



Accommodation Australia logo unveiled

The logo for new peak hotels body Accommodation Australia has been unveiled at the Asia Pacific Hotel Industry Conference and Exhibition (AHICE) in Adelaide.

The new logo design was revealed at a presentation by inaugural CEO of Accommodation Australia, Michael Johnson, and President Leanne Harwood. The new logo represents the combined voices of Tourism Accommodation Australia (TAA) and the Accommodation Association (AA), with amalgamation set for July 1, 2023.

Incorporating key leaders from both TAA and AA, the Board structure of Accommodation Australia reflects the amalgamated membership base of the new entity. The Board have been meeting regularly in order to chart the best path forward to address the current challenges facing the sector.

Accommodation Australia mission statement:

We will be at the forefront to advocate, unite and influence for our members. We support them to make informed decisions and proactively capture opportunities that address accommodation industry challenges, delivering growth for all.

Accommodation Australia vision statement:

To lead sustainable enduring growth for our members

Accommodation Australia purpose:

Influentially advocate for a better future

Quotes attributable to Leanne Harwood, President of Accommodation Australia:

"This logo represents not only a united voice for our industry, but also a symbol of our extensive stakeholder consultation across the board for so long that's made amalgamation possible this year."

"The purpose of Accommodation Australia is to influentially advocate for a better future. I sincerely thank all members of both Tourism Accommodation Australia and the Accommodation Association for your support in helping us move our industry forward through one united voice."

"The Board are eager to turn this purpose into practical action and engage on your behalf with all levels of government as passionate advocates for the accommodation industry in Australia."

Quotes from Michael Johnson, CEO of Accommodation Australia:

"It's been great to see the overwhelming support industry-wide for Accommodation Australia, with 96% of the Accommodation Association's members voting in favour of amalgamation."

"Our united Board brings the vast breadth of expertise we need for the challenges affecting our industry. We will work as one voice to deliver the best outcomes for the Australian accommodation industry and every decision we make will be focussed on meeting the needs of members."

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