



AUSTRALIAN HOTELS ASSOCIATION

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MEDIA RELEASE

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HOTEL INDUSTRY: DRINK RESPONSIBLY ON GRAND FINAL WEEKEND

Have a great time and if you are consuming alcohol, do so responsibly.

That's the message from the hotel industry as Australians gear up for a big weekend of football in two codes.

The AFL Grand Final will be played on Saturday afternoon, while the NRL Grand Final is on Sunday night and thousands of Australians are expected to converge on hotels to watch the big games.

"Our message to hotel patrons on grand final weekend is to enjoy themselves and to drink responsibly," said AHA Director National Affairs Bill Healey.

"Recent surveys have shown Australians lack awareness about safe drinking practices, therefore this weekend is an ideal time for people to take note of standard drink indicators that feature on the labels of alcoholic beverages.

"The AHA is committed to the goal of the National Alcohol Strategy of creating a drinking culture, not a drunken culture.

"And if you are planning to consume alcohol, then do not drink and drive under any circumstances."

Mr Healey also urged customers who are drinking alcohol to pace themselves and to regularly consume water.

"There will be a terrific atmosphere at hotels this weekend and hoteliers are keen to ensure it isn't spoiled by people who don't drink responsibly," he said.

Pubs across the nation are decorated in the colours of the competing teams, while many hotels have special food-and-beverage deals available to give people an extra incentive to head to their "local" to watch either grand final.

"It's a great Australian tradition that if you can't make it to either of the big games, the next best place to be is at the pub watching all the action on a big screen," Mr Healey said.

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.