



Australian Hotels Association
WESTERN AUSTRALIA

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CHOGM a winner for WA and Perth

The Commonwealth Heads of Government Meeting (CHOGM) has left for Perth and Western Australia a legacy of unprecedented international attention that will benefit the state and our tourism industry for years to come.

Australian Hotels Association (WA) CEO, Bradley Woods, said the investment of the Western Australian and Australian Government in hosting CHOGM, has given Perth a spinoff of unprecedented world marketing exposure.

“CHOGM brought international recognition to Perth with media coverage in Africa, the Caribbean, North America, Europe and Asia,” said AHA (WA) CEO Bradley Woods.

“The Australian Hotels Association (WA) worked closely with Commonwealth and State Government agencies, and the City of Perth to ensure CHOGM delegates received world class accommodation, hospitality, entertainment and extraordinary tourism experiences during their stay in Western Australia.

“The Big Aussie Barbecue was televised live nationally and internationally in more than 50 countries across the world with audiences in the tens of millions.

“While the economic benefits to Perth from CHOGM have been significant, the overwhelming benefits come from the exposure of being on the world stage. Thanks to CHOGM, Perth’s reputation as one of the most beautiful cities in the world has been the focus of articles in overseas newspapers as varied as the *Ottawa Citizen*, *Business Daily Africa*, and the *Trinidad & Tobago Express*, and seen on television networks such as ABC1, BBC World News, and Australian print and electronic Networks,” said Mr Woods.

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For further information please contact Chuck Ellis on 08 9321 7701 or 0410 503 301