

TOURISM — INTERNATIONAL VISITORS

5240. Ms L. Mettam to the Minister for Tourism:

I refer to Budget Paper 2, Division 15 – Department of Jobs, Tourism, Science and Innovation, page 189 – New Initiatives – International Marketing Boost with \$2.75 million in 2018–19 and \$7 million in 2019–20, and I ask:

- (a) How many additional visitors to Western Australia are expected through this funding boost; and
- (b) How many additional tourism jobs are expected through this funding boost?

**Mr P. Papalia replied:**

- (a)–(b) The Western Australian Government has doubled the international marketing spend, which is expected to significantly increase visitation and provide economic benefits to the State.

International Visitor Survey figures for the year ending March 2019 show that the Government’s international marketing efforts have already delivered 493,100 holidaymakers, the largest number of international holiday visitors ever seen in WA, up 9.3% on the previous year. The survey also showed that international holiday visitor spend reached a record high, growing 14.8% on the previous year. WA saw growth in visitor numbers from seven markets in which Tourism WA is active: New Zealand (+7.4%), China (+12.4%), Germany (+0.8%), Indonesia (+9.5%), India (+8.8%), Japan (+1.8%) and Switzerland (+0.9%).

It is anticipated that the Government’s additional investment in international marketing will drive further visitation.

Western Australia will undertake a full evaluation of the increased visitor numbers and new jobs at the end of the campaign activities.