

TOURISM — *LA VIVA ROMANCE*

4770. Ms L. Mettam to the Minister for Tourism:

- (1) Did Tourism WA recommend or suggest the locations for filming for China reality TV show *La Viva Romance*?
- (2) How is Tourism WA working with Chinese travel agents to convert the exposure from *La Viva Romance* into bookings:
 - (a) What specific packages are being offered to potential Chinese tourists; and
 - (b) Will campaigns be run to coincide with the screening on *La Viva Romance* filmed in Western Australia?

Mr P. Papalia replied:

- (1) Yes.
 - (a) The Tourism WA office in Shanghai is assisting key travel agents in China to build itineraries and engage in cooperative marketing campaigns.
 - (b) Packages including a combination of flights, accommodation and tours will be offered to destinations promoted in *La Viva Romance* such as Perth city, Rottnest Island, Rockingham and Busselton/Margaret River. Additional packages with destinations that resonate well with Chinese tourists such as the Pinnacles, Geraldton/ Kalbarri and Hutt Lagoon will also be put forward.
 - (c) Yes.