Hon Paul Papalia CSC MLA, Minister for Tourism; Racing and Gaming; Small Business; Defence Issues; Citizenship and Multicultural Interests

Official Visit to China and Singapore
Sunday, 27 August 2017 to Thursday, 31 August 2017

Delegation:

Hon Paul Papalia CSC MLA - Minister for Tourism; Racing and Gaming; Small Business; Defence Issues; Citizenship and Multicultural Interests
Mr Tim Fraser – Chief of Staff to Minister Papalia
Ms Aleisha Banner – Senior Media Adviser to Minister Papalia (Please note Ms Banner participated in the Singapore leg of the trip only)
Louise Scott – Executive Director Strategy, Brand and Marketing Tourism WA, Department of Jobs, Tourism, Science and Innovation.
Claire Werkmeister Director Aviation Development and Policy Tourism WA, Department of Jobs, Tourism, Science and Innovation.

Please note that Minister Papalia’s party were given support in China by Tourism WA officers International Marketing Director, North Asia and Country Manager China.

Purpose of Visit –

The primary purpose of the visit to China was for Minister to attend the Tourism Ministers’ meeting (TMM) scheduled in Beijing on Monday, 28 August 217 as part of the China-Australia Year of Tourism. Additional meetings and activities were scheduled in China to build Western Australia’s relationships with key partners and demonstrate the State’s keenness to grow its market share in the area of tourism and inbound Chinese visitation.

The Minister’s visit to Singapore was to reinforce the State’s long-term commitment to Singapore and position the State’s tourism and event offering with media and trade, taking the opportunity to address the Singapore media during a general Press Conference and whilst hosting a VIP luncheon, in conjunction with the Australian High Commissioner to Singapore, for senior editors from major Singaporean trade publications.

The Minister was able to represent Western Australia as Minister for Tourism at the Federal and State TMM and meet with senior officials related to tourism from within the Chinese Government.

By visiting China and Singapore on this trip the Minister was able to meet with key partners of Western Australia in both countries, recognise the importance of the relationships to the State and thank partners for their commitment to Western Australia.
Sunday, 27 August 2017
Departure from Perth Western Australia and arrival in Beijing, China

CHINA

Monday, 28 August 2017

Australian Tourism Ministers Meeting – Hosted by Federal Government

The Tourism Ministers Meeting provided a forum for discussion on the following:

- Tourism Australia’s activity in China including strategies and initiatives.
- Co-operative opportunities with States and Territories.
- Issues and areas of Federal State Tourism Policy that required greater cooperation, focus and clarity.

Chinese officials from the China Tourism Board were invited to the final session of the meeting.

Meeting with the Australian Ambassador to China

This meeting was attended by the TMM members, Embassy officials and Chinese experts to provide an in-depth briefing on the China market (tourism and others). The meeting was designed for Ministers to discuss and raise questions in a closed door format and proved to be productive.

Tourism Australia Event with Chinese Key Distribution Partners

The Minister attended a Tourism Australia networking event with Key China Distribution partners.

Tuesday, 29 August 2017

Depart Beijing and arrive Guangzhou

Meeting with China Southern Airlines – Mr Zhang Lin – Group Executive

Minister met with Group Executive to discuss the Coop Marketing Agreement being developed by Tourism WA with China Southern Airlines to secure a 5th Perth flight and ongoing partnership.

Tourism Roundtable with WA’s Key Distribution Partners

Discussions included key travel trends, factors influencing Chinese visitation to WA and where new and improved opportunities may lie.

Issues such as the need for more direct flights and better domestic / regional air connections were raised by the agents as priority issues.

Also the need for improved understanding by local operators regarding Chinese visitor needs and expectations. In particular, the growth in FIT travel and the change in the requirements of such tourists.
**Dinner with WA’s Key Distribution Partners and Trade Media Representatives**

A dinner followed the Round Table discussions and the Key Distribution Partners were joined by Trade Media representatives and the Australian Consul General.

**Wednesday, 30 August 2017**

Depart Guangzhou and arrive in Singapore.

**Margaret River 50th Anniversary Dinner**

The Minister attended and spoke at the Dinner, which was also attended by members of the Western Australian Wine Industry, Singaporean tourism stakeholders and trade media.

**Thursday, 31 August 2017**

**Meeting with WA Trade and Investment Office – Regional Director**

The meeting discussed Singapore Tourism opportunities, the need to ensure collaboration between Tourism WA and the regional trade office and opportunities in the defence sector.

