



MEDIA RELEASE

V8 and AFL investments underpin Northern hospitality and tourism industries.

Monday, 14 November 2011

Tasmania's peak hospitality and tourism industry bodies have described criticism about government funding for V8s and AFL Football in Launceston as misguided and undermining the state's economy.

Following another highly successful weekend of V8s in Launceston, the Tasmanian Hospitality Association (THA) and Tourism Industry Council Tasmania (TICT), said today Launceston's well established calendar of major events each year was now underpinning the region's accommodation and hospitality sectors.

"The current scheduling of V8s and AFL games in Launceston ultimately means the region can look forward to packed hotels, full bars, wineries and restaurants over six weekends during the quieter times of the year," THA General Manager Steve Old said.

"We know many of our members look forward to those weekends to get them through the year before the start of the busier tourist season over summer.

"The State Government's relatively small investment each year to secure regular AFL games and V8s to Tasmania generates a far greater return to the state in direct economic activity in our important hospitality and accommodation sectors.

"The V8s alone generated over \$13 million in economy activity over this past weekend, while every AFL game at Aurora Stadium brings in over 5,000 people to the State."

TICT CEO Luke Martin said while criticising sponsorship of football games and car races will always be an easy political score during these lean budget times, critics fail to consider what the broader impact would be if Tasmania lost those events.

"We know it's a tough time and Tasmanians have every right to be carefully scrutinising how the State Government is spending tax-payer's money," Mr Martin said.

"But the fact is the V8s and AFL games at Aurora Stadium are now so in-grained into our economy, that if we were to lose them it would have a profound negative impact on the state economy in terms of investor confidence and public morale."

"Operators looking to invest in new or refurbished accommodation in Launceston need certainty that these major events in the region will continue in the future, and not be undermined by opportunistic political posturing during these challenging times."

“The Tasmanian Government needs to continue to invest in areas that will generate the visitor spending and economic activity that the State needs, whether it is additional spending to market the state as a holiday destination, or investment to secure major events like AFL football and the V8s.”

“The tourism and hospitality industries employ over 28,000 Tasmanians and our businesses contribute over \$250 million each year in state taxes and GST receipts that all helps pay for the government services that the Tasmanian community needs.”

For further information and comment:

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