

TOURISM — “HOTEL PERTH” CAMPAIGN

2767. Mr V.A. Catania to the Minister for Tourism; Racing and Gaming; Small Business; Defence Issues; Citizenship and Multicultural Interests:

I refer to the Minister’s announcement on 26 February 2018 regarding the push to sell Perth tourism, and I ask:

- (a) How is the Hotel Perth campaign being funded;
- (b) How will marketing activities promoting regional WA areas be funded;
- (c) What is the timeline and geographic focus of regional marketing initiative rollout; and
- (d) Can the Minister please provide KPI’s that will be used to measure the effectiveness of Tourism WA’s Perth and regional marketing campaigns?

Mr P. Papalia replied:

- (a)–(b) From Tourism Western Australia’s annual \$45 million destination marketing budget.
- (c) Regional areas are marketed on an ongoing basis throughout the financial year. Tourism Western Australia has already undertaken over 120 marketing initiatives during 2017–18 promoting the State’s five tourism regions in 11 different markets using brand and cooperative marketing campaigns, digital advertising, public relations, and media and trade familiarisations. The timing and duration of many of these activities overlap. As an example of regional activity, Western Australia’s north west and coral coast are normally promoted in February and March in advance of the tourist season. Similarly, Margaret River and the south west are promoted between July and October to build visitation over shoulder periods. The agency also provides funding to and works with the State’s five regional tourism organisations, which market their specific regions and operators throughout the year.
- (d) Visitation and visitor spend are key measures of campaign effectiveness. All cooperative marketing campaigns with industry partners promoting Perth and regional WA have a minimum target Return on Investment of 10:1.