

4 February 2022

The Accommodation Association of Australia (AAoA) is pleased to provide the following submission to the New South Wales Department of Planning, Industry and Environment responding to the Pyrmont Place Peninsula Strategy (The Place Strategy) exhibition of sub-precinct master plans.

In all previous submissions the Association has been consistent in our support of The Place Strategy and strongly supports the economic vision of the Peninsula. Our interest in the Pyrmont Peninsula relates primarily to building on its economic potential, including jobs growth, economic growth and industry investment in tourism, entertainment, and hospitality to create a 'vibrant 24-hour cultural and entertain destination'.

Tourism is an important contributor to the NSW economy. Prior to COVID-19 tourism contributed \$42.5 billion (Tourism Consumption 2018-2019) to the NSW economy while directly and indirectly employing 278,200 people. The accommodation sector is a significant player in the tourism industry, directly contributing \$2.3 billion in GVA and directly employing 25,600 people, 14% of direct tourism employment.

The Accommodation Association notes that the current investment in hotels in the precinct has been considerable. Hotels have been strong commercial partners working in partnership with the ICC and providing other commercial inclusive jobs, opening Food and Beverage facilities to the public and contributing to the 24-hour economy.

Additional development and investment proposed by the tourism, entertainment and hospitality industry in the precinct need to be strongly supported. These investments are essential at a time where these sectors are seeking to recover from the COVID-19 pandemic, re-emerge on an international stage and ensure Sydney is a competitive, world class destination.

The Association strongly encourages DPE to work collaboratively with tourism and visitor economy stakeholders in the Pyrmont precinct to ensure any commercial requirements, and the commercial viability of developments are factored into consideration when finalising planning controls. Without this, the NSW Government risks seeing substantial investment evaporate at a time where the NSW economy cannot afford this.

Without a strong investment pipeline, Sydney risks becoming less competitive as a global destination, and as a result will attract fewer valuable visitors who spend less and do not generate as much economic activity as we could expect from more valuable visitors to Australia.

About the Accommodation Association

The Accommodation Association is the peak body founded in 1967 representing close to 3,500 accommodation operators and over 150,000 rooms across Australia.

Members of the Accommodation Association include major hotels, resorts, motels, motor inns, serviced and holiday apartments, bed and breakfasts and guesthouses. Prior to COVID, members directly contributed \$2.3 billion in GVA to the NSW economy.

Our members include AccorHotels (incorporating Mantra Group); Intercontinental Hotels Group (IHG); Lancemore Group; Hilton; Toga Far East Hotels (TFE); Wyndham Hotel Group; Choice Hotels; Meriton Suites; Best Western; Big 4 Holiday Parks and Quest Apartment Hotels.

Our members directly within the Pyrmont Peninsula include Sofitel Darling Harbour, Novotel and Ibis Darling Harbour, Novotel Darling Square, The Darling, The Star Grand Hotel and The Star Grand Residences.