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Perth heightens focus on South-east Asia

Amee Enriquez, reporting for TTGmice, Singapore, October 13, 2011

THE PERTH Convention Bureau (PCB) recently launched Redefine Perth, a campaign targeting business event planners from South-east Asian markets, especially Indonesia and Singapore.

Paul Beeson, PCB CEO, said: "The corporative and incentive market was a key part of our success in recent years, of which South-east Asia was a core contributor."

"Quite a few groups visited Perth recently from all over South-east Asia and specifically, a great deal from Indonesia and Singapore – hence the focus of this new campaign."

Redefine Perth incorporates print and online ads inviting planners to register interest in the capital of Western Australia, as well as recently concluded networking events in Jakarta and Singapore. PCB's Singapore office is playing an active role in the campaign.

"We'll continue to concentrate much of marketing spend on South-east Asia," said Beeson. "The growth of the region, and our proximity to it, means this market will continue to be a core focus."

"In particular, Singapore and Indonesia look set to continue as our high-growth markets," he added.

Aside from South-east Asia, PCB is also looking at growing China, especially in view of new direct Perth-Guangzhou flights operated by Southern China airlines.