

TOURISM — DIRECT FLIGHTS — BROOME — DISCOUNTED FARES TRIAL

5245. Ms L. Mettam to the Minister for Tourism:

I refer to the answer to Legislative Assembly Question On Notice 4279, and I ask:

- (a) When will the Minister table the report on the outcomes of the trial of discounted fares on flights between Perth and Broome;
- (b) What were the key findings of Australia's North West survey of its members seeking feedback on discounted fares on flights between Perth and Broome; and
- (c) What changes or improvements have been made to the operation of this initiative for 2019 onwards, particularly in light of Australia's North West survey results?

Mr P. Papalia replied:

- (a) I will table relevant parts of the report that do not contain information considered commercially sensitive by Qantas Airways once the trial, which has been extended for an additional year, has concluded.
- (b) The key findings of research conducted by Australia's North West in November/December 2018 were that three in five businesses (63%) noticed an increase in occupancy/sales/foot traffic as a direct result of the flights and one third of business (34%) noticed an increase in forward bookings for 2019. In addition, many businesses initiated their own activities to promote the discounted fares.
- (c) We have publicly stated that the results of the trial show more than 20 000 Qantas fares between Perth and Broome have been purchased. In the winter peak period, about 90% of all available discounted fares were booked. Following a positive response to the initial trial, reflected in the uptake of discounted fares between Perth and Broome and the positive survey responses received from Broome operators whereby businesses undertook their own promotions, the Western Australian Government and Qantas Airways were able to extend the initiative for a second year. In the first year of the trial discounted fares were only available directly through Qantas Airways. A major change has been made in the second year with discounted fares available from travel agencies, as well as directly through Qantas Airways.