

TOURISM MARKETING ACTIVITIES

**144. Mr A.P. O'GORMAN to the Premier:**

Will the Premier provide an update on Western Australia's tourism marketing activities?

**Dr G.I. GALLOP replied:**

I am very pleased to announce to the Parliament that the government will inject an additional \$9.4 million into the marketing of Western Australia. We manage our finances well. During the election campaign -

An opposition member interjected.

**Dr G.I. GALLOP:** That is why we were elected. Members opposite have not worked it out yet. We were elected and re-elected because we manage the finances well. Members opposite obviously do not understand that. During the election campaign, the government announced an additional \$13 million for the marketing of Western Australia: \$1 million this year and \$3 million every year for the next four years. Not long after the election, the tourism minister approached the government and me and advised that the Australian Tourism Exchange would be held in Western Australia this year. It involves 2 500 delegates and 650 tour operators. It is an ideal opportunity to promote the state. Not enough tourists are visiting Western Australia from overseas. The percentage that visits Western Australia is too small, particularly those from China and South Korea. China and South Korea are major trading partners of Western Australia so the state is in a position to leverage its trade and get more tourism from those countries.

Several members interjected.

**The SPEAKER:** Order, members! I know the members for Hillarys and Vasse like to comment on everything. However, it is disorderly and I call them both to order.

**Dr G.I. GALLOP:** The government will use its Real Thing promotional campaign, which is an excellent campaign. Tourism destinations in many parts of the world have been overcommercialised. We have a natural advantage in Western Australia and can provide authentic tourism experiences. That is the basis of the campaign we have devised. The additional \$9.4 million will be spent to target an additional 160 000 international visitors to Western Australia. We expect the campaign to create an additional 700 jobs in Western Australia and inject \$90 million into the economy. This is all part of the process that we are following to promote Western Australia. We are promoting our traditional resource industries and our defence and shipbuilding industries. Our tourism industry is doing well but it needs to do better. We are very positive.

Several members interjected.

**Dr G.I. GALLOP:** Why is the opposition criticising \$9.4 million in extra funding for tourism?

Several members interjected.

**The SPEAKER:** I call to order the members for Vasse and Hillarys.

**Dr G.I. GALLOP:** I look forward to the Australian Tourism Exchange, which cabinet members will attend. The government will lever off the Australian Tourism Exchange a major campaign in Western Australia's traditional markets of the United Kingdom and other parts of Europe, New Zealand and Japan, and will also do more work in China and South Korea to try to get more tourists to come to Western Australia. Western Australia is a great state. It is going ahead and leading the nation. This is an excellent additional expenditure that will create further jobs and opportunities for Western Australians.