



MEDIA RELEASE
GRAND PRIX 2011 MELBOURNE
WAS A WIN FOR TOURISM

MARCH 2011.... Melbourne's accommodation hotels felt like winners following strong close to capacity occupancy and performance in most hotels, largely due to increased visitation to the 2011 F1 Grand Prix, which continued to attract robust visitation from interstate and overseas guests.

Chairman of the Australian Hotels Association (AHA), Victoria Accommodation division, Peter Crinis, stated,

"The additional visitors from both overseas and interstate, of whom many chose to stay at Melbourne hotels, gave an extra boost to hotels, tourism and the Victorian economy, which has been significant.

Not only did the Grand Prix have a strong impact on hotel performances, but also greatly benefited hotel suppliers such as linen companies, butchers, bakers, fruiterers, florists as well as restaurants, airlines, taxis, retailers and more.

The AHA congratulates the Grand Prix Corporation for staging again, a world class event, along with the Victorian Major Events Corporation and also successive Victorian Governments, for continuing to support the Grand Prix in Victoria, which generated additional employment opportunities for many Victorians over the past week", Crinis.

We welcome the Victorian government's announcement of an economic impact assessment study, to be undertaken by Ernst and Young which, we believe will highlight the many tangible and intangible benefits to Victoria's economy, including the "spin off" effect of additional business generated at other times of the year as a result of the Grand Prix", concluded Crinis.

The AHA national president, John Dickson added "The Grand Prix has been a great marketing tool both directly and indirectly for Victoria, which can't rely on the Harbor Bridge, Ayres Rock, Great Barrier Reef or any other icon to attract tourist's attention in a competitive and overcrowded market.

Also, the relatively small marketing funds that Tourism Australia and Tourism Victoria have to promote Australia to an international market, mean that the Grand Prix is our major international exposure each year and is the major promoter of the Melbourne brand."

Michael Bourne, General Manager of the Hilton Southwharf, concluded,

"Apart from the major contribution to hotels direct business income and bottom line, the international attention major events like the Grand Prix receive also encourages investment in new hotels for Melbourne and provides the economic rationale for existing hotels to renovate, refurbish and enable Melbourne to keep up to world standard.

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