September 5, 2015

Talking Tourism is Tourism Western Australia’s e-newsletter detailing the latest news, events, products and other information of interest to you in the WA tourism industry.

Tourism WA news

- Tourism WA’s new consumer website launched
- Perth Hotel Performance and Development trend update now available
- Advertise in the Chinese Holiday Planner
- Get the latest news on the WA Caravan and Camping Action Plan
- Tourism WA webinar series on key markets
- List your event on westernaustralia.com

Industry news

- Cruise Down Under arrives in Western Australia
- Mid West to attract one million visitors annually by 2050
- Register for the International Tourism Studies Association Conference
- Register for WA State Trails and Outdoors Conference
- Nominate your favourite public event for 2013-14
- FACET Forum - Anzac Heritage Tourism
- Mandurah and Peel Tourism Organisation launches new regional website
- Great Southern Rail Product Presentation reaches Western Australia
- Tourism BOOST Workshop in Dongara
- Register now for eTourism workshops

Events

- Australia takes on South Africa in the 2014 Castrol EDGE Rugby Championship
- Davis Cup team announced
- Broome celebrated at Shinju Matsuri 2014
- Act-Belong-Commit Dwellingup 100
- Spring into Hidden Treasures Great Southern Bloom Festival
- Telstra Perth Fashion Festival 2014

Tourism WA news

Tourism WA’s new consumer website launched

Tourism WA’s new-look consumer website, www.westernaustralia.com launched this week. WACOM is the primary call to action for Tourism WA’s consumer marketing activities and receives a high volume of page views per month. The website will continue to expand with the implementation of new functionalities and a continuous program of refreshed content. Visit WACOM to experience the new interactive format.
Perth Hotel Performance and Development trend update now available
The latest edition of the Perth Hotel Performance and Development Trend Update: Highlight Results for August 2014, is now available on the Tourism WA corporate website. The report is produced monthly and includes data relating to occupancy, the Perth hotel development pipeline and more. Visit the Tourism WA corporate website to view a copy of this report.

Advertise in the Chinese Holiday Planner
Tourism WA invites accredited tourism businesses to advertise in the Chinese Holiday Planner 2014 -2016. Printed in simplified Chinese, the planner will be published in March 2015 and distributed at Ni Hao WA, ATE tradeshows as well as online on Tourism WA's corporate website. The planner provides essential travel information on Western Australia's extraordinary destinations for Chinese travellers, travel media and key outbound operators. Download the Advertising Prospectus from Tourism WA's corporate website to register your business.

Get the latest news on the WA Caravan and Camping Action Plan
The August 2014 update on the implementation of the Caravan and Camping Action Plan is now available on Tourism WA's corporate website. The Caravan and Camping Visitor Snapshot 2013 is also available on the corporate website, and contains the latest data on trends, demographics and regions visited.

Tourism WA webinar series on key markets
Tourism WA is hosting a series of webinars to provide an overview of the international and domestic marketing plans for the 2014/15 financial year. We are encouraging industry to join us for these sessions online, to obtain an in-depth update on each of our markets and to engage directly with Tourism WA's in market teams. Visit the Tourism WA corporate website to review the webinar schedule and register.

List your event on westernaustralia.com
Western Australian event holders are encouraged to list their event on Tourism WA's consumer website, westernaustralia.com, which receives 2.7 million visitors on average annually. Listing is free and your event will also be featured on the Australian Tourism Data Warehouse (ATDW) and the Experience WA smartphone app. To register, simply fill in the details online or click here for more information.

Cruise Down Under arrives in Western Australia
The 2014 Cruise Down Under Conference was hosted in Perth this week for the first time since 2005. The three day event has attracted more than 120 national and international delegates. Cruise shipping activity in Western Australia has increased significantly since 2012, and the conference has provided a timely opportunity to provide both inbound operators and WA industry with a snapshot of the expanding WA market. Read the media release for more information.

Mid West to attract one million visitors annually by 2050
The Mid West Development Commission has launched a tourism strategy for the region which identifies six tourism development opportunities to help deliver one million annual visitors by 2050. The strategy is the result of the Development Commission's 2050 Regional Blueprint, which identified tourism as a significant economic driver for the region. Visit the Mid West Development Commission website to view the strategy.

Register for the International Tourism Studies Association Conference
The 2014 International Tourism Studies Association Conference takes place from November 26-28, and will focus on the theme of 'Tourism, Cities and Environment in the Asian Century'. The conference presents the opportunity for local industry, government and researchers to discuss positioning of Perth in the China market with leaders in the outbound tourism market. Visit the conference website to register.
Register for WA State Trails and Outdoors Conference
The WA State Trails and Outdoor Conference, held on October 10, 2014, will provide an overview of the challenges, management and planning of trail and outdoor based activities from the perspective of industry and government. Delegates will participate in a workshop and hear from mountaineer Andrew Lock as well as Rail Trails Australia. To register, email Janelle Cuthbertson from the Department of Sport and Recreation.

