

TOURISM INDUSTRY ENGAGEMENT FORUMS

**92. Ms J.J. SHAW to the Premier:**

It is a hot seat, Mr Speaker!

I refer to the tourism industry engagement forums held last Friday. Although it has only been a week, has the government responded to the feedback from the tourism industry; and, if so, how?

**Mr M. McGOWAN replied:**

I thank the member for Swan Hills. It is true that last Friday I had a meeting in my office with a number of leaders of the tourism industry in Western Australia—probably a dozen or 15 people—which was chaired by Mr Sam Walsh. We sat down and listened. One of the issues raised by the tourism industry at the meeting was that Western Australia does not have a presence in the eastern states.

**Mr C.J. Barnett:** We put a policy out on that.

**Mr M. McGOWAN:** I am pleased to hear from the member for Cottesloe! I am going to refer to that.

We sat down with people from the tourism industry. They raised the fact that there is no office in the eastern states. There was, historically, an office representing Western Australia with the tourism industry in the east. That office was closed in 2010, under the former government.

The role of the office is to work with wholesalers, retailers, tour group operators, the airlines and the like to promote Western Australia and to put forward the options for holidays in the Western Australia. The industry said to us last Friday that the number of the interstate tourists coming to Western Australia has been declining ever since that office was closed in 2010, because Western Australia does not have a presence in the eastern states. Of course, for Western Australia, as we know with the eastern states, we have to be in their faces and we have to be promoting ourselves all the time. As a consequence of last week's meeting with the tourism industry, we are very pleased to announce to the Parliament and people of Western Australia that we will be reinstating that presence in the eastern states shortly so that we can get our fair share of the eastern states market.

Under the former Liberal–National government, in 2010, that office was closed. Under the Labor government in 2017, that office will be reopened. It will attract more tourists from the eastern states to Western Australia and create more jobs in Western Australia as a consequence of us listening to and working with the tourism industry.