

TOURISM — SOUTH WEST

957. Hon COLIN TINCKNELL to the minister representing the Minister for Tourism:

I am keen to understand how the government is supporting the south west tourism industry.

- (1) Are there any planned tourism campaigns aimed specifically at encouraging Western Australians to visit the south west and great southern regions?
- (2) Are there any plans to introduce subsidised travel to the south west and great southern regions, similar to the current arrangements for subsidised flights to Broome?
- (3) What are the 2017–18 and 2018–19 passenger numbers for —
 - (i) the East Perth to great southern bus routes GS1, GS2 and GS3;
 - (ii) the East Perth to south west bus routes SW1, SW2, SW3, and SW4; and
 - (iii) the East Perth to south east bus routes GE1, GE2, GE3, and GE4?

Hon ALANNAH MacTIERNAN replied:

I thank the member for the question. The following information has been provided by the Minister for Tourism.

- (1) Tourism WA focuses its efforts on driving interstate and international visitation to Western Australia. Destinations within the south west and great southern are promoted in Tourism WA's marketing activities, such as the Road Trip State campaign. Tourism WA also promotes events, such as the Margaret River Pro and the Western Australia Gourmet Escape, to encourage visitation to the region by Western Australians, and interstate and international tourists. The Australia's South West regional tourism organisation is responsible for encouraging Western Australians to visit the south west and great southern. It recently commenced its spring campaign, which focuses on wildflowers and self-drive itineraries across the entire south west region, and continues to promote the popular Great South West Edge road trip. In addition, the Australia's South West regional tourism organisation, in conjunction with local tourism organisation Amazing South Coast Tourism, has a campaign in the market to encourage Western Australians to visit the south coast, from Denmark to Bremer Bay.
- (2) The state government does not subsidise flights to Broome. An affordable flights initiative was launched in partnership with Qantas, Australia's North West and Broome Airport to provide an additional 500 to 600 seats a week at an affordable price for visitors who book 60 and 45 days in advance.

The south west region is easily accessed by road and rail. Flights to Albany in the great southern are regulated as regular public transport routes that fall under the jurisdiction of the Minister for Transport as part of the state's regulated RPT routes. The Department of Transport and Tourism WA have worked together with the current licensee, Regional Express, on airfare initiatives to benefit great southern residents and visitors to the region. Rex offers discounted community fares on its Albany flights. The Albany route experienced record-breaking numbers in 2018–19, with nearly 61 500 passengers.

- (3) Although bus route information does not fall under the tourism portfolio, the Minister for Transport has provided the following information. As it is in tabular form, I seek leave to have it incorporated in *Hansard*.

Leave granted.

The following material was incorporated —

(i)

	2017/18	2018/19
GS1	31,168	30,455
GS2	14,088	14,173
GS3	19,849	17,547

(ii)

	2017/18	2018/19
SW1	41,268	43,352
SW2	1,928	8,167
SW3	7,776	3,415
SW4	#	892

(iii)

	2017/18	2018/19
GE1	10,211	9,950
GE2	5,663	5,631

Extract from *Hansard*
[COUNCIL — Wednesday, 4 September 2019]
p6374c-6375a
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GE3	4,306	3,798
GE4	598	568
