



TOURISM WESTERN AUSTRALIA  
A VISION FOR DREAM EVENTS

WESTERN  
AUSTRALIA  
WALKING ON A DREAM

# ACKNOWLEDGEMENT OF COUNTRY

Tourism Western Australia acknowledges Aboriginal peoples as the traditional Custodians of Western Australia and we 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.

## THANK YOU TO THE INDUSTRY

Tourism Western Australia extends a sincere thanks to the hard-working tourism and events industry of Perth and Western Australia.

Across the globe, securing major events has been identified as a crucial and valuable way to reinvigorate the tourism sector in the wake of the pandemic, giving visitors a hook to book in an increasingly competitive landscape.

Without your support in providing premium accommodation, travel and experiences for visitors, we would not be in a position to deliver on our ambitious vision for staging events in Western Australia. Working together, we believe we can achieve our vision *for Perth and Western Australia to be the fastest growing events destination in the South East Asia region.*

We acknowledge that securing events is just the start, and once visitors are on the ground, the opportunity to showcase our beautiful State through accommodation offerings, premium transport and tourism experiences truly begins.

Tourism WA looks forward to continuing to support the sector through a re-invigorated events agenda, with a focus on bookable events that encourage longer stays; populating the events calendar in low and shoulder seasons; and working with operators to create unparalleled tourism packages and experiences to showcase our beautiful State.



# WHY DO WE SUPPORT EVENTS?

Whilst driving tourism is the key objective of our events agenda, the social currency of events is immeasurable and the results they yield for the community of Western Australia are vast.

Events contribute to the local economy by creating jobs, driving dollars into the local economy, filling hotel rooms and generating bookings. For the community, they add to the vibrancy of Perth and Western Australia, and supercharge the State's reputation as a fantastic place to live, work, study and play.

Events in Western Australia across sectors including arts and culture, culinary, sports and entertainment, complemented by the business events secured by our valued partner Business Events Perth, assist in creating a sense of civic pride and provide opportunities for locals. Whether its attending an international blockbuster sporting event, or travelling within the State to attend a regional event that showcases the State's unique attributes, our ambition is to ensure that visitors and locals alike have access to a year-round, always-on calendar of diverse events.

As Perth and Western Australia hosts more events, our reputation as a global events destination increases, resulting in the opportunity to host more premium content.

The recent passing of the Major Events Bill has further assisted our ambitions to become an international player in this space.

In line with the Jina: Western Australian Aboriginal Tourism Action Plan, Tourism Western Australia continues to support Aboriginal event holders and events through dedicated funds via the Regional Aboriginal Events Scheme. We look forward to celebrating Western Australia's long and continuing Aboriginal cultures through our new homegrown event, EverNow.

## FUNDING CRITERIA

The key criteria for Tourism WA's event funding are:

1. **ECONOMIC IMPACT**
2. **MEDIA IMPACT**
3. **SOCIAL IMPACT**

Scan here to access our detailed event funding criteria.



## WHAT DO THEY DO FOR THE ECONOMY?

Tourism WA supports an event calendar of more than 100 events annually. These events are a mix of sporting, arts and cultural and entertainment events which are supported through three funding pools: the Major Events budget, the Regional Events Program (REP) and the Regional Events Scheme (RES).

When calculating the return on investment of these events, we consider the number of out-of-State visitors travelling for events based in Perth, or the volume of out-of-Region visitors travelling for events based regionally. Economic impact is based on visitor spend, length of stay and economic inflows/outflows to the State from the event budget.

In the 2024-25 financial year, on average for every **one dollar** spent on securing a Major or REP event, **\$3.48 dollars** were invested back into the Western Australian economy.

The total economic impact was **\$187 million**, equating to over **594,000 bed nights** and over 145,000 visitors to WA and the regions with an average length of stay of **6.5 nights** and average daily spend of **\$288 per person**.\*

*\*Data provided by Metrix Consulting*

*\*\*Data provided by Neilson*

## WHAT'S THE MEDIA IMPACT?

Securing events provides the State an opportunity to promote the destination, using Western Australia as a platform to advertise to the world.

