

5-POINT PLAN FOR THE NEXT WESTERN AUSTRALIAN GOVERNMENT TO BOOST TOURISM AND TRANSPORT

To supercharge growth in the Western Australian tourism industry and to meet the transport opportunities of the future, the Tourism & Transport Forum recommends that the next Western Australian Government implements this 5-point plan:

3 PROMOTE SUSTAINABLE REGIONS



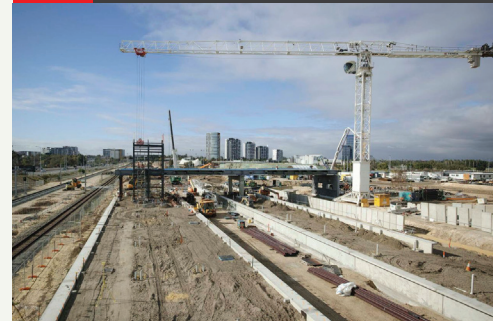
With the WA population set to almost double to 4.1 million by 2031, investment in regional tourism and transport infrastructure is required to create new job opportunities and to grow regional economies.

1 ENSURE THAT THE PREMIER RETAINS THE TOURISM PORTFOLIO



Tourism delivers \$13.4 billion to the WA economy each year and employs 130,000 people. To sustain growth in the WA visitor economy, tourism must remain a high-profile cabinet portfolio.

4 INVEST IN CRITICAL TRANSPORT INFRASTRUCTURE



Without significant investment in the transport network, congestion will cost the WA economy \$16 billion each year by 2031. Major rail and road projects must be prioritised and funded within the first 12 months of government.

2 INCREASE INVESTMENT IN TOURISM MARKETING AND BUSINESS EVENTS



To grow demand for travel to WA, funding for Tourism WA must be increased to ensure that a pipeline of major events and business events can be secured in a competitive Asia-Pacific market.

5 DEVELOP AN INTEGRATED TOURISM AND TRANSPORT ACTION PLAN



To create a world-class travel experience, tourism and transport planning must be integrated to provide seamless and connected travel options that are efficient, accessible and affordable for visitors and residents.