



Australian Hotels Association
WESTERN AUSTRALIA

38 Parliament Place West Perth WA 6005
PO Box 660 West Perth Western Australia 6872
T: 08 9321 7701 F: 08 9321 7730 W: www.ahawa.asn.au

Media Release

5 February 2013

Hospitality industry welcomes new campaign

WA's hospitality and tourism industry has welcomed the launch today of the 1001 Extraordinary Experiences campaign promoting Western Australia, showing the world just how extraordinary WA is, with photos from locals and visitors from around the state.

AHA(WA) CEO Bradley Woods said the new Tourism WA campaign to drive interstate visitors and targeted at the east coast was desperately needed to increase tourism numbers in WA.

"The first stage of 1001 Extraordinary Experiences invites locals and visitors to share their WA photos via social media and become a part of a promotional media campaign targeting visitors in Perth, Sydney and Melbourne.

"This \$1.6 million campaign is significant however more resources are needed to promote WA interstate and overseas," said Mr Woods.

Ends

For further information please contact Chuck Ellis, AHA (WA) Public Affairs Manager on 08 9321 7701, pubaff@ahawa.asn.au or 0410 503 301.