

TOURISM — VISITOR SURVEYS

Statement by Minister for Tourism

MRS L.M. HARVEY (Scarborough — Minister for Tourism) [12.03 pm]: I am pleased to report to members today some very encouraging tourism results from the national and international visitor surveys for the year ending June 2013. Results of the international visitor survey and national visitor survey are provided on a quarterly basis by Tourism Research Australia. The results identify that Western Australia is performing well as a tourist destination across all three markets—intrastate, interstate and internationally.

The national visitor survey, or NVS, indicates that domestic tourism in Western Australia grew in the year ending June 2013 with most key measures showing increases. The NVS samples 120 000 Australian residents throughout the year over the age of 15 years. The sample size for WA is typically between 4 000 and 5 000 people. Intrastate tourism in WA has improved over the past 12 months with visitor numbers up 7.6 per cent, visitor spend up five per cent and visitor nights up 2.3 per cent. Interstate visitation and nights in WA are up by 10.4 per cent and 26.4 per cent respectively, with the spend slightly down by 4.7 per cent. That is possibly due to a decline in the proportion of visitor nights spent in a hotel or resort accommodation. A lot of these visitors are choosing to stay with family and friends.

The international visitor survey, or IVS, samples 40 000 short-term international travellers over the age of 15 who have been visiting Australia. The surveys are conducted in the departure lounges of the eight major international airports of Sydney, Melbourne, Brisbane, Cairns, Perth, Adelaide, Darwin and the Gold Coast. There were 763 900 international visitors to WA in the year ending June 2013, which is an increase of three per cent on the previous 12 months. Importantly, the holiday–leisure segment was up 1.6 per cent or 5 100 additional holiday–leisure visitors. Overall growth in visitors to WA is being driven by people visiting friends and relatives, which increased by 8.5 per cent or 23 900 additional visitors. The best performing individual source markets were New Zealand, up seven per cent or 5 300 visitors; the Middle East, up 104 per cent or 5 000 visitors; China, up 13.3 per cent or 3 700 visitors; and Malaysia, up 5.5 per cent or 3 300 visitors.

Our international visitors spent more in WA during the past 12 months with spend growing 7.6 per cent to \$2.237 billion. This can be attributed to an increase in the average length of stay for holiday–leisure visitors which improved from 24 to 30 nights. Overall, WA received 13.13 per cent of all international visitors to Australia. While these are pleasing results, the Liberal–National government realises there is still more work to be done to ensure these overall positive trends continue. That is why this government allocated \$85 million to Tourism WA in the 2013–14 budget, the largest funding commitment to tourism on record. The WA tourism industry is worth \$8.52 billion in gross state product.