



WESTERN AUSTRALIA BUSINESS EVENTS STRATEGY 2026—2030

A TOURISM WESTERN AUSTRALIA
& BUSINESS EVENTS PERTH COLLABORATION



Tourism
WESTERN AUSTRALIA

WESTERN
AUSTRALIA
WALKING ON A DREAM

BUSINESS
EVENTS
PERTH

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge Aboriginal people as the Traditional Custodians of Western Australia, and pay our respects to Elders past and present.

We celebrate the diversity of Aboriginal West Australians, and honour their continuing connection to country, culture and community.

We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.



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MESSAGE FROM THE PREMIER AND MINISTER FOR TOURISM, TRADE AND INVESTMENT

The Western Australian Government is proud to launch this new Business Events Strategy, designed in collaboration between Tourism Western Australia and Business Events Perth.

As a fundamental part of Western Australia's priorities to grow our tourism industry and reputation as an outstanding place to do business, work, live, and invest, business events are crucial to the WA's Government's economic diversification agenda.

Business events create a timely reason to visit Western Australia, attracting international and domestic business travellers, and delivering strong economic and social benefits for the state. The results speak for themselves, during the 2025–26 financial year, Business Events Perth secured hundreds of national and international events equating to delegates staying over 320,000 hotel room nights in Western Australia through to 2030. Together, these events are expected to generate more than \$394.9 million in direct delegate expenditure for our state's visitor economy.

Beyond visitation, business events provide a valuable platform to showcase Western Australia's sector strengths and bright minds to national and international audiences, creating a platform to grow trade, investment and people-to-people links. By attracting conferences, incentives, exhibitions and meetings aligned with WA's key industries, we can foster connections, facilitate knowledge exchange, and strengthen our state's global reputation as a strategic hub for business opportunities. These diverse events bring together key decision-makers, investors, researchers and industry leaders, creating opportunities that extend well beyond tourism.

This far-reaching value was recognised by the WA Government through the 2026–27 State Budget which contained a \$10 million increase in funding over two years for Business Events Perth, which will be crucial to support the delivery of this strategy.

Western Australia is uniquely positioned to be a world-class destination for vibrant and distinctive business events that not only bring people together but inspire delegates to explore our extraordinary state. This Business Events Strategy sets out a clear vision to grow and strengthen the sector, building on our exceptional natural assets, premium tourism experiences, and strategic geographic advantages.

Perth shares a time zone with 60 per cent of the world's population and serves as Australia's Western Gateway, which provides a strong competitive edge for the state. With a growing network of direct international and interstate aviation connections, we are well placed to welcome more visitors to our shores, and business events play a vital role in this, acting as a powerful catalyst to attract visitors who can then be encouraged to extend their stay and experience all that Western Australia has to offer.

This strategy focuses on two key goals: attracting and securing high-value business events that align with our state's strengths and priority sectors; and maximising the benefits of those events by increasing visitation, length of stay, and regional dispersal. In doing so, we aim to create memorable experiences that encourage repeat visitation, whether for business or leisure travel.

To achieve these goals, the strategy is underpinned by five pillars: raising awareness of Western Australia as a premier business events destination; prioritising a balanced pipeline of events; optimising our venues and infrastructure; enhancing the quality and authenticity of event experiences; and strengthening industry capability across the supply chain. Together, these pillars will ensure we deliver exceptional events and continue to build our reputation on the global stage.

Aligned with the broader 10-year Western Australian Visitor Economy Strategy 2033, this approach is guided by principles of sustainability, inclusivity, innovation, and collaboration. By working together across government, industry, and our partners, we can create lasting economic and social benefits while showcasing the very best of our state.

Through this strategy, we are setting a strong foundation for the future – one that will drive growth in the business events sector and reinforce Western Australia's standing as a destination of choice for delegates from around the world.

HON. ROGER COOK, MLA

Premier of Western Australia

Minister for Tourism, Trade and Investment





1. BACKGROUND

Business events are a fundamental driver of visitation to Western Australia (WA), attracting national and international business travellers, and delivering economic and social benefits for the state. In 2024, Tourism Research Australia (TRA) valued business event visitation to WA at over \$1.7 billion, contributing to total visitor spend of \$19.2 billion, emphasising the importance of business events to the overall visitor economy.

Business Events Perth (BE Perth) is the key WA organisation, majority funded by the State Government through Tourism Western Australia (Tourism WA), that works to market, attract and secure conferences, exhibitions and incentive groups to WA.

The business events sector is very competitive both domestically and internationally, with long lead times for major events. The Business Events Strategy recognises the importance of investing in long term/high value initiatives as well as short term activities, building and maintaining a vibrant and quality business events environment in WA that is sought out by business event organisers.

The purpose of this Strategy is to guide the Tourism WA and BE Perth partnership to pursue diverse business events that maximise tourism and economic outcomes for WA over the next five years, aligned with Diversify WA. It will provide BE Perth with strong direction and purpose and form a basis for continued support and funding from the WA Government.

The Strategy has been jointly created by Tourism WA and BE Perth, through a joint workshop with both Boards and additional consultation with industry experts. The Strategy is owned by Tourism WA, with BE Perth principally responsible for delivering on the initiatives.

This Business Events Strategy is primarily aligned with the Western Australia Visitor Economy Strategy (WAVES) 2033, launched in 2024 and Tourism WA's Vision for Dream Events, launched in 2023, while also supporting complementary state strategies.



ENABLING
CONNECTIONS



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2. STRATEGY ON A PAGE





3. VISION

“Western Australia is a world-class destination for vibrant and unique business events, that inspires delegates to explore our state.”

