

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio
Additional Estimates
14 February 2013

Question: AR15
Topic: Tourism Industry
Proof Hansard Page: Written

Senator Ronaldson asked:

17. Tourism – Australians Holidaying at Home

What is Tourism Australia doing in the Australian domestic market to encourage Australians to holiday at home?

Answer:

Tourism Australia will spend over \$7.5 million on domestic marketing in 2012/13. The key domestic campaign is *There's nothing like Australia*. The recently launched *Best Jobs in the World* campaign is also being marketed to domestic audiences. 2012 saw strong domestic results. In the 2012 calendar year, domestic trips increased 3.6%, nights increased 4.1% and spend increased 3.4% to \$50 billion compared with 2011 (Source: NVS).

Tourism Australia works closely with industry and the States and Territories on domestic marketing activities. In 2012/13 Tourism Australia has received significant support from industry, with over 600 partners getting involved in cooperative marketing opportunities. Tourism Australia's domestic marketing activities are resonating well with Australian audiences, with 64% awareness amongst the target audience, with 52% of those taking some action towards booking a domestic holiday.