**Press Forum and VIP Lunch – Australian High Commission Residence**

Minister led a joint press conference with the Australian High Commissioner to Singapore, followed by a co-hosted VIP lunch for select key media representatives and stakeholders. See attached list of attendees.

The key messages of the Minister’s speech focused on the value of the Singapore Tourist to the WA economy and how Perth has become a more affordable destination of choice for Singaporean consumers with more things to see.

The Minister also used the event to announce and promote the Perth Racing Master series in late November 2017 as a weekend destination for Singaporean horse racing enthusiasts.

Please see attached media exposure reports from the Singaporean press for the month of September which give a total media exposure value of over $100,000.

**Meeting with SilkAir and Singapore Airlines - CEO SilkAir and, Senior Vice President, Sales & Marketing Singapore Airlines**

The purpose of this meeting was to meet with senior executives from Singapore Airlines, a critical aviation partner for WA operating four flights per day as well as being the parent company for subsidiary SilkAir, and low cost carrier, Scoot who operates daily flights to Perth.
Western Australia puts out welcome mat for S'pore, Malaysia, China

Hotel prices are down, says tourism minister as Aussie state rolls out ad campaign to reverse visitor slump

By Judith Tan
jordan@robg.com.sg

SINGAPORE: Perth as a holiday destination has become more affordable than before and is no longer expensive, said Tourism Australia's chief Tourism Officer Paul Papalia.

This is due to a downturn in hotel prices and more breaks on the markets, according to Dr Papalia. In June, it was reported that hotel occupancy rates in WA were at 73.2 per cent.

"It is a great opportunity for us when we see the market turn," Dr Papalia said during a press conference on Thursday. "Visitor counts were going up on the end of August 27 to a high for a hotel room in 2011. Today, it has dropped to 2108.1.

"We have a great high quality food and beverage offer in WA. This is a very reasonable and more affordable and higher quality," he added.

WA has a new A$1 million (S$1.15 million) tourism campaign to convince the world that it is not too expensive. In a bid to remove the negative trend that has left a quarter of travel bookings empty, the government, the Western Australian Tourism Commission (WACTC) and Tourism Western Australia (TWA) have launched the campaign.

"We have a great campaign to change the perception and convince the world that it is not too expensive," Dr Papalia said. "It is a great opportunity for us when we see the market turn."
The Government of Western Australia (WA) is stepping up efforts to promote the capital city Perth and its surrounds, having identified Singapore as a key market for the state's tourism.

Paul Papalia, minister for Tourism of WA, said that the state welcomed 100,000 visitors from Singapore in 2016, making the country the third-largest source market of tourism for the region.
Self-drives through the Margaret River and quokka-spotting in Rottnest Island are top activities that draw Singaporeans to WA, said Papalia.

To further drive up tourism numbers from Singapore, the state government is developing partnerships with SilkAir and Singapore Turf Club.

For the former, Tourism of WA is looking at introducing direct flights between Singapore and Broome.

Perth Racing, the government arm overseeing thoroughbred racing and hospitality, has established reciprocal membership and information and resource exchange with Singapore Turf Club.

Horse racing festivals, including the annual TABTouch Masters Series each year-end, will be promoted as camphor attractions for travelers.

In addition to racing, sports tourism is poised for growth with the 60,000-seat Perth Stadium due to open in March 2018.

The city will also see more than A$1 billion (US$706 million) in redevelopment efforts for Fremantle, a A$100 million foreshore development for Scarborough Beach in early-2018 and a new marina and walking trails on Rottnest Island.

In the next four years, Perth will see a further 16 new or redeveloped hotels, adding 2,800 new rooms to its inventory.

Papalia added that room rates in Perth have been at a low due to "an over-supply of quality hotels". The average room rate has fallen from A$222.72 in 2012 to A$169.38, as of June 2017.
8 Activities For Every Traveller in Western Australia

From sporting events to new restaurants to beautiful natural formations, here are some attractions not to pass up on in the region.

Did you know Western Australia is the size of Western Europe and accounts for one-third of the Australian continent? Or that it has 20,000km of mainland and island coastline, the world’s oldest minerals and a host of natural wonders found nowhere else on Earth?

Mention Western Australia and most people think of Perth, but the area is also home to wine regions, picturesque coasts, romantic beach towns, historic outbacks, surreal landscape and unique wildlife.