This may be through broadcast of events, such as the WWE Crown Jewel Perth which is expected to reach over a billion people in more than 20 languages across the globe through the event's dedicated terrestrial and online broadcasts.

It's also through the destination postcards, graphics, verbal mentions and other tourism content that we create and negotiate into the broadcast of national and international events, showcasing our beautiful State to the world.

Social media content generated by events or talent, such as travelling international athletes experiencing premium tourism product and experiences, provides another platform for Western Australia to be promoted.

In the 2024-25 financial year, the media impact for Tourism WA's broadcast assets of our major and REP events was valued at **\$40 million**.\*\*



## HOW DOES IT HELP OUR SOCIETY?

Supporting events provide a legacy of infrastructure, which assists the local economy and community in the long run. For example, by Perth being a host city for the FIFA Women's World Cup 2023™, the State Government has invested an additional \$35 million into the upgrades of HBF Park. This has placed us in good stead to bid for additional major events, with Perth recently having been awarded the CommBank Matildas Asian Qualifiers in October and November 2023 and announced as the Australian home of the World Rugby Sevens series for 2024 and 2025.

When we fund events, it also creates employment opportunities for local people and drives dollars into the hospitality and tourism industry.

## WHY NOW AND WHAT'S DIFFERENT?

Our Event Tourism budget has increased from **\$30.7 million** in FY2013-14 to **\$91.25 million** in FY2025-26. The introduction of the Major Events Fund in the FY2022-23 financial year has assisted Western Australia's ability to bid for major events in an increasingly competitive environment, with destinations including the East Coast, South East Asia and notably the Middle East all competing to host events that drive significant economic return.

## VISION

FOR PERTH AND WESTERN AUSTRALIA TO BE THE FASTEST GROWING EVENTS DESTINATION IN THE SOUTH EAST ASIAN REGION.

Our goal is for Perth and Western Australia's events calendar to continue rapid growth across:

- The number and quality of events we secure;
- The number of out-of-State visitors that travel for these events;
- The volume of bed nights generated by these visitors;
- The number of local businesses engaged through events, which drives increased investment into the local economy; and
- Continuing to promote Western Australia tourism products and experiences through event related broadcasts and peripheral media.

In the coming months, the WA Visitor Economy Strategy will be launched, outlining an ambition for **Western Australia to double the value of the WA visitor economy by 2033.**

We see events playing a key part in this, with a mission to expand on an internationally recognised calendar of diverse events that contributes to the doubling of the visitor economy, and showcases Western Australia as a destination for events all year round.

# PRIORITIES

To reach this goal, we've highlighted our key priorities:

- **COMMUNITY**

*Engage the Western Australian community by securing a variety of iconic events and experiences that create vibrancy, generate a sense of pride and provide opportunities for locals, including jobs creation.*

Events generate great benefits for the community, providing opportunities for entertainment to be enjoyed by locals and visitors alike. More events generate increased vibrancy as well as economic impact for local industry and jobs creation.

- **ALWAYS-ON, YEAR-ROUND**

*Promote Western Australia as an always on events destination, by launching a long-term Events campaign targeting interstate and international visitors.*

We look forward to launching our new Events campaign, Where Dream Events Happen, interstate and internationally. The purpose of this sub-brand which complements Tourism WA's global brand Walking on a Dream, is to showcase Perth and Western Australia as an events destination with a year-round, diverse calendar of events.

- **EXCLUSIVE CONTENT**

*Grow the number of out-of-state visitors specifically travelling to Western Australia for an event by securing increased Australian-exclusive content that motivates travel, longer stays and regional dispersal.*

Events such as Rugby SVNS, or the recent exclusive AC Milan friendly, are examples of a strategic focus on attracting and securing content touring in South East Asia, which enables Perth to hold Australian exclusive content which drives visitation. Our ambition is to increase the volume of national exclusive content across all event sectors.

- **BOOKABLE BLOCKBUSTERS**

*Secure bookable major events across sports, culinary, entertainment and arts and culture that activate large scale State infrastructure and venues, with a focus on content during low and shoulder seasons.*

Our focus remains on securing as many bookable events across a diverse range of sectors, specifically during low and shoulder seasons where possible. For example, ensuring that a range of blockbuster events are held during the winter months, in order to increase hotel occupancy and assist the tourism industry. Activation of State-owned infrastructure such as Optus Stadium, HBF Park and RAC Arena continues to be a key priority.

