

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio
Budget Senate Estimates
1 June 2010

Question: **BR16**
Topic: **Overseas Spending**
Proof Hansard Page: **E47**

Senator Eggleston asked:

Senator EGGLESTON—Thank you. Where does Tourism Australia spend its funds overseas? How much is spent in each area in dollar and percentage terms?

Mr McEvoy—If it is okay with the Senate, we will take that on notice and give you the complete breakdown.

Answer:

Please see table below. These figures relate to the global spend and includes marketing, employee, facility and support costs.

Table 1

	2010/11	
	*Allocated expenditure	These figures relate to global spend including marketing, employee, facility and support costs.
	<i>Source: 2010/11 Preliminary Budget</i>	<i>% of Tourism Australia total expenditure</i>
North Asia	\$13,286,000	10.81%
South Asia	\$8,896,000	7.24%
Japan	\$6,990,000	5.69%
UK/Europe	\$17,206,000	14.00%
Americas	\$10,676,000	8.69%
New Zealand	\$2,427,000	1.97%