Considering a road trip around the region, simply chilling for a couple of days in the city, or indulging in water sports. We understand every traveller has their own quirks and preferences, so here are eight activities in Western Australia that best suit your personality:

1. For the sports enthusiasts – watch football, rugby and horse racing in Perth Stadium

Whether you love watching football, rugby or horse racing, there are some exciting sports events lined up next year. For a start, the 60,000-seat Perth Stadium is set to open in March 2018. Scheduled events include Chelsea Football Club taking on local heroes Perth Glory in July or August 2018, the Bledisloe Cup in August 2019 where Australian Wallabies will play against New Zealand All Blacks team.

Perth’s biggest annual horse racing festival, the TABtouch Masters Series, has also helped attract renowned international thoroughbreds to compete in the event. The festival offers three Group One races with at least $1 million each in prize money; the Railway Stakes, Winterbottom Stakes and Kingston Town Classic this coming November 25, December 2 and December 9.
2. For the foodies - *indulge in new bars, cafes and restaurants in Perth*

A lover of fine tasting gourmet? Foodies will delight in knowing that fresh Western Australia produce can now be found at new bars, cafes, and restaurants in Perth. These include Shadow Bar and Dining Room, Odyssea, COAST, Ku De Ta, The Standard, Isle of Voyage and the Reveley. The recently renovated State Buildings precinct, with its high ceilings and grand halls, is home bars such as Petition Kitchen, Long Chim and Wildflower.
3. For the luxury seekers – check out premium getaways in Broome and the North West

Loving the finer things in life? The Broome and North West Region is home to remote luxury resorts. Chris Hemsworth, is one of many celebrities to enjoy truly getting away from it all at The Berkeley River Lodge, which can only be reached by boat or seaplane. Also consider Kimberley Coastal Camp, which is accessible only by helicopter, and Farway Bay, so remote it cannot be found on a map.

Perth too, is known to have new and upcoming luxurious accommodation such as COMO at the Treasury, named Australia’s best city hotel, and the six-star Crown Towers in Perth.

Even better news? With the mining boom in Western Australia, the average prices of rooms in Perth have fallen from $222.72 per night for a room in 2012, to $169.38 in June 2017. In the next four years, another 16 new or redeveloped hotels will come online, including the Ritz-Carlton’s first Australian property in 10 years and The Westin in the CBD.
4. For the culture vultures - discover more about Aboriginal life in Fremantle and Albany

Always wanted to immerse yourself in learning about new cultures? There are many new indigenous tours in Perth that help travellers discover more about local Aboriginal lands and culture. You can also take a day trip out of Perth to see a World Heritage listed prison and a bohemian lifestyle in the eclectic port city of Fremantle.
You can also explore the customs and history of the Noongar people, the South West’s first inhabitants, through Aboriginal Centres and Tours across the regions. This is also where travellers can find South West art by painters, sculptors, furniture makers, jewellery designers and hand-blown glass artists. For a deeper personal connection with Australian history, head to the south coast city of Albany and the award-winning National ANAC Centre.

5. For the beach bums – laze on Rottnest Island, surf at Prevelly

Enjoy the sun, sand, sea, with a dash of sea sports? Off the coast of Perth City is Rottnest Island. With more than 62 beaches and 20 bays, Rottnest Island is a paradise for beach bums who want to suntan, swim in crystal clear waters, admire the coastline, or enjoy the sunset.

The South West is also known for its spectacular coastline, surfing spots, and swimming beaches. At Prevelly, for example, visitors can follow the world’s best surfers who flock to Surfers Point for the annual Drug Aware Margaret River Pro championship. For those who prefer tranquility, check out the top swimming spots at Dunsborough, Denmark, and Albany. For an underwater experience, explore the water through shipwreck diving, or stay dry at Busselton Jetty Underwater Observatory.
6. For the wine connoisseurs – go on tours at Margaret River or Swan Valley

Home to six wine regions including Margaret River, the South West serves some of Australia’s best produce such as fresh marron, trout, venison, chocolates, cheese, cherries, boutique beers, and crisp ciders. In addition, wine lovers can tantalise their taste buds or take wine tours in Swan Valley or Perth Hill wine regions.

7. For the nature buffs – enjoy the Great Outdoors in Esperance and Broome

Love getting lost in the wonders of nature? Consider Esperance, a picturesque town on the south coast of Western Australia, about 7.5 hours’ drive from Perth, where you can feast your eyes on the bright pink Lake Hillier on Middle Island, either from air or by cruise. The region is also blessed with squeaky-clean beaches, turquoise Island, untouched Islands and colour filled wildflower country.
Alternatively, consider checking out Broome, often referred to as the pearl of North West Australia. Nature lovers would be elated to chance upon the "Staircase To The Moon" effect over Roebuck Bay on certain evenings between March and October. Also, check out Karijini National Park in the Pilbara region, where ancient rocks have been shaped into massive mountains and escarpments, breathtaking gorges, and tree-lined watercourses.

