

FACET

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ECO-TOURISM

ROLE OF HOTELS IN PLACEMAKING

Friday, 7 June 2019

7.30 - 9.00am

Fraser's Function Room, Kings Park

REGISTER NOW

THE ROLE OF HOTELS IN PLACEMAKING

Perth's exponential growth in hotels over the past few years means that there is greater choice for the visitor but also increased competition across the sector. Hotels are central to the tourism experience, caring for a destination's visitors and locals alike.

It is vital that destinations are able to create a clear point of difference so they can stand out in an increasingly competitive tourism market. In recent years placemaking and place activation have become critical tools for planners, architects and destination marketers to help create that point of difference and a strong and authentic sense of place. Hotels play an integral role in the overall concept of placemaking.

Join international hospitality and tourism expert Gregg Rockett as he explores the role that hotels play in placemaking and practical lessons he has learned during his long career in hotel development and tourism across the world.

GREGG ROCKETT - HOSPITALITY & TOURISM REAL ESTATE EXPERT



For over 35 years Gregg has been a trailblazer in the hospitality and tourism sectors, working for some of the world's best recognised tourism brands. Gregg pioneered the Hilton and Marriott hotel brands into underrepresented markets in Latin America and the Caribbean. As Vice President of Development for Hilton he oversaw the development of over 20,000 rooms and strategic game changers in the prime resort and convention markets. Gregg's practical approach has led to the development of unconventional research and analytical techniques to support developments in data poor Latin America.

Gregg is currently the Professor of Practice at the Hong Kong Polytechnic University School of Hotel Tourism Management and is a regular speaker at hotel investment and tourism conferences around the world. Gregg brings a uniquely practical and global perspective.

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DATE AND TIME

Friday 8 June 2019
7.30-9.00am

VENUE

Fraser's Function Centre
Fraser Avenue, Kings Park

COST

FACET members
\$55 Standard \$40 Students/Unwaged

Non-members
\$65 Standard \$50 Students/Unwaged

Includes delicious cooked breakfast

PARKING

Free parking behind the venue.

BOOKINGS

Register online by Friday 24 May or
email admin@facet.asn.au

IMAGES

Courtesy of Heritage Council of Western
Australia

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