

TOURISM — INTERNATIONAL VISITORS

459. Mr C.J. TALLENTIRE to the Minister for Tourism:

I refer to the \$12 million funding boost that the McGowan Labor government has provided to international marketing, on top of its already record investment in tourism. Can the minister update the house on how this funding is attracting more international holidaymakers to WA, supporting the economy and creating jobs?

Mr P. PAPALIA replied:

I thank the member for his question and for his interest in supporting tourism. I particularly note the contribution of culturally and linguistically diverse communities to the growth in international tourism. Communities across the state are helping us to grow our connections with potential markets. It is true that in March, the Premier and I announced an additional \$12 million for international marketing campaigns in this year's budget. It comes on top of the \$85 million every single year for five years that we have already committed, which gives certainty to Tourism WA and enables a much greater use of and return on taxpayers' expenditure in this field of endeavour because of longer lead times on deal making. We are basically increasing the funding in target markets in which we can shift the dial in a hurry—a range of markets in which we know that if we increase the spend, there will be a return in the near time frame. It is in two phases. The first phase is in this financial year, with \$3 million going into the markets in Singapore, Malaysia and Hong Kong, with a view to growing them. Singapore and Malaysia are our third and second-biggest source of visitors; Hong Kong is in the top 10 as well. The remaining \$9 million will come over the next financial year and will go to 10 markets, being Singapore, Malaysia, Indonesia, India, Japan, China and Hong Kong, as well as the UK, Germany and the United States. All of those markets can quickly provide a return in the growth in the number of international visitors in the leisure market, which is what we are really focusing on. Much of the marketing activity is going to be in the form of cooperative advertising with airlines, overseas travel companies, online travel agencies and inbound tour operators, who will match our contribution. It will therefore be way more than \$12 million, which is a 100 per cent increase on our normal budgeting. It will be well in excess of double that amount. That is a huge boost to what we normally spend on those international markets, and it will get a return for us in the near future.

I place on record my thanks and congratulations to those personnel in Tourism WA who have done an incredible amount of work, particularly on the spend that is required this financial year. They have had a very short time in which to prepare, get out there, make the deals and get the money going into the places where it is needed to get the return and grow visitor numbers from international holiday markets into WA, and fill our hotels, hospitality outlets and tours and grow jobs. Tourism WA has done a great job on that.

There will be a lot of advertising activity promoting a range of travel and accommodation packages to WA. All of it will commence with the intention of travel occurring before the end of this calendar year. When we came to office, we inherited a neglected leisure market. During the boom, Western Australia essentially did not have a leisure market. It collapsed. It was masked by the high level of business travel to the state during the boom and people who were working here during the boom, which made it look like we had a tourism market. We did not have one. We are creating one. This spend will help. It is an incredible contribution. It will fill our hotels, fill our hospitality outlets, fill the booking sheets of our tourism operators and grow jobs right across the state.