

Senate Standing Committee on Economics**ANSWERS TO QUESTIONS ON NOTICE**

Resources, Energy and Tourism Portfolio

Budget Estimates

4 June 2013

Question: BR37**Topic: Tourism Australia - Trade events****Proof Hansard Page: Written****Senator Ronaldson asked:**

Please provide a list of each trade event TA organised, coordinated, or participated in 2009-10, 2010-11, 2011-12 and, to date, in 2012-13?

- What was the name of each event?
- Where was each event held (name the city, state and country)?
- What was the financial cost to TA for each event, or what was the profit returned to TA for each event?

Answer:**2009-10 Global Trade Events**

Event	Date	Country
OzTalk North America	07/08/09–09/08/09	United States – Not in TEO
India Mega Famil and Workshop (IMFW)	10/08/09–14/08/09	Australia (Gold Coast)
Corroboree – The Americas	11/09/09–14/09/09	Australia (Adelaide)
International French Travel Market (IFTM – formerly Top Resa)	22/09/09–25/09/09	France - Paris
Otdykh Leisure Show Moscow	22/09/09–25/09/09	Russia - Moscow
Dreamtime	12/10/09–6/10/09	Australia (Sydney)
Greater China Travel Mission (GCTM)	08/11/09–2/11/09	China - Chengdu
World Travel Market (WTM)	09/11/09–12/11/09	United Kingdom - London
China International Travel Mart (CITM)	19/11/09–22/11/09	China – Not in TEO
The European Incentive, Business Travel & Meetings Exhibition (EIBTM)	01/12/09–03/12/09	Spain
International Luxury Travel Market (ILTM)	07/12/09–10/12/09	France - Cannes
Vakantiebeurs (VAK)	12/01/10–17/01/10	Netherlands - Utrecht
G'Day USA (Los Angeles, San Francisco and New York)	13/01/10–27/01/10	United States - Various
FITUR 2010	20/01/10–24/01/10	Spain - Madrid
FESPO	28/01/10–31/01/10	Switzerland – Not in TEO
Borsa Internazionale del Turismo (BIT)	18/02/10–21/02/10	Italy - Milan
Confex	23/02/10–25/02/10	United Kingdom
Japan Australia Mission (JAM)	24/02/10–25/02/10	Japan - Tokyo
Korea Travel Mission (KTM)	26/02/10	Japan - Tokyo
South Africa Workshop	01/03/10–05/03/10	South Africa Johannesburg, Durban and Cape Town
Asia Pacific Incentives & Meetings Expo (AIME)	02/03/10–03/03/10	Australia (Melbourne)

Internationale Tourismus Börse (ITB)	10/03/10–14/03/10	Germany - Berlin
Team Australia Business Events Educational (TABEE)	15/03/10–17/03/10	China
European New Product Workshop	16/03/10–18/03/10	United Kingdom - London
OZTalk New Zealand	19/03/10–21/03/10	New Zealand – Not in TEO
New Product Workshop USA	25/03/10–26/03/10	United States – Not in TEO
'See Australia' Latin Famil Workshop	30/04/10	Australia (Sydney)
Corroboree Europe	06/05/10–08/05/10	Australia (Melbourne)
The Worldwide Exhibition for Incentive Travel, Meetings & Events (IMEX)	25/05/10–27/05/10	Germany - Frankfurt
Australian Tourism Exchange (ATE)	29/05/10–04/06/10	Australia (Adelaide)

