

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Tourism and Resources Portfolio
2006-07 Additional Budget Estimates Hearing
15 & 16 February 2007

AGENCY/DEPARTMENT: INDUSTRY, TOURISM AND RESOURCES

TOPIC: *Analysis of Tourism Trends*

REFERENCE: Hansard 16/2/07, Page E40

QUESTION No. AI-38
(Hansard 16/2/07, Page E40)

Senator STEPHENS asked:—Mr Buckley, have you done a formal analysis of those industry sectors, particularly if we look at Japan, which is the significant drop? Does Tourism Australia have some kind of a report that could be provided to the committee that highlights those trends?

Mr Buckley—We do.

Senator STEPHENS—And perhaps how the trend relates to other countries, as you suggested? That would be helpful.

Mr Buckley—Yes. We have two things, and Philip will perhaps talk about the Japan Action Plan.

Mr Noonan—In January last year Minister Bailey launched a Japan Action Plan which resulted from an analysis by industry and other stakeholders of what needed to be done to try to address the situation in Japan. There are some longer term trends, though, so I do not think anybody is saying that we can turn Japan into the booming market that it was in the 1980s. I can certainly provide a copy of the Japan Action Plan to indicate the kinds of things that were being contemplated then and are being implemented at this time.

Mr Buckley—I might add that Tourism Australia does a regular market briefing and analysis of all of our key markets, and that is available on the website for the industry. Clearly what we are looking to do is work with the industry in terms of how we respond. Again, we could make that available to you.

ANSWER

Please find attached a report analysing the current market situation for Japan, including comparison of trends between Australia and other key competitor countries. Please also find attached the latest Tourism Australia monthly marketing report for Japan.