



**PUBLIC**

17/11/14



**Minister for Police; Tourism;  
Road Safety; Women's Interests**

Our Ref: 45-10776

Ms Hannah Moore  
Committee Clerk  
Estimates and Financial Operations Committee  
Parliament House  
PERTH WA 6000

Dear Ms Moore

**2013/14 AGENCY ANNUAL REPORT HEARINGS - QUESTIONS ON NOTICE**

In relation to the 2013/14 Agency Annual Report hearings, please find attached responses to the questions prior to hearings for the Western Australian Tourism Commission (Tourism WA).

Yours sincerely

**JOHN DAY  
ACTING MINISTER FOR POLICE; TOURISM;  
ROAD SAFETY; WOMEN'S INTERESTS**

10 NOV 2014

## ESTIMATES AND FINANCIAL OPERATIONS COMMITTEE

### 2013/14 ANNUAL REPORT HEARINGS – QUESTIONS PRIOR TO HEARINGS

#### Western Australian Tourism Commission (Tourism WA)

*Question No. 1: Hon L MacLaren MLC asked -*

*I refer to the “Message from the CEO” on page 6 of the Annual Report. I note that there were “7.7 million overnight visitors to Western Australia, and 14.9 million trips within WA in the year to March 2014”, these numbers representing “an 8.6% increase in overnight visitors and a 2.5% increase in intrastate day trips on the previous year”. Are these numbers likely to include –*

- a) Leisure tourists?*
- b) International tourists?*

Answer:

Of the 7.7 million overnight visitors to/within Western Australia in the year ending March 2014, 3.2 million were visiting for holiday/leisure purposes and 776,500 were international visitors.

Of the 14.9 million intrastate daytrips within Western Australia in the year ending March 2014, 6.5 million were for holiday/leisure purposes.

## ESTIMATES AND FINANCIAL OPERATIONS COMMITTEE

### 2013/14 ANNUAL REPORT HEARINGS – QUESTIONS PRIOR TO HEARINGS

#### Western Australian Tourism Commission (Tourism WA)

*Question No. 2: Hon L MacLaren MLC asked -*

*I refer to “2.3 Key Performance Indicators” on page 23 of the Annual Report, and ask -*

- a) I note that the number of inbound visitors to Western Australia in 2013-14, from interstate and international sources, was a little over 2 million, and exceeded Tourism WA’s target of 1,889,000. What do you consider the main driver of this success?*
- b) What proportion of these interstate and international tourists are likely to be leisure tourists?*

Answer:

a) In year ending December 2013 (the time period which Key Performance Indicator 2 in the Annual Report refers to – as detailed on page 70), there were 2,018,500 inbound visitors to Western Australia, made up of 1,254,000 interstate visitors and 764,500 international visitors.

In year ending December 2013, interstate visitation grew by (+) 12.8%, driven by increases in business, visiting friends and relatives, and holiday/leisure visitors. Looking at interstate source markets, visitors from Victoria and Queensland contributed most to growth in interstate visitation.

In year ending December 2013, international visitation grew by (+) 2.1%, driven by holiday/leisure and visiting friends and relatives visitors. Looking at individual source markets, the largest growth in international visitation to WA was from the United Kingdom, Singapore, France, Ireland, and Germany.

The key factors influencing these results have been improved economic conditions and consumer confidence in international markets, competitive airfares and increased airline capacity in both the international and interstate markets, and improved availability of hotel accommodation in Perth. Additional funding of \$13 million over four years allocated to tourism in the State Budget has meant that more can be spent on advertising and marketing than ever before so that Western Australia remains top-of-mind with prospective travellers and with travel intermediaries who influence consumers’ travel decisions. In addition, Tourism Western Australia advertising has been demonstrated, through market research, to have influenced visitation from interstate and international markets as referenced on page 16 of the Annual Report.

b) Of the 1,254,000 interstate visitors to Western Australia in year ending December 2013, 319,000 (or 25.4%) were visiting for holiday/leisure purposes. Of the 764,500 international visitors to Western Australia in year ending December 2013, 337,800 (or 44.2%) were visiting for holiday/leisure purposes.

## **ESTIMATES AND FINANCIAL OPERATIONS COMMITTEE**

### **2013/14 ANNUAL REPORT HEARINGS – QUESTIONS PRIOR TO HEARINGS**

#### **Western Australian Tourism Commission (Tourism WA)**

*Question No. 3: Hon L MacLaren MLC asked -*

*I refer to “3.0 Significant issues impacting the agency”, and ask there is no mention of shark incidents, or fear of shark attack, negatively affecting Tourism WA. Why not?*

**Answer:**

Tourism Western Australia does not have any statistical evidence to suggest that shark attacks have impacted the number of tourists coming to Western Australia.

Figures for the Australia’s South West for the 12 months to March 2014 showed increases in the number of international, interstate and intrastate visitors to the region.

Tourism Western Australia’s research is based on collecting data from those who travel to and within Western Australia. It would be human, financial and time resource prohibitive to attempt to question people who have not visited Western Australia as to why.

**ESTIMATES AND FINANCIAL OPERATIONS COMMITTEE**  
**2013/14 ANNUAL REPORT HEARINGS – QUESTIONS PRIOR TO HEARINGS**

**Western Australian Tourism Commission (Tourism WA)**

*Question No. 4: Hon L MacLaren MLC asked -*

*Where are the statistics on gender diversity across the management tiers in the Department?*

**Answer:**

Refer to “4.5.2. Employment and Industrial Relations” on page 74 of the Annual Report.