



Melbourne Hotels welcome retention of F1 Grand Prix

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Melbourne's major accommodation hotels today warmly welcomed the news, that Melbourne had secured the Formula 1 Australian Grand Prix until 2020. They also congratulate the Grand Prix Corporation and chairman Ron Walker for negotiating another 5 year agreement along with the Premier, Minister and Government for its support of this cornerstone event that has been the foundations upon which Melbourne has developed into the event capital of Australia.

Spokesperson for Tourism Accommodation Australia (Victoria), Darryl Washington, stated:

"Not only does the F1 Grand Prix have a strong positive impact on a hotel's economic performance and employment but it also greatly benefits the hospitality supply chain."

TAA believes the successful staging of the F1 Grand Prix over many years has been significant in attracting other events to Melbourne as well as being 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 tourists' 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 F1 Grand Prix along with the Australian Open Tennis and other events provide Melbourne's with major international exposure each year and are the major promoters of the Melbourne brand.

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