- **CULTURAL**

*Continue to develop and grow cultural event tourism with the aim of showcasing Western Australia's unique Aboriginal cultures.*

Western Australia is home to one of the world's oldest continuing living cultures and we are deeply proud to celebrate Aboriginal culture through events and shared experiences that showcase this to Western Australians and visitors alike. Tourism WA will continue to seek out and support cultural events including through the dedicated Regional Aboriginal Events Scheme.

- **CULINARY**

*Cement the State's position as Australia's leading premium food and wine destination, through the launch and continued support and growth of State-owned Pair'd – a world-class culinary event in the South West, hosted annually in November.*

Western Australia is home to internationally acclaimed food and wine regions, including the Swan Valley and Margaret River Region. We aim to increase the global awareness of the State's premium culinary offering, by showcasing Western Australian food and wine through unique events.

- **MASS PARTICIPATION**

*Continue to host mass participation events with a national and international footprint, that drive strong hotel occupancy and leave a lasting social legacy.*

Mass participation events are a crucial driver of economic impact. The mass participation events held in FY2024-25 alone generated close to \$70 million in economic impact, over 244,000 bed nights, and an average return on investment of \$19:\$1. Tourism WA will continue to focus on securing national and international championships and events which typically attract large travelling parties.

- **DESTINATION EVENTS**

*Hero events that showcase our natural environment, including our vast dark skies, our stunning trails and our connection to the Indian Ocean.*

Whether it be the Margaret River Pro which showcases the stunning, rugged coastline of the South West; the Australian Surf Life Saving Championships held in Scarborough which promotes Perth's beaches; or the UCI Gravel Series Race in Nannup through the beautiful cycling trails, supporting events which embrace the natural landscape as a platform are a key way to showcase the State's unique attributes to the world.

- **REGIONAL**

*Continue to grow the number of regional events funded through Tourism WA.*

Regional events supported through REP and RES, funded by Royalties for Regions, are a crucial economic driver for the regional communities. Our goal is to increase the volume of events supported in these communities to create more jobs, drive vibrancy to the regions and activate pockets of the State during low and shoulder seasons. Since FY2011-12. At least 272 jobs have been created through REP funded events each year.

A YEAR-ROUND EVENTS CALENDAR NEEDS AN ALWAYS-ON MARKETING AND PUBLICITY APPROACH TO BUILD AWARENESS: THERE IS ALWAYS SOMETHING GREAT TO DO IN WESTERN AUSTRALIA, NO MATTER WHEN YOU VISIT.

A crucial factor in this is ensuring that focus is maintained on securing events in low and shoulder seasons, generating much needed business for our tourism and hospitality sectors during quiet periods.

Tourism WA's global brand, Walking On A Dream, has been an international success story. Walking On A Dream has launched in six of our key international markets including Indonesia, Singapore, New Zealand, the UK and Us and most recently, Japan. Through this stunning global tourism brand, we continue to drive visitors to Western Australia to experience the Dream State. And its working; total visitor spend in Western Australia year ended March 2025 was **\$13.4 billion**.

In alignment with the Walking on a Dream brand, we are delighted to showcase our new events campaign: *Where Dream Events Happen*.

Forming part of the Walking on a Dream extension creative set, this new campaign is experience-led, with the objective to position Western Australia as an event destination and showcase the depth and diversity of events on offer in our State.

