



15 March 2017

INVESTMENT IN MARKETING CREATES ACCOMMODATION INDUSTRY JOBS

The accommodation industry is set to benefit from the tourism marketing initiative which has seen many London taxis transformed into mini, moving billboards promoting Australia and the 2018 Gold Coast Commonwealth Games.

The industry welcomes the initiative which comes as new figures are released which show strong growth in the number of international visitors to Australia.

“The Accommodation Association supports the latest efforts by Minister Ciobo to raise awareness about Australia as an international visitor destination in London,” said the Association’s Chief Executive Officer, Richard Munro.

“The battle to capture more of the international visitor market in a place like London is very intense, with the easy and cheaper decision for many consumers in the UK being a short trip to continental Europe or to the United States, both of which are a relatively short flight from London.

“However, having London’s black cabs carrying images of the best Australia has to offer has the potential to convince more locals to spend the extra time and money to visit one of the world’s great tourism destinations.”

The new figures, which show an 11 per cent increase in the number of international visitors to Australia for the year ending December 2016 (to 7.6 million), are found in Tourism Research Australia’s International Visitor Survey.

“There has been strong growth in the number of international visitors from many of Australia’s primary target markets, including China, the US and Japan,” Mr Munro said.

“This is an excellent result and demonstrates the value of government investment in tourism marketing, in particular Tourism Australia which, in turn, creates jobs in the accommodation industry.

“It’s important that bureaucrats in Canberra who are helping to shape the upcoming Federal Budget take this into consideration.”

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**Accommodation
Association
of Australia**

Media Release

The survey showed the number of international visitors from the UK rose 4 per cent for the year ending December 2016.

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