

TOURISM — “EXPERIENCE EXTRAORDINARY” CAMPAIGN

542. Mr C.D. HATTON to the Minister for Tourism:

I understand the minister launched two new tourism brand advertisements this morning. Will the minister please update the house on how they will be used to sell Western Australia and increase visitor numbers?

Mrs L.M. HARVEY replied:

I thank the member for Balcatta for this question and his interest in tourism in Western Australia. Earlier today I had the pleasure of launching the latest “Experience Extraordinary” brand advertising films for Tourism WA. The films are extraordinary; they detail breathtaking scenery from around Western Australia and are part of a \$3.6 million national media campaign that begins this weekend. These films have been put together in response to the market research that Tourism WA has done. That market research has identified that we should target people who enjoy an adventure holiday, who want to get to places where they can reconnect with their loved ones, connect with the landscape and have a truly extraordinary experience that they can take back and value and that will form part of their memories for a long period. These advertisements unashamedly feature actors who are couples in reality and they showcase the north west region of Western Australia and the south west region.

Mr P.B. Watson: What about the great southern?

The SPEAKER: Member for Albany!

Mrs L.M. HARVEY: The feedback we have had from focus groups on these commercials is that they hit the mark. I am really looking forward to them going mainstream. They form part of a \$3.6 million national media campaign that, as I said, commences this weekend. There will be free-to-air commercial time and paid television commercial time; they will be screened in cinemas across Australia in Sydney, Melbourne and Perth; and they will be screened as part of an outdoor-cinema advertising campaign commencing in December. As a pat on the back for the producers of these commercials and indeed Tourism WA, Qantas has been so impressed that it wants them to form part of its in-flight advertising program and, indeed, the ads will form part of our marketing partnership with Qantas that I announced last week, which is a \$7.65 million marketing campaign.

Mr P.B. Watson interjected.

Mrs L.M. HARVEY: There are features of the great southern. I think the member for Albany will be most impressed when he sees some of the features of his region.

Mr P.B. Watson: We’re not the south west; we’re the great southern.

Several members interjected.

The SPEAKER: Members! Member for Albany!

Mrs L.M. HARVEY: The campaign features some of my favourite places in the Kimberley. These advertisements form part of our strategy to increase the value of the tourism spend in Western Australia to \$12 billion by 2020. If we get the expected leverage, we expect the value-for-money return on investment will be \$14 for every \$1 invested.

Mr P.B. Watson interjected.

The SPEAKER: Member for Albany!

Mrs L.M. HARVEY: I encourage members to keep an eye out for these commercials because they are, indeed, a great screening experience and we believe they will bring a wide range of travellers to Western Australia.