

TOURISM — “HOTEL PERTH” CAMPAIGN

4292. Ms L. Mettam to the Minister for Tourism; Racing and Gaming; Small Business; Defence Issues; Citizenship and Multicultural Interests:

I refer to the Government’s announcement on 26 February 2018 regarding the Hotel Perth campaign, and I ask:

- (a) what is the current status of the Hotel Perth campaign;
- (b) how long will the Hotel Perth campaign run for;
- (c) to date, how many hotel deals were purchased in each of the three categories as a result of this campaign:
 - (i) under \$200;
 - (ii) under \$300; and
 - (iii) luxury (\$300 and over);
- (d) to date, how many holiday packages were purchased as a result of this campaign;
- (e) to date, how many day tour deals were purchased as a result of this campaign; and
- (f) what are the Key Performance Indicators of this campaign?

Mr P. Papalia replied:

- (a) The Hotel Perth campaign has concluded.
- (b) Hotel Perth had two campaign periods – 10 February 2018 to 31 March 2018 and 13 May 2018 to 23 June 2018.
- (c)–(d) Campaign partners did not provide the quantity of hotel deals purchased by price category or the quantity of holiday packages purchased. However, they reported 2,600 room nights in Perth were sold and total sales across all products was \$881,448 during the campaign period.
- (e) Campaign partners did not provide the quantity of day tour deals purchased, however, they reported touring product sales of \$84,971 during the campaign period.
- (f) The Key Performance Indicators for the campaign were:
 - Increase sales revenue for Perth
 - Increase room nights booked
 - Increase the number of people booking travel to Perth
 - Increase awareness of PerthAn increase was recorded across all indicators.