



Media release

For immediate release

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New hotel to provide boost to Subiaco

Subiaco will soon be home to a new four star hotel and entertainment complex featuring cinema complex, food court, public piazza and retail.

The 217-room hotel, which is to be located on Hay Street at the current Ace Cinemas site, will be the first modern hotel constructed in Subiaco and is expected to bring an influx of tourism into the area.

Mayor Henderson said: “The many bars, cafes and restaurants and the boutique shopping in Subiaco, particularly along Rokeby Road and Hay Street, coupled with our history and beautiful heritage buildings means that our city has always been a popular place to visit.”

She added: “Until now we have not had a hotel to provide people with the option of short stays. The construction of this new hotel and entertainment complex will bring vibrancy to our city on evenings and weekends.”

Estimates suggest the hotel and entertainment complex will together bring in \$200 million in expenditure to Subiaco over the next ten years, providing a boost to the local economy.

The development will also create over 750 new jobs, primarily in the hospitality industry, increasing the number and diversity of employment opportunities in the Subiaco area.

Annaliese Doesburg, Executive Officer of Visit Subiaco, said: “Marketing Subiaco as a tourist destination is a challenge given the area currently lacks one of the fundamental facilities required by tourists – hotel accommodation.”

She added: “The new development will draw tourists and business people to Subiaco, which will have an immediate and direct positive flow-on effect for local business.”

The proximity of the hotel to public transport options will allow for easy access to both Perth City and Fremantle, providing an attractive alternative to accommodation in the Perth CBD.



With hotel occupancy rates in the Perth metropolitan area estimated to be at around 80 per cent, and a recognised lack of supply of accommodation options outside of the Perth CBD, the property developers are anticipating that the hotel will increase the number of nights spent by visitors in Subiaco by approximately 79 000 nights.

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Notes to Editor

The City of Subiaco is recognised as a local government leader in a range of areas such as environmental and social initiatives, and long-term planning for the future. It is located in the inner metropolitan area of Perth and includes Subiaco, Daglish and parts of Nedlands, Shenton Park, Crawley and Jolimont. A major centre for employment with a diverse and growing business sector, the city provides important services including waste collection, town planning and public recreation facilities to more than 19,000 residents. The city aims to maintain its vibrant sense of community and enhance the lives and well-being of everyone who lives, visits and works in Subiaco. For more information about the City of Subiaco, visit www.subiaco.wa.gov.au