

TOURISM — MARKETING CAMPAIGN

4287. Ms L. Mettam to the Minister for Tourism; Racing and Gaming; Small Business; Defence Issues; Citizenship and Multicultural Interests:

I refer to the Minister's announcement on 21 August 2017 that \$2 million of Tourism WA's current budget would be reprioritised to help fill empty hotel rooms in Perth, and I ask:

- (a) what is the current status of this marketing campaign;
- (b) of the \$2 million budgeted, how much has been spent to date;
- (c) what activities have been undertaken as part of this campaign;
- (d) what incentives have been offered to potential visitors as part of this campaign;
- (e) what are the Key Performance Indicators of this campaign;
- (f) has Tourism WA completed a report on the outcomes of the campaign, or will a report be completed, and will the Minister table this report; and
- (g) if complete, was this campaign deemed successful?

Mr P. Papalia replied:

- (a) The \$2 million was not for a single campaign but used to supplement existing campaigns and for additional marketing activities, all of which have concluded.
- (b) All of the \$2 million budget has been spent.
- (c) Activities undertaken as part of this campaign were:
 - (i) Six South East Asian airline and travel agent cooperative campaigns;
 - (ii) Extension of the Chinese online travel agency Ctrip cooperative campaign;
 - (iii) Cooperative campaign with Expedia in six markets;
 - (iv) Phase two of the Visiting Friends and Relatives campaign in five markets with five partners;
 - (v) Promotion of the Perth Racing Carnival;
 - (vi) South East Asian travel agent training roadshow in Singapore, Malaysia and Indonesia;
 - (vii) Cooperative campaign with Fly Buys;
 - (viii) Singapore Airlines cooperative campaign targeting China and Germany with additional partners in each market; and
 - (ix) Hotel Perth campaign.
- (d) The cooperative campaigns offered deals to encourage consumers to book.
- (e) Each activity listed in (c) had their own Key Performance Indicators based on:
 - Increase in bookings to Western Australia
 - Increase in awareness of Western Australia.
- (f) Yes, a report is completed by Tourism WA for internal use. [See tabled paper no 2200.] Note information considered commercially sensitive by stakeholders has been redacted.
- (g) Yes. The aim of the campaigns was to drive visitation to Western Australia.