

TOURISM — “HOTEL PERTH” CAMPAIGN

4858. Ms L. Mettam to the Minister for Tourism:

I refer to the Hotel Perth Campaign and Question on Notice 4292 and I ask:

- (a) What was the final total cost of the campaign;
- (b) On what basis were the two hotel campaign periods determined;
- (c) Were there any events, concerts, exhibitions, sporting events or conferences in Perth during the two campaign periods? If yes, will the Minister provide a list of the events;
- (d) Did the key performance indicators include an expected increase, in percentage terms, or were marginal increases in the four KPIs considered a success;
- (e) Will the Minister table the performance report for the key performance indicators? If not, why not;
- (f) Was the campaign deemed a success? if yes, on what basis was the campaign deemed a success;
- (g) If yes to (c) will the Minister commit to expanding this program? If not, why not;
- (h) Have any reports or assessments been prepared since the completion of the campaign? If yes, what are the reports or assessments and will the Minister table the reports? If not, why not;
- (i) What was the increase in the number of people booking travel as a result of this campaign;
- (j) How was the increase in the number of people booking travel as a result of this campaign measured; and
- (k) What was the increase in “awareness of Perth” as a result of this campaign and how was this measured?

Mr P. Papalia replied:

- (a) The campaign cost \$1.99 million and was launched to counteract the decline in visitor numbers and poor perceptions of Perth as a tourism destination that were allowed to develop under the previous Government’s watch.
- (b) To generate visitation during low and shoulder periods to support the tourism industry.
- (c) The campaign ran over two defined periods, however, hotels that featured in the campaign had different ‘valid for travel’ dates that ran between February 2018 and March 2019. A considerable number of events, concerts, exhibitions, sporting events and conferences will have been held in Perth over the period when travel was undertaken.
- (d) An increase in each of the KPIs was considered an indicator of success.
- (e) Information contained in the reports/assessments of the campaign, including the KPIs for the individual partners and the number of people booking travel directly with the travel partners, is commercially sensitive information and its disclosure could cause unreasonable detriment to both the State’s interests and the interests of Tourism Western Australia’s campaign partners. Tabling these reports in full could provide a competitive advantage to other States and reduce the effectiveness of the campaign and the State’s investment in it. However, Tourism Western Australia, in consultation with the partners, has created redacted versions of the following Post Campaign Reports for tabling:

Q3 Hotel Perth Post Campaign Report – prepared by Tourism Western Australia’s media agency, Carat Pty Ltd, in consultation with Tourism Western Australia’s Strategic Creative Agency – Cummins & Partners. [See tabled paper no 2642.]

Q4 Hotel Perth Post Campaign Report – prepared by Tourism Western Australia’s media agency Carat, in consultation with Tourism Western Australia’s Strategic Creative Agency – Cummins & Partners. [See tabled paper no 2642.]

Post Campaign Report – 23 February to 9 March 2018 – prepared by Helloworld – Tourism Western Australia’s cooperative travel partner. [See tabled paper no 2642.]

Post Campaign Report – 6 to 31 May 2018 – prepared by Flight Centre – Tourism Western Australia’s cooperative travel partner. [See tabled paper no 2642.]

The Campaign Awareness/Performance Research Report that was prepared by Kantar Public, which were engaged by Tourism Western Australia, will not be tabled. Accordingly, I will notify the Auditor General’s office and both houses of Parliament that part (e) of this question will not be answered in full as per section 82 of the *Financial Management Act 2006*.

I can advise, however, that the Hotel Perth campaign, together with the Government’s action to reinstate an interstate representative promoting tourism to WA on the east coast, which was something the previous

Government closed, has contributed to a surge in interstate visitors to WA. The National Visitor Survey for the year ending March 2019 shows that interstate visitors, nights and spend all increased compared to the previous year at a total (all purposes) level and for holiday and visiting friends and relatives (VFR) specifically. In addition, WA's growth rate in interstate visitation was the highest of all States/Territories and WA's market share of interstate holiday visitors increased from 3.5% to 3.7% year on year. Our market share of interstate holiday spend also increased, from 4.6% to 5.6% year on year.

- (f) The campaign was considered a success based on increases across the following KPIs:
 - Sales revenue for Perth;
 - Room nights booked;
 - Number of people booking travel to Perth; and
 - Awareness of Perth.
- (g) There are no plans to replicate the Hotel Perth campaign this financial year. Tourism Western Australia continues to build on the momentum created by past campaigns such as Hotel Perth, but it is important the agency continues to strive for continued growth by developing new campaigns.
- (h) Refer to part (e).
- (i) This information is commercially sensitive and its disclosure could cause unreasonable detriment to both the State's interests and the interests of Tourism Western Australia's campaign partners. Accordingly, I will notify the Auditor General's office and both houses of Parliament that part (i) of this question will not be answered in full as per section 82 of the *Financial Management Act 2006*.
- (j) The increase in people booking as a result of the campaign can be measured via the sales results provided by travel partners that featured holiday deals as part of the campaign. However, these results only include direct bookings with the travel partners and do not include bookings that people make through other sources, including online hotel booking sites and directly with hotels.
- (k) 'Awareness' is measured through public recognition of the campaign and was independently assessed by Kantar Public, which found that 31 per cent of the east coast based target audience was familiar with the campaign.