



MEDIA RELEASE

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BUSINESS EVENTS BRAND TO BOOST WA'S MARKETING THRUST

Western Australia has launched a business events brand to boost its marketing efforts to secure high-yielding conventions, exhibitions and incentive travel groups for the State.

The brand was launched by Tourism Minister Dr. Liz Constable at the Emryean Function Centre in Northbridge before a large gathering of industry representatives.

Developed by local advertising agency Marketforce for the Perth Convention Bureau, the brand aims to position Perth and Western Australia as 'an aspirational, unique and beautiful destination that offers visitors the chance to clear their heads and gain a *fresh perspective* with plenty of open space to breathe, think and interact'.

The brand positioning statement is 'The space to connect' which can be adapted for both Western Australia and Perth and regional destinations.

As well as the business events branding for Perth and WA, the Perth Convention Bureau has been given a makeover with a new corporate brand featuring a cluster of five stars designed to reflect the clear blue waters and sparkling, fresh appeal of the State.

Bureau Managing Director Christine McLean said the launch of the business events brand could not have come at a better time, given the global economic crisis and its impact on the tourism industry.

She said: "In these tight financial times, the competition to attract high yielding convention and incentive travel business is at its most intense.

"In this environment it clearly helps to have a strong brand that enables us to stand out in a crowded marketplace, to have an effective marketing tool that helps to build awareness of Perth and Western Australia as a fresh and inspiring business events destination."

Ms McLean said the branding was long overdue and had resulted from the substantially increased Government funding that had been provided to market the State for business events.

The Bureau had worked closely with its key stakeholders Tourism Western Australia and the City of Perth as well as involving its industry members and other major players in developing the brand.

Marketforce had also undertaken extensive research locally, nationally and internationally to identify Perth and WA's brand values and personality.

The Bureau - responsible for marketing WA as a business events destination since 1972 - will roll out an integrated advertising, marketing and public relations campaign in the coming months.

The brand will be unveiled to the global business events industry and trade media at a major trade show in Europe later this month. It will be backed by advertising in major trade publications in the UK and Europe, Asia and Australia.

There will also be complementary public relations activities to maximize the spread and effectiveness of the advertising campaign.

Other planned activities include the upgrading of the Bureau's website, publication of a new edition of its Meeting and Incentive Planners Guide together with a suite of new promotional collateral targeting specific markets, and production of a new promotional video.

And regional Western Australia is not being left out of the Bureau's activities to promote the new brand with industry functions planned in Broome and Margaret River.

Dr Constable said that a recently commissioned report on the effects of the global financial crises had highlighted that Western Australia should be maintaining or increasing its share of total tourism spending in Australia with a particular emphasis on high yielding tourism.

"Business events are the perfect example of high yield tourism," she added.

"The new brand will be a crucial element to the State's future success in attracting national and international conferences, corporate meetings and incentive events in a competitive market."

The Bureau remains on track to secure its 2008-2009 sales target of securing business worth an estimated \$64 million in direct delegate expenditure for the State.

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