



MEDIA RELEASE

Crown Perth to host Travellers Choice 40th celebration

National retail group returns 'home' to mark milestone

1 December 2016: **Travellers Choice will return to its roots next year, with the national retail group today announcing that the new 500-room luxury hotel Crown Perth Towers will host its 2017 Annual Shareholders' Conference from 17-19 November.**

The network, which also unveiled a new logo celebrating its milestone, started life in Perth in 1977 when a handful of specialist retailers came together under a cooperative structure. Today the group's 150 members are distributed across every state in Australia and remain the company's sole shareholders.

Managing Director Christian Hunter says the new logo will feature across the organisation's marketing materials in 2017, including newsletters, point-of-sale displays and consumer advertising.

"We also have a number of events planned throughout the year, with festivities culminating in our 2017 Shareholders' Conference at Perth's newest luxury venue," says Hunter.

"It's an opportunity for our members and valued partners to not only celebrate an important milestone, but to look ahead at the exciting future that awaits Australia's leading independent retail network. As they say, life begins at 40!"

Due to open this month, Crown Towers Perth will add 500 rooms and suites - as well as new fine dining restaurants and unique event spaces - to the Crown Perth resort and casino complex. Located in Burswood on the banks of the Swan River, the resort already incorporates two hotels - Crown Metropolis Perth and Crown Promenade Perth - along with a convention centre and more than 30 restaurants and bars.

As well as celebrating its 40th anniversary, Hunter says that in 2017 Travellers Choice will continue to find new ways to evolve the support services it offers member shareholders, while also focusing on the recruitment of high-calibre agents.

"We remain absolutely focussed on continually enhancing our value proposition, which I believe is the very best in the marketplace. It is an exciting time to be part of the Travellers Choice journey."

For more information on Travellers Choice please visit www.travellerschoice.com.au.

Ends

For further information contact:

Christian Hunter
Managing Director
Tel: (08) 9223 6500 / 0413 329 919
Email: chunter@travellerschoice.com.au