

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Tourism and Resources Portfolio
Budget Estimates 2004-2005, 31 May 2004 to 2 June 2004

AGENCY/DEPARTMENT: TOURISM AUSTRALIA
TOPIC: EFFECTIVENESS BENCHMARKS FOR AUSTRALIAN TOURIST COMMISSION CAMPAIGNS
REFERENCE: HANSARD 31/5/04, PAGE E14

QUESTION No.93
(Hansard 31/5/04, p.E14)

Senator O'Brien asked about:

In relation to measuring the effectiveness of Australian Tourist Commission campaigns and tracking measures ... Can details of these effectiveness benchmarks be supplied to the committee?

ANSWER

The ATC (Tourism Australia) conducts comprehensive research/brand health tracking for its marketing campaigns overseas.

The tracking study is designed to evaluate the effectiveness of Tourism Australia's marketing communications in key markets worldwide and to assess Australia's brand performance and standing within a competitive context.

The significance of the brand tracking is that it focuses evaluation on measuring those variables that Tourism Australia can realistically claim to influence (such as advertising effectiveness and brand health). Tracking provides a measure of key consumer performance and the necessary consumer insight into the performance of Brand Australia.

The measures conducted in the study revolve around two areas of advertising effectiveness and brand health.

Advertising effectiveness is measured by:

- total communication;
- promotion recall for Australia in the media;
- specific communication recall;
- Tourism Australia ad recognition; and
- impressions from the advertising.

Brand health is measured by:

- awareness/brand saliency (what holiday destinations the consumer has recently heard of);
- rational disposition (destinations the consumer is considering as well as what destination is most likely);
- aspiration (the destination the consumer would travel to if they had all the time in the world); and
- competitive brand image (where Australia is compared to other destinations).