



Thursday, 7 May 2026

ACCOMMODATION SECTOR FEELING EFFECTS OF IRAN CONFLICT

The impact of the Middle East Conflict on travel and tourism was top of the agenda when the national board of Accommodation Australia met in Adelaide this week.

Accommodation Australia CEO James Goodwin said the Board received an update from AA partner CoStar STR on the latest occupancy and forward booking data, and unfortunately the news was not overly positive.

“It’s clear consumers have less confidence to travel and member properties are feeling the effects of the conflict,” he said.

“We need all governments to work with tourism operators to continue to promote Australia to new and existing international markets.”

“The uncertainty and challenges will continue but the accommodation sector is resilient and member engagement and support has been strong to help manage the headwinds.”

Mr Goodwin said the rising costs and lack of availability of petrol and diesel has also affected regional and remote member properties.

“I think clear messaging and improved fuel information will go a long way to improve consumer confidence and get people back out on the road,” he said.

“To that end we recently partnered with Tourism and Transport Forum (TTF) to draw attention to the issue.”

The Board noted workforce pressures remain across the country, emphasising the importance of the AA managed ‘eeger’ platform which now has close to 16,000 registered job seekers.

“The sector relies on migration and the Board also received an update on a range of measures to improve visa processing,” he said.

The board meeting was held in Adelaide to coincide with the AHICE Conference and AA Chair David Mansfield said the chance to meet with members was crucial.

“In uncertain times it is crucial to listen to our members and assure them the organisation is at the table with key decision makers, making sure their needs are heard in the corridors of power,” he said.

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