



AUSTRALIAN HOTELS ASSOCIATION

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MEDIA RELEASE

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TOURISTS SHOULDN'T BE SCARED OFF BY APEC

Tourists shouldn't shy away from visiting Sydney when the APEC meetings are held in the city early next month.

That's the message from the Australian Hotels Association following news that despite Sydney hosting Asia-Pacific Economic Cooperation (APEC) meetings, many hotels will not be booked out.

"There is a growing perception that visitors from interstate or overseas should avoid Sydney when APEC is on," said the AHA's Manager – National Accommodation Division Hamish Arthur.

"Our feedback from major Sydney hotels is that visitors will be especially welcome during the event – some hotels are discounting room-rates during periods of APEC to attract guests.

"It's important to inform people that hosting APEC does not mean that Sydney will become a 'tumbleweed city'.

"Visitors will still receive a warm welcome from locals and be able to experience one of Australia's great tourist destinations."

Mr Arthur has also played down the impact security arrangements for APEC will have.

"As with any major event, there is a level of disruption, but APEC will only affect a small area of the Central Business District of Sydney.

"In an event, Sydney has a fine track record in adjusting to such change – the 2000 Olympic Games is an excellent example of this.

"Tourists will still be able to climb the Sydney Harbour Bridge and ride a ferry to Manly."

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.