTRALIAN HOTELS ASSOCIATION

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MEDIA RELEASE

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HOTELS WELCOME NEW TOURISM CAMPAIGN

The Australian Hotels Association has welcomed the announcement of the new Tourism Australia campaign – “Come Walkabout” – and is confident it will provide a much-needed boost to international and domestic tourism.

“The campaign will help raise Australia's international profile at a challenging time for the domestic and international tourism industry,” said AHA National Accommodation Division President, Patrick Griffin.

“Linking the campaign to the new Baz Luhrmann movie ‘Australia’ will ensure maximum international exposure. It will showcase just how much our land has to offer and will reignite overseas and domestic interest in exploring the special places and people that can be found on this vast continent.”

AHA National Chief Executive Officer, Bill Healey said: “The campaign builds on the previous work of Tourism Australia and reinforces Australia's image as more than just a place to visit. It sends a clear message that our land provides unique experiences that can change the way you live your life.

“The campaign reinforces the themes that will run through the movie ‘Australia’. The industry has been provided with a once-in-a-lifetime opportunity to showcase our nation to the world by capitalising on the substantial investment made by 20th Century Fox in promoting what is tipped to be the next great blockbuster movie.”

The world is undergoing significant change and, according the AHA, Australia is well placed to capitalise on the opportunities provided by the significant economic growth that will occur to our north over the next few decades.

“It is estimated that around 750 million Asians will have middle-class incomes by 2020,” Mr Griffin said. “For the first time, our key source markets for visitors will be the same distance from Sydney as they are from Paris, London or New York.”

“The ‘Come Walkabout’ campaign will provide the next chapter in our compelling story and will provide people with the reason to visit Australia. It will entice people to explore and experience what is a unique land forged by people from many cultures.”

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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.