

TOURISM — CHINA MARKET

4491. Dr M.D. Nahan to the Minister for Tourism:

I refer to your media release titled “New strategy to increase Chinese visitors to WA” and I ask:

- (a) How much funding is currently allocated to the China market;
- (b) Will the Minister provide a breakdown, by activity and expenditure, of the funding that is allocated to the China market;
- (c) Was a business case prepared for this new funding, if yes, will the Minister table a business case; and
- (d) On what date was funding approved for this initiative?

**Mr P. Papalia replied:**

- (a) \$3,381,516 in 2018–19, including \$840,000 of the additional \$1 million. The remaining \$160,000 has been allocated to 2019–20.
- (b) Industry Engagement: \$547,000  
Tactical Co-operative Campaigns: \$1,487,000  
Destination Awareness Campaigns: \$1,045,000  
Overheads: \$302,516
- (c) The funding has been allocated in accordance with the Two Year Action Plan for Tourism Western Australia 2018 and 2019.
- (d) 14 December 2018.