WONDROUS EVENTS -  
AUSTRALIAN NATIONAL BALLOONING CHAMPIONSHIPS

# WHERE DREAM EVENTS HAPPEN

WESTERN  
AUSTRALIA  
WALKING ON A DREAM

[WESTERNAUSTRALIA.COM/EVENTS](https://westernaustralia.com/events)

# HOW TO WORK WITH US

## LEVERAGE THE EVENTS CAMPAIGN

The Where Dream Events Happen campaign belongs to all event holders and tourism operators in Western Australia. Forming part of the Walking On A Dream brand platform suite, the campaign is an inspiring and unified approach to build success. Harnessing the collective power of our industry, we have provided some ways you can leverage the new campaign platform:

- Weave Where Dream Events Happen into your event communications to showcase Western Australia as a wondrous, otherworldly and dreamlike place to visit.
- Inspire travellers and event goers by using hero destination and event imagery from our five tourism regions which can be accessed through our Image Library.
- Use #WAtheDreamState on your social channels and share the campaign creative.
- Invite event goers to the Where Dream Events Happen campaign landing page: [westernaustralia.com/events](http://westernaustralia.com/events)

# PROMOTING YOUR EVENT WITH TOURISM WA

## SOCIAL MEDIA

When posting your photos and videos use hashtag #WAtheDreamState so we can spot your posts and consider re – posting your content on Tourism WA social media channels, with a credit driving leads to your event. Consider using Where Dream Events Happen in your social media posts.

## ACCESS TO IMAGERY

Take advantage of Tourism WA's free image and video library to help supplement your marketing activity and promote Western Australia as an incredible holiday and events destination. The Tourism WA Library houses thousands of images, videos and stock footage showcasing destinations and tourism experiences across the State. It also contains logos, graphics and other branding tools. To access the Library, you need to register on our corporate website. The registration process takes approximately two business days. Copyright restrictions may apply, and users of the Library must agree with the Tourism WA Library terms and conditions. If you need assistance email: [imagelibrary@westernaustralia.com](mailto:imagelibrary@westernaustralia.com)

## ONLINE LISTINGS

Our consumer website receives millions of unique visits each year and is the primary call to action for our consumer marketing campaigns. To ensure your event features on our Where Dream Events Happen

landing page [www.westernaustralia.com/events](http://www.westernaustralia.com/events) we recommend you regularly review and update your **Australian Tourism Data Warehouse (ATDW)** listing to ensure it is providing fresh, up-to-date and appealing content (including images). It is free to get an ATDW listing and is a perfect way to gain online exposure and commission-free leads for your product or event. If you don't have a listing, or are unsure how to update your information, contact our team on [atdw@westernaustralia.com](mailto:atdw@westernaustralia.com)

## MEDIA AND PR

Our marketing team produces dedicated monthly e-Newsletters for both consumers and media. **The Westerly** targets potential event visitors with the aim to inspire planning and drive bookings via event listings on [westernaustralia.com](http://westernaustralia.com). **This is WA** is distributed to industry and media, with the purpose of highlighting new, updated and seasonal stories across Western Australia to generate media coverage. We welcome all stories to be considered for inclusion in these important communication channels by submitting their events to [media@westernaustralia.com](mailto:media@westernaustralia.com) with 100 words of copy describing the event and its uniqueness, a website link and high resolution jpeg image. Events also form a critical part of our media familiarisation program to host journalists and reinforce that Western Australia is Where Dream Events Happen through media coverage.



# CONNECT WITH US

## STAY CONNECTED

To ensure you maximise all opportunities for your business, ensure you stay connected with Tourism WA and our valued industry partners.

## INDUSTRY UPDATES

Tourism WA hosts regular industry updates throughout the year, delivered both in-person and virtually. We also travel to the regions to engage with event operators and stakeholders.






## TALKING TOURISM

Talking Tourism is a weekly E-newsletter which provides the latest information on our initiatives, events and tourism news of interest to industry and our stakeholders.

# THANK YOU

## SOCIAL CHANNELS

Follow our corporate Facebook and LinkedIn pages and subscribe to our YouTube channel. You can also join the conversation on our consumer social channels.

-  @WestAustralia
-  @WesternAustralia
-  @ExtraordinaryWesternAustralia
-  @WesternAustralia
-  @WesternAustralia

## OUR WEBSITES

- Corporate website – [tourism.wa.gov.au](https://tourism.wa.gov.au)
- Consumer website – [westernaustralia.com](https://westernaustralia.com)





GOVERNMENT OF  
WESTERN AUSTRALIA

**Tourism**  
WESTERN AUSTRALIA

WESTERN  
AUSTRALIA  
WALKING ON A DREAM

♀ WWE, OPTUS STADIUM