

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
 Industry, Tourism and Resources Portfolio
 Budget Estimates 2006-2007, 29 May 2006

AGENCY/DEPARTMENT: TOURISM AUSTRALIA
TOPIC: RESEARCH ON TOURISM AUSTRALIA ADVERTISING EXPENDITURE
REFERENCE: HANSARD 29/05/06, PAGE E80

QUESTION No.BI-34

(Hansard 29/05/06, p.E80)

Senator O'Brien asked about:

Can you provide the Committee with copies of the findings of the research conducted on Tourism Australia's advertising expenditure in Australia's top seven tourism markets as compared with the advertising expenditure of other countries in those markets?

ANSWER

The following tables indicate the advertising expenditure in 2005 by Tourism Australia and other national tourism organisations (NTOs) in each of Australia's top seven markets.

This information has been sourced by Tourism Australia's global media buying partner, Carat, using available information. There are variations between countries in the way in which expenditure is reported. Therefore there may be limitations to this data.

United Kingdom

Rank	Country or NTO	AUD\$ (,000)
1	Ireland (GB)	12,050
2	Spain	10,231
3	Tourism Australia	8,447
4	New Zealand	7,073
5	Turkey	6,876
6	America Alliance	4,698
7	Cyprus	3,928
8	Greece	3,554
9	Morocco	2,913
10	Egypt	2,566
	Others	23,383
	Total	85,718

United States of America

Rank	Country or NTO	AUD\$ (,000)
1	Bahamas	17,935
2	Tourism Australia	9,164
3	Puerto Rico	8,671
4	US Virgin Islands	8,587
5	Ireland	7,836
6	Jamaica	7,784
7	New Zealand	6,908
8	Mexico	6,288
9	Cayman Islands	3,727
10	Greece	3,348
	Others	3,005
	Total	83,253

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Japan

Rank	Country or NTO	AUD\$ (,000)
1	Tourism Australia	6,888
2	Tourism South Korea	5,724
3	Tourism Guam	4,146
4	Tourism Canada	3,650
5	Tourism Hawaii	3,585
6	Tourism Malaysia	3,102
7	Tourism Taiwan	2,590
8	Tourism Egypt	2,443
9	Tourism Belgium	2,198
10	Tourism Singapore	1,846
	Others	13,889
	Total	50,062

New Zealand

Rank	Country or NTO	AUD\$ (,000)
1	Tourism Australia	1,964
2	Fiji Visitors Bureau	265
3	New Caladonia TB	190
4	Tourism Malaysia	154
5	Singapore TB	140
6	Tahiti Tourism	135
7	India Tourist Authority	121
8	Cook Island Tourism	91
9	Royal Netherlands Embassy	75
10	Visit Britain	65
	Other	132
	Total	3,331

Korea

Rank	Country or NTO	AUD\$ (,000)
1	Philippines	1,351
2	Malaysia	857
3	Japan	824
4	HongKong	818
5	Turkey	802
6	Singapore	667
7	Tourism Australia	627
8	Taiwan	623
9	India	221
10	Guam	200
	Others	330
	Total	7,321

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Germany

Rank	Country or NTO	AUD\$ (,000)
1	Austria	19,710
2	Spain	15,928
3	Turkey	13,133
4	Italy	10,285
5	Greece	5,110
6	Egypt	3,979
7	The Netherlands	3,836
8	Croatia	3,039
9	Switzerland	2,976
10	Cyprus	2,874
	Tourism Australia	1,867
	Others	39,674
	Total	122,411

China

Equivalent data is not available in relation to the China market because this data is much more difficult to collect than for the other markets and is therefore not comparable to the figures provided above for the other international markets. The following table provides details of expenditure by NTOs between July 2005 and May 2006. This table does not include Tourism Australia's expenditure on the new destination campaign, which was undertaken during June 2006.

There are also a number of unique aspects to the China market, including the fact that NTOs can only market themselves in the regions within the country that they are approved to market in. As such the biggest tourism marketing spend is often domestic (from the regions within China) to encourage travel within China.

Rank	Country or NTO	AUD\$ (,000)
1	Singapore Tourism Board	16,971
2	Hong Kong Tourist Assoc	12,077
3	Malaysia Travel Bureau	5,142
4	Korea Travel	3,239
5	The Phillipines Travel Office	2,252
6	Australia	946
	Others	
	Total	40,627