Nominate your favourite public event for 2013-14
Nominations are now open for your favourite public event attended between July 1, 2013 and June 30, 2014. Nomination of any public event which took place in Australia is welcomed, with winners to be announced at the Australian Event Awards on November 11. Visit the Event Awards website to find out more.

FACET Forum - Anzac Heritage Tourism
The Forum Advocating Cultural and Ecotourism Inc (FACET) will host the Anzac Heritage Forum on September 9, 2014. Speakers Sharon Hardford, Centenary Program Manager of the RSL and Dean Lee, General Manager of the Albany Heritage Park precinct, will provide you with an insight into the program of activities to mark the Anzac centenary commemoration and information on the new National Anzac Centre development and the opportunities it will present. To register, visit the FACET website.

Mandurah and Peel Tourism Organisation launches new regional website
The Mandurah and Peel Tourism Organisation's Anytime Adventure campaign now has an integrated online presence with the release of a new website, www.visitpeel.com.au. The site includes a mobile version for tablets and smartphones and displays operators and tourism product, with the opportunity to promote special offers via the homepage. It is anticipated the new website will help increase visitation to the region with traffic generated from a fully integrated media campaign commencing next month.

Great Southern Rail Product Presentation reaches Western Australia
Off the back of a sell-out session in Victoria, Great Southern Rail's interactive product presentation, ExtravaGHANza, will be held on Wednesday, September 17 in Perth. Great Southern Rail is offering priority reserved seating to industry who register before September 10. To reserve your tickets, email Great Southern Rail, providing the names and email addresses of attendees.

Tourism BOOST Workshop in Dongara
Tourism Council WA (TCWA) will host a Tourism BOOST workshop in Dongara on September 16, 2014. The workshop aims to give businesses a competitive advantage in a growing tourism marketplace. The workshop is designed as an introduction and refresher course on the tourism industry and is complemented by TCWA's eTourism and Media & PR workshops. Visit the TCWA website to register.

Register now for eTourism workshops
Tourism Council WA will run an intermediate and an advanced eTourism Essentials workshop on the September 24, 2014. The intermediate workshop aims to help industry develop an understanding of basic online marketing specific to the tourism industry. The advanced workshop aims to train operators in online marketing and social media strategies as well as the monitoring, measurement and analysis of online activities. Visit the TCWA website to register for the workshops.
Events

**Australia takes on South Africa in the 2014 Castrol EDGE Rugby Championship**
This September, Perth will host the Qantas Wallabies in a clash against South Africa's national rugby team, the Springboks. The match takes place on Saturday 6 September at Patersons Stadium. The State Government, through Tourism WA, is proud to support this match as part of a three-year deal with Australian Rugby Union. Visit the Ticketmaster [website](#) for more information.

**Davis Cup team announced**
Victorian Sam Groth has joined Lleyton Hewitt and Nick Kyrgios in the line-up for the Davis Cup by BNP Paribas World Group Play-off. The Australian team, led by Captain Pat Rafter, will challenge Uzbekistan to secure placement in the World Group. This event is supported by Tourism WA, and will be hosted by the Cottesloe Tennis Club. Visit the Ticketek [website](#) to purchase tickets.

**Broome celebrated at Shinju Matsuri 2014**
Shinju Matsuri celebrates the Broome's multiculturalism, natural beauty and history. The 44th annual festival, to be held from September 5-14, will feature an art exhibition, street carnival, long table lunch, Mardi Gras concert and a number of Aboriginal cultural events. It is supported through Tourism WA's Regional Events Program, which is funded by Royalties for Regions. Visit the Shinju Matsuri [website](#) for the schedule of events.

**Act-Belong-Commit Dwellingup 100**
Western Australia's premier mountain biking event, the Act-Belong-Commit Dwellingup 100, will be held tomorrow (September 6). Set against the backdrop of the Dwellingup forests, the event is sponsored through Tourism WA's Regional Events Scheme, which is jointly funded by Royalties for Regions.

**Spring into Hidden Treasures Great Southern Bloom Festival**
This spring, the natural beauty and biodiversity of the Great Southern region will be showcased across 30 events as part of the Hidden Treasures Great Southern Bloom Festival. From September 13 to October 19, eight Shires will host heritage tours, long table lunches, art and wildflower displays, agricultural shows and a range of family friendly activities. Visit the festival [website](#) for more information.

**Telstra Perth Fashion Festival 2014**
The 16th Telstra Perth Fashion festival will showcase top Western Australian, national and international talent with more than 45 world-class events across six days. The festival program includes runway shows at Fashion Paramount and free public events at Fashion Central. The festival will be held from September 17-22 and is proudly supported by Tourism WA. Visit the festival [website](#) for a full event program.