

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio

Budget Estimates 2008-09

2 June 2008

Question: **BR-27**

Topic: **Results of advertising campaign**

Proof Hansard Page: **E133**

Senator BIRMINGHAM asked:

Mr Buckley—It is showing broadly positive results particularly for the Western markets for ‘So where the bloody hell are you?’ It is showing less positive results from the East and Asian markets.

Senator BIRMINGHAM—Is there some data that you can attach to the more positive and less positive?

Mr Buckley—I can provide you with that list.

Senator BIRMINGHAM—You have to look at every market and you have to look at the attrition curve for each market. It is not a single figure

Answer:

Tourism Australia’s Brand Tracking Study surveys long haul travellers in each market. The annual sample size of the Study is almost 19,000 people across 14 markets.

Tourism Australia measured the difference in awareness of Australia as a holiday destination between people who recalled seeing the campaign, and those who did not recall seeing the campaign.

Western Markets

United Kingdom – 17 % (56% versus 39%)

United States – 14% (42% versus 28%)

Canada – 17% (41% versus 24%)

Germany – 7% (37% versus 30%)

Eastern Markets

Hong Kong – 14% (50% versus 36%)

Japan – 9 % (43% versus 34%)

Taiwan – 8% (48% versus 40%)

Singapore – 8% (68% versus 60%)

Korea – 7% (49% versus 42%)

China – 6% (38% versus 32%)