

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Tourism and Resources Portfolio
Additional Estimates 2005-2006, 16 February 2006

AGENCY/DEPARTMENT: TOURISM AUSTRALIA
TOPIC: TOURISM AUSTRALIA – DOMESTIC TOURISM ADVERTISING CAMPAIGN
REFERENCE: HANSARD 16/02/06, PAGE E99

QUESTION No.AI-9
(Hansard 16/02/06, p.E99)

Senator O'Brien asked about:

With regard to the evaluation of the domestic tourism advertising campaign, can you tell me if you asked the question: how many people decided to take a holiday after viewing the advertising?

ANSWER

No. People were asked to respond to the statement 'it (the campaign) helped me decide to take my next holiday or break in Australia'.

Domestic tourism is largely the responsibility of the states and territories.

QUESTION No.AI-10
(Hansard 16/02/06, p.E99)

Senator O'Brien asked about:

With regard to the domestic tourism advertising campaign, can you tell me the proportion of the Australian market that was your target?

ANSWER

The target for the campaign was approximately one million Australians.

QUESTION No.AI-11
(Hansard 16/02/06, p.E99)

Senator O'Brien asked about:

Can you provide the Committee with a copy of the internal report evaluating the domestic tourism advertising campaign?

ANSWER

A summary of the campaign evaluation is available on the Tourism Australia website at <http://www.tourism.australia.com/content/Australia/Space%20Campaign%20Review.pdf>.

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