



## AUSTRALIAN HOTELS ASSOCIATION

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# MEDIA RELEASE

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## APEC BENEFITS AUSTRALIA

The hotel industry is disappointed with the negativity that has been expressed about September's Asia-Pacific Economic Cooperation (APEC) Summit in Sydney.

APEC is the biggest international political gathering ever held in Australia and involves a dozen meetings in cities across Australia, from Darwin to Hobart and the Gold Coast to Perth.

The program culminates with the leaders meeting in Sydney.

"The AHA believes it's important the Australian community understands the economic benefit of being the host nation for this event," said AHA Director National Affairs Bill Healey.

"APEC is one of the world's biggest and most important business events, and the hotel industry is embracing it.

"Although there will be disruptions in some cities because of security, we hope all Australians will be accepting of the arrangements given the boost to our international profile that APEC brings."

As well as the extra room nights APEC generates, other businesses where delegates spend money – such as the retail sector – are better off because Australia is hosting the event.

The AHA has also pointed out that planning for APEC has been going on for more than a year and that any problems with it should have been raised a long time ago.

"Sydney has successfully hosted the Olympics and the final of the Rugby World Cup – APEC will again showcase Australia's largest city to the world and re-ignite interest in it hosting major events and high-level business meetings," Mr Healey said.

"Previous experience has shown that the people of Sydney will adjust as long as there is appropriate planning and adequate information made available to them on any changes."

**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.*