

TOURISM WESTERN AUSTRALIA — COOPERATIVE MARKETING AGREEMENTS

4765. Ms L. Mettam to the Minister for Tourism:

I refer to the Minister's media statement on 15 January 2019 "\$1.2 million airline agreement to increase interstate visitor numbers" and I ask:

- (a) During 2017 and 2018 what cooperative marketing agreements were undertaken by Tourism WA:
 - (i) Who was each cooperative marketing agreement with;
 - (ii) What was the target audience of each cooperative marketing agreement;
 - (iii) How many additional domestic and international visitors to the State did each cooperative marketing agreement deliver; and
 - (iv) What was the economic impact to the State of each cooperative marketing agreement?

Mr P. Papalia replied:

Tourism WA undertook 121 cooperative marketing agreements in 2017 and 2018. Details of who the cooperative marketing agreements were with and the target audience of each one are listed. [See tabled paper no 2301.] These agreements delivered 121,573 domestic visitors with an economic impact to the State of \$110,652,682; and 255,204 international visitors with an economic impact to the State of \$546,911,717.