

TOURISM — “SUMMER IS THE GREATEST SHOW IN PERTH” CAMPAIGN

4490. Dr M.D. Nahan to the Minister for Tourism:

I refer to the media release titled “Perth turns up the heat in summer tourism campaign” dated 7 November 2018 and I ask:

- (a) What is the total cost of this campaign;
- (b) Is Expedia, or any hotel receiving money from the State Government to subsidise the cost of hotel rooms? If yes, how much;
- (c) Will the Minister table a breakdown of the funding for this campaign;
- (d) Was any market testing done before this campaign;
- (e) Was a business case prepared for this campaign;
- (f) If yes to (d), will the Minister table the business case; and
- (g) Are there any key performance indicators including return on investment to measure the success of this campaign? If yes, what are the key performance indicators?

**Mr P. Papalia replied:**

- (a) \$946,000 (across media, production, research and cooperative travel partnership).
- (b) No.
- (c) Information pertaining to the amount invested by Tourism Western Australia (Tourism WA) in individual campaigns has a commercial value and its disclosure could cause commercial harm to the State and the agency’s campaign partner. Disclosing the amount of Tourism WA’s investment could provide a competitive advantage to other States/Territories and potential campaign partners. Accordingly, I will notify the Auditor General’s office and both houses of Parliament that part (c) of this question will not be answered as per section 82 of the *Financial Management Act 2006*.
- (d) Yes.
- (e) No.
- (f) Not applicable.
- (g) In addition to return on investment, the key performance indicators were:
  - Increase in the number of consumers who booked a holiday to Perth.
  - Increase in room nights booked.
  - Increase in awareness of Perth as an affordable holiday destination.