

TOURISM — DESTINATION MARKETING

1661. Ms L. Mettam to the Minister for Tourism:

- (1) I refer to the Labor State Government's election commitment to invest \$425 million into destination marketing and tourism announced by the now Premier on 28 February 2017, and I ask does the \$425 million include the following:
 - (a) at least one international trade delegation annually to promote Western Australian business and trade on the international stage;
 - (b) the 'Brand WA' plan to create a global brand for Western Australia;
 - (c) more landside destination options for the cruise ship sector at WA regional ports; and
 - (d) \$2 million over five years to increase the number of international students to Western Australia?
- (2) Will the election commitments listed above be funded as dedicated line items in the 2017–18 Budget to ensure transparency to the tourism industry?

Mr P. Papalia replied:

Tourism Western Australia advises:

- (1)
 - (a) Tourism Western Australia undertakes international trade missions for tourism which is included in the \$425 million.
 - (b) No.
 - (c) Tourism Western Australia funds Cruise Shipping activities including cruise line attraction, shore-excursion development and industry capacity building from its recurrent Tourism Destination Development funding, this is in addition to the Destination Marketing and Event Tourism funding commitment.
 - (d) The McGowan Government has committed \$2 million over four years towards its International Education Strategy. This is over and above the \$425 million commitment towards Destination Marketing and Event Tourism.
- (2) Refer to the State Budget Papers released on 7 September 2017.