



Thursday, 2 April 2026

REGIONAL HOTELS HOPING FOR A HAPPY EASTER

The nation's peak accommodation body said travellers with the ability to get away this Easter break should head for the regions.

Accommodation Australia CEO James Goodwin said there has been a slowing of hotel demand across all Australian capitals but regional areas reliant on road-trippers had felt the worst of the decline.

"Easter and the school holidays are an important period for many of these smaller regional hotels and motels and the visitor economy of the surrounding towns," he said.

"It is the last holiday break before they head into the quiet winter period which will be even harder than usual with the current fuel and cost of living pressures."

"The good news for travellers is there are now vacancies at many of our great regional hotels and motels so anyone who has the means to get away, but has yet to book, will be looked after.

Mr Goodwin said times are tough, but "those with the means to get out in their own backyard won't be disappointed".

"The accommodation and food services sector in this country employs more than 980,000 people.

"I'm sure each and every one of them would have a happier Easter if they can pick up a shift over the holidays and help make your break a special one."

Mr Goodwin said bookings were still reasonable, but this Easter is forecast to be lower than last year.

"A simple comparison with last year is hard because Easter and Anzac Day are separated, reducing the ability to create a single long break without using additional annual leave."

He said the figures from the weekend will probably be the first real test of the impact of the Middle East conflict on Australia's tourism and hospitality sectors.

"We have already seen costs rise and international aviation capacity reduced, and the most insidious issue we face is traveller uncertainty," he said.

"We saw first-hand during the pandemic that confidence is easily lost and very hard to get back."

Media contact: 0447 956 170