

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

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**AGENCY/DEPARTMENT:** INDUSTRY, TOURISM AND RESOURCES

**TOPIC:** *'Where the Bloody Hell Are You?' Campaign - Statistics*

**REFERENCE:** Hansard 16/2/07, Page E44

**QUESTION No.** AI-43

(Hansard 16/2/07, Page E44)

**Senator STEPHENS asked:** —Do you have any indication of how successful it has been? How is the campaign travelling? What do you think?

**Mr Buckley**—We have. It is actually very positive from Tourism Australia's perspective. While it is still early days for a brand campaign like this—traditionally they are long-term campaigns—we are seeing some very good early indicators. The initial indication in things like website hits in the digital space has been particularly encouraging. There has been something like a 30 per cent increase in visits to Australia.com—that is, Tourism Australia's website—since before the campaign.

**CHAIR**—Did you say 13 per cent or 30 per cent? I did not hear you.

**Mr Buckley**—Thirty per cent. In addition, we put in place a tracking process to track the success of the campaign against its objectives. We are just starting to get some numbers out of that tracking process across our seven key markets. What we are seeing across all markets is an increase in consumer knowledge of Australia when they have seen the campaign. We are seeing an increase in positive response to Australia, but probably more importantly we are seeing an increase in action taken by the consumer in sourcing further information. It is the first step in that consumer purchase cycle. All of those are very strong positive indicators that it is starting to have the effect that we were looking for.

**Senator STEPHENS**—Are we able to see some statistics on that, please?

**Mr Buckley**—We could put something together for you. There is a whole range of numbers that we can put out. We are happy to provide that summary for you.

## **ANSWER**

Please find attached a summary of the initial brand tracking results as at February 2007 for Tourism Australia's key international markets.

## Campaign performance

Tourism Australia's latest Brand Tracking Survey has revealed that the global campaign is having an impact on our target consumers in key tourism markets.

In Australia's top five tourism markets, more than half of the travellers who have seen the campaign recall hearing something about Australia recently (\*Buzz). What's more those that have seen the campaign are more likely to have actively sought further information (\*\*Action) such as logging on to [australia.com](http://australia.com) or visiting a travel agent.