

TOURISM — SOUTH WEST EVENTS

1364. Ms L. Mettam to the Minister for Tourism:

I refer to the Minister's comments reported on 5 April 2017 in the Busselton Dunsborough Mail "Could events in the South West be at risk?" and I ask, what criteria will be used by the Minister to assess whether tourism events "provide a return for taxpayers"?

Mr P. Papalia replied:

A full evaluation is carried out by Tourism Western Australia of all events considered for sponsorship.

Key criteria in assessing tourism events are economic value, which is a measure of the expenditure in a region by visitors attending an event, and media value, which is a measure of media coverage of an event that helps raise the profile of a region as a tourism destination and can lead to further visitation. Economic value is also used to estimate the number of local jobs that will be supported as a result of an event.

Tourism Western Australia's full events criteria is available on its corporate website (www.tourism.wa.gov.au), in the 'Events' section.