



Media Release

CHOGM Perth 2011 Perth will Successfully Host World Leaders

30th November 2009

The Western Australian accommodation, hospitality and tourism industry has wholeheartedly welcomed news that Perth will host the Commonwealth Heads of Government Meeting (CHOGM) in 2011 and believes it will do so successfully.

Australian Hotels Association (WA) CEO, Bradley Woods, said that this is the most exciting news for Perth since the hosting of the America's Cup and will provide the city with the impetus and stimulus needed to bring international recognition to our world class environment and hospitality.

"There is a lot of work and preparation to be done over the next two years to take full advantage of this opportunity, and the Australian Hotels Association (WA) has immediately announced the formation and establishment of an Industry Task Force to ensure that Perth is well prepared and equipped to deliver world class accommodation, hospitality, entertainment and tourism experiences to delegates.

The Australian Hotels Association (WA) will immediately:

- Establish an industry task force to prepare Perth accommodation and hospitality tourism providers to support CHOGM
- Establish immediate discussions and communications with Commonwealth and State Government agencies, and the City of Perth
- Commence an audit of accommodation and hospitality infrastructure against the needs of the CHOGM conference

Whilst the economic benefits to Perth and Western Australia during the Conference will be significant, the overwhelming benefits will come from the attention and exposure of being on the world stage. CHOGM will generate significant direct earnings for the economy through visitor expenditure as well as investment and business relationships facilitated through the accompanying business delegate forum.

Hosting CHOGM will be a proud moment for Australia and Western Australia, and will be the catalyst to placing Perth on the world stage. Perth has been granted a special opportunity and a once in a generation opportunity for us to host the bringing together of Commonwealth Leaders,” said Mr Woods.

Ends

**For further information please contact
Bradley Woods ,  9321 7701, 0417 977 245**