The vision reflects the aim to:

- Align the Strategy with the Western Australia Visitor Economy Strategy (WAVES) 2033 vision to be recognised as a world-class destination.
- Grow and expand the business events sector in WA.
- Capitalise on the benefits that WA has as a business and leisure events destination.
- Encourage business event visitors to extend their stay to explore our state and return.

4. GOALS

This will be achieved by focusing efforts on creating value through:

Attract and Win

- Attracting events that leverage WA's unique natural environment, local talent and economic strengths, and maximising infrastructure.
- Winning and securing events through targeted and compelling offers, strong relationships and incentives.
- Creating business event and experience opportunities with industry partners to enhance the offering.

Maximise Visitation

- Pursuing longer events and increased event itineraries.
- Seeking to extend delegate's pre and post stays.
- Boosting out-of-state delegate numbers for business event attendance.
- Helping disperse business events and visitors across WA.
- Encouraging return travel for business and leisure.



5. PILLARS

1. WA AWARENESS

It is imperative that WA continues to raise its profile as a world-class destination for business events by enhancing global awareness of location, destination attributes, event facilities and expertise. Marketing activities include brand awareness of WA, campaigns, inbound site inspections and familiarisation tours, and outbound trade missions, alongside engagement with key conference, industry and business event partners to raise awareness and profile.

2. EVENT PRIORITISATION

The aim is to attract a balance of business events across multiple event types (Professional Association, Corporate & Incentive and Exhibition), to optimise visitation and economic return to the state. By attracting a balanced portfolio of event types, a consistent flow of business event visitors will be maintained, despite differing lead times associated with attracting different types of events.

3. OPTIMISE VENUES

WA has a variety of business event venues that contribute to the quality and uniqueness of business event offerings in the state. It is important that the quality and variety is maintained, whilst also promoting new

venues. Ongoing attraction of business events across WA's venue portfolio will ensure that all venues remain commercially sustainable, and have the ability to further invest and upgrade as required.

4. ENHANCE EVENTS

Position WA as an incredible place for business events, and an aspirational destination to visit. This entails working with event delivery partners to ensure high-quality, unique and authentic events, and promoting WA tourism opportunities to inspire extended stays and return visitation. Aviation access and arrival touchpoints all contribute to the event and delegate experience.

5. INDUSTRY CAPABILITY

Industry capability around the delivery of business events and the supply chain including hospitality and accommodation services are vital factors that will attract events and encourage repeat business event and leisure visitation. Investment in workforce and high-end service delivery will contribute to a sustainable long-term industry and enhance the reputation of hosting business events in WA.



6. PRINCIPLES

The guiding principles in this Business Events Strategy align with the principles in WAVES 2033.

The four guiding principles are all-encompassing and should underpin delivery, interaction and decision making in attracting and delivering business events.

SUSTAINABLE

To create economically sustainable solutions for the industry that have a net positive impact on people and the planet.

INCLUSIVE

To be open, inclusive and accessible to all people, and to embrace the knowledge from diverse groups, guided by the wisdom of Aboriginal culture.

COLLABORATIVE

To work collaboratively through partnerships, relationships and engagement to ensure the contributions of all players in the business event ecosystem combine to create greater outcomes.

INNOVATIVE

To take a modern and innovative approach to securing and developing events and associated experiences for visitors to WA.

7. INITIATIVES BY PILLAR

KEY INITIATIVES	DESCRIPTION
1. WA AWARENESS	1.1 Leverage WA Government and tourism brand assets to promote WA as a business events destination.
	1.2 Increase international marketing through client site inspections, familiarisation programs and in-market representation (e.g. trade shows).
	1.3 Strengthen international in-market relationships with event clients, in alignment with Tourism WA's international offices and Invest and Trade WA.
2. EVENT PRIORITISATION	2.1 Secure flagship annual business events in the state's Diversify WA priority sectors, with a focus on increasing visitation, growing and diversifying the economy, attracting investment and supporting local jobs.
	2.2 Strengthen bid support by developing priority sector bid strategies or offering financial or in-kind incentives.
	2.3 Strengthen partnerships with industry, academic bodies and relevant areas of the WA Government to align and enhance business event attraction.
	2.4 Pro-actively seek opportunities to promote major leisure events to business event organisers and delegates.
	2.5 Partner with airlines on connectivity and incentive programs.
	2.6 Target countries that align with WA Government sector priorities and have favourable visa conditions (to Australia) and new or existing direct aviation links into WA.
3. OPTIMISE VENUES	3.1 Advocate for focus and investment in appropriate meeting and events infrastructure.
	3.2 Create and implement plans to optimise the promotion and usage of the meeting and convention assets in WA, with consideration of any potential development / redevelopment.
	3.3 Promote WA's diverse business event venues and industry offering.
	3.4 Promote regional venues and options for dispersal, aligning with access routes.
	3.5 Identify and promote satellite, emerging and unique venue options to maintain event attraction and reduce risk.

4. ENHANCE EVENTS	4.1 Advocate for seamless end-to-end delegate experiences through city activations, wayfinding, and pre and post tour itineraries.
	4.2 Support the promotion of tourism offerings for key markets, including year-round events, major events, the night-time economy and regional dispersal
	4.3 Promote more integration of cultural and leisure experiences through excursions and embedded programs.
	4.4 Partner with First Nations' owned businesses to increase inclusion and provide cultural experiences in event delivery.
	4.5 Foster a strong service culture across the visitor economy supply chain supporting business events.
5. INDUSTRY CAPABILITY	5.1 Support industry workforce development and capability through training and accreditation partnerships with registered training and education providers, to promote a high performing industry and highlight career pathways for school students and young professionals into the business events sector.
	5.2 Encourage local suppliers' adoption of technology and digital innovations to position WA as an industry leader.
	5.3 Consult business events clients/industry experts to inform event requirements, infrastructure needs, and long-term planning.

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