



GRAND PRIX

A BIGGER WINNER FOR TOURISM IN 2013

Melbourne's major accommodation hotels are experiencing close to capacity and their strongest Grand Prix occupancy for many years with increased visitation from interstate and overseas guests.

President of Tourism Accommodation Australia (Vic.), Peter Crinis, stated:

"The increase in additional domestic and international visitors will give a significant boost to the tourism industry and the Victorian economy as a whole".

Not only does the Grand Prix have a strong impact on a hotels economic performance and employment, but also greatly benefits hotel suppliers such as butchers, bakers, fruiterers, florists, laundries, as well as restaurants, airlines, taxis, retailers and more.

"Apart from the direct economic contribution it encourages investment into new hotels and the refurbishment of existing hotels so that Melbourne remains a first class international tourism destination" concluded Peter.

TAA believes the Grand Prix is a great marketing tool both directly and indirectly for Victoria, which can't rely on icons such as the Harbor Bridge, Uluru or the Great Barrier Reef to attract tourist's attention in a competitive and overcrowded market.

With the relatively small marketing funds that Tourism Australia and Tourism Victoria have to promote Australia to an international market, the Grand Prix along with the Australian Open tennis provide Melbourne's major international exposure each year and are the major promoters of the Melbourne brand.

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