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## China leads surge in international visitors to WA

Latest data released today by Tourism Research Australia shows international tourism to Western Australia was up 8.2% since September 2010.

Today's *International Visitor Survey* showed that international leisure tourism is up 5.7% and there is also a significant 26.8% increase within business tourism. International visitors from China were a key growth area, even though the survey was undertaken before the arrival of direct flights on China Southern Airlines.

Mr Hall, CEO Tourism Council WA said "Visitors from China were up an amazing 55.8% over the past year. This growth will continue with the new direct flights and marketing campaign."

"This growth shows what can happen when government and industry invest in marketing WA to the world" said Mr Hall.

Tourism Minister Kim Hames, Tourism WA, Perth Airport and industry have worked together on tourism trade missions to China, advertising in China and securing China Southern Airlines.

"We desperately need growth in Chinese tourism as many regional tourism businesses are doing it tough." said Mr Hall.

"Western Australia has a lot to offer and if the government invests in marketing our great state then visitors will turn up." said Mr Hall.

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Media Comment – Evan Hall – 0407 284 090