8. For the animal lovers – get up close with them in Exmouth, Coral Coast and Broome

Adore getting up close and personal with wildlife? Australia is not always home to dangerous animals, but also lovable ones. At Monkey Mia in Exmouth and Coral Coast, interact with curious bottlenose dolphins that have been swimming to shore to interact with humans for more than 40 years.

Animal lovers can also spot sea turtles and dugongs within the World Heritage-listed Shark Bay area.

Alternatively, ride a camel on Cable Beach in Broome in the late afternoon, while basking in the orange glow of a west Kimberley sunset.
If you are looking for a holistic travelling experience, from delicious gourmet and cultural experiences to exotic scenery and wildlife, Western Australia makes an ideal getaway—not too far from Singapore and ensuring you do not burn a hole in your pocket.

*Information and images extracted from content issued by Cohn and Wolfe, on behalf of Tourism Western Australia.*
Cheaper stays in Western Australia as glut of hotels results in price cuts

Elizabeth Quay is a new waterfront precinct in Perth that features bars...
SINGAPORE — There is no better time than now to visit Western Australia. For one, five-star hotel accommodation now costs about 25 per cent less, according to the Western Australian Tourism Minister Paul Papalia.

Recent figures from the government of Western Australia revealed that the average prices of rooms in four- and five-star hotels have fallen to A$169 (S$180) per night, down from A$222 in 2012.

Papalia attributes the fall in prices to the spike in supply — more than 20 new or redeveloped hotels have opened in recent years, creating an estimated 1,800 rooms. In the next four years, 16 more hotels will open, adding 2,800 new rooms.

"During the construction and mining boom, there were a lot of business travellers coming in, which overwhelmed accommodation capacity. In response to that, there was a move to build capacity by the private sector.

"The building response has come to the market (at) the same time there has been a downturn in demand. What we have now is a glut of very high-quality hotels. The downward pressure on price is not great for the hotel industry, but wonderful if you're a traveller," Papalia said while on a recent trip to Singapore.
It helps too, that the Western Australian government is also on a push to boost tourism in Perth and the surrounding areas.

According to the Metropolitan Redevelopment Authority in Perth, the state government "committed A$440 million for the development of public infrastructure" at Elizabeth Quay, which opened last year.

The new waterfront precinct connects Perth's central business district to the areas around Swan River. The development has since seen a burgeoning gastronomic culture with a boom in bars, cafes and restaurants. A few of the culinary tenants include Ku De Ta, award-winning seafront cafe Odyssea and the acclaimed Shadow Wine Bar and Dining Room.

Sports tourism is also getting a boost: The new 60,000-seat Perth Stadium, where Chelsea Football Club will play a match in the third quarter of next year, is due to open next March.

In addition, the State Government has sponsored Perth's biggest annual horse racing festival, the Tabtouch Musters Series, which is happening this November.

Singapore, Papalia noted, is a key market for Western Australia tourism. In 2016, the number of visitors from Singapore to the Australian state surpassed 100,000 for the first time. In the 12 months to March 2017, there was a 17 per cent year-on-year increase.

"Perth remains the gateway to Australia from Singapore. Now more than ever, there is so much to see and do in the regions," he said, adding that trips to Penguin Island and Margaret River are must-see attractions around Perth.

"And of course, all the things Singaporeans have traditionally loved about Western Australia still exist — the fresh air, blue skies, sunshine, fresh produce and access to beaches, wineries and native wildlife, all within an hour of the city centre," added Papalia.
Cheaper stays in Western Australia as glut of hotels results in price cuts

COURTLAND
Travel copy, October 2017

SINGAPORE - There is an silver lining for tourists to Western Australia. For one, five-star hotel accommodation is now cheaper, according to Cohn & Wolfe.

"There is a glut of hotels in Western Australia," said Cohn & Wolfe. "The cost of a five-star hotel has decreased from $300 per night in 2005 to $250 per night in 2017."

In addition, the State Government has sponsored a five-star hotel, the Dorchester Hotel, which is located in Singapore.

"The hotel is a key attraction for Western Australian tourism," said Cohn & Wolfe. "In 2018, the number of visitors from Singapore to the Australian region has increased by 20%."

For more information, contact Cohn & Wolfe at info@cohnwolfe.com.