



Australian Hotels Association
WESTERN AUSTRALIA

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Media Release

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NEW MONEY FOR REGIONAL EVENTS

The Australian Hotels Association (WA) has welcomed the announcement by the WA State Government to commit major funding commitments to regional and major events tourism.

AHA(WA) CEO, Bradley Woods, said the WA Liberal National Government has underlined its commitment to regional Western Australia and the State's tourism industry by allocating \$40 million over the next four years to developing major events in WA and a further \$20 million to attracting new events to Perth.

"This budget has delivered for WA with a commitment of an extra \$60 million over the next four years for events tourism alone and a new philosophy that recognizes the importance of events to the State," Mr Woods said.

"Tourism Minister Kim Hames has provided Eventscorp and Tourism WA with the financial resources to attract and develop major events to Western Australia and ensure we have a full and rich calendar of events regardless of where you visit in the State."

Mr Woods said the State Government's commitment to increasing funding in home-grown and iconic events including Exmouth's GAMEX game fishing tournament, The Shinju Matsuri Festival of the Pearl at Broome, Paspaley Beach Polo and the Ord Valley Muster will create a unique identity for WA when it comes to events.

"We have an opportunity to carve out our own unique niche in the world of events, while driving domestic and international visitation into our regional areas," he said.

"Ultimately that will create new employment, more involvement in the tourism industry and a real sense of pride in what Western Australia is showcasing to visitors."

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