

TOURISM — TWO-YEAR ACTION PLAN

4767. Ms L. Mettam to the Minister for Tourism:

I refer to the Tourism WA Two Year Action Plan and I ask how is Tourism WA assisting with the development and marketing of mountain bike trails:

- (a) Across Western Australia; and
- (b) In the South West Region?

Mr P. Papalia replied:

(a)–(b) Tourism WA has been an active member of the Trails Reference Group since 2017. Chaired by the Department of Local Government, Sport and Cultural Industries, the Trails Reference Group is a cross agency, organisation and community reference group that influences and guides the strategic planning, development, implementation and communication of the *Western Australian Strategic Trails Blueprint 2017–2021*. Tourism WA is also a member of the Trails Reference Group Iconic Trails sub-committee.

In 2017, Tourism WA commissioned consumer research to measure and segment the domestic cycle tourism market. This research was shared with the Trails Reference Group and peak cycle body WestCycle. An Executive Summary from the research report is published on Tourism WA’s corporate website www.tourism.wa.gov.au for interested parties who can request a copy of the full report.

Tourism WA promotes a number of mountain bike trails and tour companies on its consumer website www.westernaustralia.com. The Australia’s South West Regional Tourism Organisation (ASW) also highlights mountain bike trails across all of its channels and platforms, including footage in its promotional video and a comprehensive digital image library with mountain biking focused photoshoots at Wellington National Park and Pemberton Pools, as well as across its experience pillar of “Off the Beaten Track” (adventure/outdoors) on its website www.australiassouthwest.com, Holiday Planner and Media Kit. ASW’s activities are undertaken with assistance and financial support from Tourism WA.

Mountain biking also featured in Tourism WA’s Cape to Cape events campaign that ran in June and July 2018, and is promoted in an upcoming ASW campaign to be based around an adventure/mountain biking itinerary set in the Southern Forests and Valleys region.