

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

Resources, Energy and Tourism Portfolio

Additional Senate Estimates

10-11 February 2010

**Question:** AR20  
**Topic:** Visitors from China  
**Proof Hansard Page:** E12

**Senator Ian Macdonald asked:**

Senator IAN MACDONALD—Because time is short, would you mind just dropping me a brief note on the other programs.

Mr McEvoy—Sure.

Senator IAN MACDONALD—You mentioned some figures coming in from China. I forget what period you said that was for. Could you just give me some statistics on what is coming in from China.

Mr McEvoy—Sure. For North Queensland generally?

Senator IAN MACDONALD—Yes. The Whitsundays and Cairns.

Senator Wong—Can I just check something, Senator. I assume dropping a brief note means providing the answer on notice?

Senator IAN MACDONALD—Yes, but just dot points on the figures. Just give me the bare facts.

**Answer:**

According to the December 2009 International Visitors Survey, there were 351,000 Chinese visitors to Australia for the year ending 31 December 2009, an increase of 3.7 per cent relative to 2008.

There were 41,000 Chinese visitors to Tropical North Queensland, spending a total of 125,000 visitor nights in 2009.

Tourism Australia has conducted the following activities to support tourism in North Queensland:

- \$870,000 for tactical consumer marketing activity across five campaigns in partnership with Tourism Tropical North Queensland;
- \$280,000 in marketing support for charters and supplementary services from China, Hong Kong and Japan into Cairns in early 2010 (including 18 charters and supplementary services bringing an additional 5,289 seats into Cairns);
- \$400,000 for whole of State marketing activity in conjunction with Tourism Queensland, a substantial amount of which will go towards promoting North Australia;
- \$2 million to assist the tourism industry in Tropical North Queensland region to respond to reduction in airline capacity;
- hosting 23 international media visits to major tourism destinations in Northern Queensland.