



## MEDIA RELEASE

### Tourism budget boost puts Adelaide 'back in the game'.

The announcement of a \$35 million package to support tourism marketing, conventions and events has been welcomed by the AHA|SA and puts Adelaide and the state very much **'back in the game'**.

The package of \$35 million over two years will allow the expansion of the promotion of South Australia to domestic and key international markets, and will secure new major events and conferences. The additional commitment to further funding for the Santos Tour Down Under and the Fashion Festival is also welcome.

The AHA|SA represents tourism and visitor accommodation properties from regional backpackers through to CBD based international branded hotels, and very much welcomes this funding support because it will ensure current accommodation hotel properties remain viable and prosper, that proposed new accommodation hotel developments (running at four new properties by 2018) proceed and new ones can be attracted to invest in SA.

AHA|SA General Manager Ian Horne said,

“While the building of new Hotels firstly means construction jobs, importantly long term hospitality careers are also created. The economic equation that flows from the establishment of accommodation properties is significant long term through ongoing expenditure of visitors on a range of services and amenities.”

Mr Horne added,

“State Government has invested significantly in taxpayer funded infrastructure such as the Adelaide Oval redevelopment, the expansion and partial replacement of the Convention Centre and the ongoing upgrade of the riverbank precinct. This has been a catalyst for a significant investment in new hotels in the last two years including the IBIS, Quest and Mayfair.”

“However, every other state has been doing the same and also telling the world about it through the provision of substantial marketing funds. This serious injection of funds by the State Government now ensures Adelaide and the State can re-engage. It means at least for the next two years that Adelaide and SA is back in the game!”

**- Ends -**

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