

TOURISM — THE ROAD TRIP STATE CAMPAIGN

4367. Ms L. Mettam to the Minister for Tourism:

I refer to the Minister's announcement on 19 October 2018 launching Western Australia as the 'Road Trip State', and I ask:

- (a) what research underpinned the Road Trip State campaign; and
- (b) what are the 15 plus driving routes that will be packaged to appealed to tourists?

Mr P. Papalia replied:

- (a) Research conducted by BDA Marketing Planning (People Prophets Tracker, Year Ending April 2018) showed that just 40% of interstate residents thought of Western Australia (WA) as a great place for road trips. This was relatively low compared to other States/Territories – New South Wales (49%), Queensland (49%), Victoria (48%) and Tasmania (45%) – and demonstrated a need to grow interstate knowledge of road trip experiences on offer in WA and build association of WA with this type of holiday.

Other research undertaken by BDA Marketing Planning (High Value Traveller Research, October 2018) revealed that 25% of long haul travellers from key international markets found a road trip holiday in WA appealing. This proportion increased to 33% amongst Tourism Australia's core target market 'high value travellers'.

- (b) The "Western Australia the Road Trip State" brochure has information on 15 suggested driving routes plus six day trips from Perth. They are:

- (1) The Avon Valley 500 Loop
- (2) The Great Southern Drive
- (3) The South West Nature and Wine Drive
- (4) The Great South West Edge
- (5) The Great Ocean Drive
- (6) The Golden Quest Discovery Trail
- (7) The Indian Ocean Drive
- (8) The Wool Wagon Pathway
- (9) The World Heritage Coastal Drive
- (10) The West Kimberley Crossing
- (11) The Ardi Cultural Drive
- (12) The Gibb River Road
- (13) The Great Kimberley Inland Track
- (14) The Warlu Way
- (15) The Great Kimberley Wilderness Loop

Day Trips:

- (1) Rockingham
- (2) Rottnest Island
- (3) Mandurah
- (4) Fremantle
- (5) The Pinnacles
- (6) Swan Valley and Perth Hills