

Trilogy Hotels' founders speak on the growth of Western Sydney

With billions invested in infrastructure developments, including Western Sydney International Airport, there's a unique opportunity to create a holistic tourism strategy for the region.

Careful planning is needed to ensure Western Sydney becomes a key part of Sydney's evolution into a global city.

Trilogy Hotels is calling on state and local governments, as well as the private sector, to reimagine the tourism offering for Western Sydney.

With Western Sydney in the spotlight, [Trilogy Hotels](#), an independent hotel management company with an extensive footprint in Western Sydney, advocates for a holistic tourism strategy to help the industry learn from the past and capitalise on this extraordinary opportunity ahead.

Trilogy Hotels was founded by three of Australia's top hospitality innovators, Scott Boyes, Tony Ryan and Grant Alchin, combining decades of hospitality expertise to bring their unique independent hotel management model to Australian shores. They currently have ten hotel assets in different market segments signed under their management, five of which are in Western and Greater Western Sydney. Recently the company announced three signings, including Novotel Sydney Parramatta, Mercure Sydney Parramatta, and Leura Gardens Resort.

Scott Boyes, CEO of Trilogy Hotels, points out that Western Sydney's growth provides the biggest opportunity in our lifetime, allowing the ability to plan and develop multiple greenfield tourism products centred around a new international airport—something never before seen in Australia. With the airport as a major demand driver for the hotels and tourism industry, Western Sydney is currently underserved in terms of hotel rooms in the region. However, Boyes points out that more needs to be done than building new hotels. This opportunity is the beacon of Sydney maturing to become a truly global city and Western Sydney's role in this evolution.

Western Sydney is the third largest economy in Australia behind the Sydney CBD and Melbourne. The Western Sydney International Airport (WSI) is predicted to welcome 10 million passengers per year by 2031. Yet, the region is inadequately serviced, with only 8,764 hotel rooms across 113 properties, compared to over 26,000 rooms in Sydney's city centre and 5,000 rooms at Sydney Airport alone (STR, 2024). No significant airport-adjacent hotel developments in Western Sydney are planned except a 150-room hotel in a nearby business park.

“While hotels and rooms need to be built, the economic sustainability of these developments is crucial here. We need to map out the existing tourism offerings, identify gaps, and develop a range of facilities to enhance the overall visitor experience. That way, when people land at the airport, they have a legitimate reason to stay in Western Sydney and not head straight into our wonderful CBD because of an absence of knowledge, choice or things to do. We need to extend the vision for Sydney beyond the harbour and reimagine Sydney's tourism offering, including a built-for-purpose Western Sydney. This is the jewel in the crown,” says Scott Boyes, CEO of Trilogy Hotels.

“The airport should become a catalyst for a broader vision of the tourist experience in Western Sydney, embracing attractions, visitor accommodation and transport, servicing not only international travellers but also local demand for an integrated tourism product. Increased transport connectivity with the Sydney Metro reducing commute times will help unlock these new pockets of demand for tourism beyond the airport traveller,” continues Boyes.

Singapore Airlines recently was announced as the first overseas-based airline to land at WSI in Badgerys Creek, signalling a promising outlook for the industry. Key attractions in the area include Western Sydney Parklands, Raging Waters Sydney, Sydney Motorsports Park, Featherdale Wildlife Park, Western Sydney Conference Centre and Sydney Zoo. Significant investments in amenities include Winter Sports World, Accor Stadium, the

new Penrith Panthers Stadium, the Riverside and Powerhouse Theatres in Parramatta, and the Campbelltown Arts Centre, which will be game-changers for the region.

Boyes says we can learn from the impacts of second airports abroad in Kuala Lumpur, Tokyo, and Bangkok, and in Australia with the Sydney Olympics Precinct, avoiding making some of those past mistakes with insufficient planning.

“The government risks missing an opportunity if they just focus on land purchase and leave everything else to chance. Learning from the 2000 Sydney Olympics, post-the games there was no real curation of visitor experiences in what is a world-class event precinct. It then struggled for relevance and acceptance with locals and visitors alike. We must carefully plan how people will interact with Western Sydney's new infrastructure, and what they will see, do and feel. This means developing sustainable demand drivers beyond the airport, curating a positive visitor experience, and ensuring clear directions and attractions to make Western Sydney a compelling destination.”

Although thousands of new jobs will be created, we currently lack the skilled people to fill them. The pandemic severely impacted the hospitality industry's workforce, so planning for the future workforce is also key.

“High construction and land costs are challenging the feasibility of new tourism products, and there is an opportunity for state and local governments to incentivise these projects through prescribed land uses and development enhancements,” says Tony Ryan, Executive Chair of Trilogy Hotels.

“As new jobs are created, especially with the development of tourism products, there is a pressing need to better align the path from school to careers in hotel and hospitality management,” says Grant Alchin, COO of Trilogy Hotels.

“With great tourism products and a great tourism precinct, Western Sydney provides an opportunity for the next generation who live in the region to not have to jump on the M4 to go and work in great hotels and restaurants in Sydney because they're on their doorstep, in their community,” continues Alchin.

Trilogy Hotels strongly advocates with state bodies and local councils to ensure hotels, hospitality and accommodation play an important part in the social infrastructure in Western Sydney.

Christopher Brown AM, Founder and Chairman of the Western Sydney Leadership Dialogue and former CEO of the Tourism and Transport Forum, echoes this sentiment.

“The growing tourism sector in Western Sydney needs more passionate and professional voices like Trilogy Hotels to ensure supply side and regulatory issues are addressed to ensure communities west of Olympic Park can experience the massive dividends coming Sydney's way with the opening of the new airport in 2026. Tony Ryan, Scott Boyes, and Grant Alchin have been passionate advocates for this sector for decades, and their invested interest in Western Sydney bodes very well for the region and this industry,” says Christopher Brown AM, Founder and Chairman of the Western Sydney Leadership Dialogue.

Trilogy Hotels plans to establish itself as a conduit between partners to help write the next chapter of the Western Sydney story.

“As a team, we have a great deal of experience in Western Sydney. We are great believers in the Western Sydney story; for us, it's personal, and we take our role in helping lead the way very seriously. We see the region as a growth engine not only for NSW but for Australia,” says Tony Ryan, Executive Chair of Trilogy Hotels.

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About Trilogy Hotels

Formed in 2023, Trilogy Hotels brings independent operational excellence to the hotel industry in Australia and New Zealand for investment-grade assets. Backed by the significant industry experience of each of its best-in-market teams, Trilogy offers a new chapter of growth for the region's hotel industry. Trilogy Hotels operates and has signed deals to operate nearly 2,100 hotel rooms across ten key hotels including: Mercure Sydney, Ibis Sydney World Square, Mercure Canberra, Fairmont Resort Blue Mountains, Pullman Sydney Penrith, Crowne Plaza Sydney Airport, Crowne Plaza North Ryde, Novotel Sydney Parramatta, Mercure Sydney Parramatta and Leura Gardens Resort. Find out more at trilogyhotels.com.au.

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