

TOURISM MARKETING AGREEMENT — QANTAS

Statement by Minister for Tourism

MRS L.M. HARVEY (Scarborough — Minister for Tourism) [12.03 pm]: I rise to inform the house about an important marketing agreement between the Western Australian government and Qantas. The three-year, \$7.65 million agreement is one of the biggest airline partnerships in the state's history. It is expected to generate an increased visitation and visitor spend, and to help to drive regional dispersal and economic development.

Qantas is one of the world's leading airlines and its new global partnership with Emirates means it will be easier for travellers around the world to fly to Western Australia. This deal will see WA's extraordinary destinations promoted through joint advertising and allows for a much higher level of promotion of the state in the domestic and key international markets. Both the government, through Tourism Western Australia, and Qantas are contributing on a dollar-for-dollar basis and in-kind. The cooperative marketing agreement is worth \$2.55 million a year and will target potential visitors from within Australia, the United Kingdom, the United States of America, Germany and Singapore. Domestically, the agreement will provide for two retail sales campaigns a year promoting packages into Perth, Broome and Exmouth and the provision of competitive fares to the wholesale and retail network.

Aviation agreements have proven successful in the past in delivering a significant return on investment and we anticipate seeing similar results from this one. As part of its in-kind support, Qantas will provide access to media assets such as its frequent flyer database, inflight entertainment, *Australian Way* magazine and qantas.com to support campaign activity. The agreement has been made possible by additional marketing funding provided in the 2013–14 state budget and is further proof of this government's commitment to growing our tourism industry. Importantly, it will help the government achieve its goal of attracting more tourists and increasing the value of tourism to \$12 billion by 2020. I will also announce a further significant cooperative marketing agreement with another airline in the coming weeks.