2010-11 Global Trade Events

Event	Date	Country
India Travel Mission (ITM)	30/08/10–01/09/10	India - Hyderaba
Japan Australia Mission Down Under (JAM)	06/09/10–08/09/10	Australia (Gold Coast)
Corroboree – The Americas	10/09/10–13/09/10	Australia (Hamilton Island)
PATA Travel Mart	14/09/10–17/09/10	China
Pacific Area Incentives and Conferences Expo (PAICE)	15/09/10–15/09/10	New Zealand
South East Asia Mission (SEAM)	20/09/10–22/09/10	Vietnam - Ho Chi Minh City
International French Travel Market (IFTM)	21/09/10–24/09/10	France - Paris
Otdykh Leisure Show Moscow	21/09/10–24/09/10	Russia - Moscow
Greater China Travel Mission (GCTM)	31/10/10–03/11/10	China - Chengdu
World Travel Market (WTM)	08/11/10–11/11/10	United Kingdom - London
China International Travel Mart (CITM)	18/11/10–21/11/10	China
The European Incentive, Business Travel & Meetings Exhibition (EIBTM)	30/11/10–02/12/10	Spain
ATEC Meeting Place	02/12/10–02/12/10	Australia (Sydney)
International Luxury Travel Market (ILTM)	06/12/10–09/12/10	France - Cannes
Vakantiebeurs (VAK)	11/01/11–16/01/11	Netherlands - Utrecht
G'Day USA	15/01/11–29/01/11	United States - Various
FITUR	19/01/11–23/01/11	Spain - Madrid
FESPO	27/01/11–30/01/11	Switzerland - Messezentrum Zurich
European New Product Workshop	08/02/11–10/02/11	United Kingdom Not in TEO
Asia Pacific Incentives & Meetings Expo (AIME)	15/02/11–16/02/11	Australia (Melbourne)
Borsa Internazionale del Turismo (BIT)	17/02/11–20/02/11	Italy - Milan
Confex	01/03/11–03/03/11	United Kingdom
Internationale Tourismus Börse (ITB)	09/03/11–13/03/11	Germany - Berlin
Australian Tourism Exchange (ATE)	04/04/11–08/04/11	Australia (Sydney)
Latin Famil Workshop	04/05/11–04/05/11	Australia (Sydney)
Korea Workshop and Famil	10/05/11–10/05/11	Australia (Melbourne)
Australia Asia Road Show	12/05/11–26/05/11	Asia
ATEC Symposium	18/05/11–18/05/11	Australia (Hamilton Island)
The Worldwide Exhibition for Incentive Travel, Meetings & Events (IMEX)	24/05/11–26/05/11	Germany - Frankfurt
Corroboree Europe	02/06/11–05/06/11	Australia (Darwin)
The Americas Meeting & Events Exhibitions (AIBTM)	21/06/11–23/06/11	United States

2011-12 Global Trade Events

Event	Held	Country
India Travel Mission (ITM)	25–28 August 2011	India - Hyderabad
China Incentive, Business Travel & Meetings Exhibition (CIBTM)	30 August – 1 September 2011	China
Japan Australia Mission (JAM)	31 August – 2 September 2011	Japan - Tokyo
International French Travel Market (IFTM)	20–23 September 2011	France - Paris
TTG Incontri	6–8 October 2011	Italy - Rimini Fiera
IMEX America	11–12 October 2011	USA
European Meetings & Incentive Travel Exchange	17–19 October 2011	UK
Corroboree 2011 – The Americas	29–31 October 2011	Australia – Melbourne
Korea Travel Mission	3–4 November 2011	South Korea - Seoul
Greater China Travel Mission (GCTM)	6–9 November 2011	China - Nanjing
World Travel Market (WTM)	7–10 November 2011	UK - London
Pacific Area Incentives and Conferences Expo (PAICE)	9 November 2011	New Zealand
Dreamtime	13–18 November 2011	Australia
European Incentive, Business Travel & Meetings Exhibition (EIBTM)	29 November – 1 December 2011	Spain
International Luxury Travel Market (ILTM)	5–8 December 2011	France - Cannes
ATEC Meeting Place	8 December 2011	Australia - Sydney
G ⁷ Day USA	12–15 January 2012	USA - Various
CONFEC Red	2–5 February 2012	Spain
Asia Pacific Incentives and Meetings Expo (AIME)	21–22 February 2012	Australia
Internationale Tourismus Borse (ITB)	7–11 March 2012	Germany – Berlin
European New Product Workshop	19–21 March 2012	UK - London
Indonesia Sales Mission	18–21 April 2012	Indonesia - Bali
cruise3sixty	25–30 April 2012	USA
ATEC Symposium	2 May 2012	Australia – Coolum
Australia Asia Roadshow	12–26 May 2012	Asia
Worldwide Exhibition of Incentive Travel, Meetings & Events (IMEX)	22–24 May 2012	Germany - Frankfurt
International Luxury Travel Market Asia	4–7 June 2012	China - Shanghai
Australian Tourism Exchange	15–21 June 2012	Australia - Perth
Americas Meeting and Events Exhibition (AIBTM)	19–21 June 2012	USA

2012-13 Global Trade Events (to date):

Event	Date	Country
Association Congress	15-17 July 2012	United Kingdom
India Mega Famil and Workshop (IMFW) 2012	1-6 September 2012	Australia - Melbourne
China, Incentive Travel and Business Meetings Exhibition(CIBTM)	12-14 September 2012	China
Australia's National Landscapes Forum 2012	18-20 September 2012	Australia
Brazilian Tour Operators Association Tradeshow (BRAZTOA)	21-22 September	Brazil
South East Asia Mission (SEAM) 2012	23-25 September 2012	Malaysia – Kuala Lumpur
Nature Adventure / New Product Workshop	October	USA
IMEX America	9-11 October 2012	USA
TTG Incontri 2012	18-20 October 2012	Italy - Rimini Fiera

World Travel Market (WTM) 2012	5-8 November 2012	United Kingdom - London
PAICE	13 November 2012	New Zealand
Greater China Travel Mission (GCTM) 2012	13-16 November 2012	China - Shanghai
EIBTM 2012	27-29 November 2012	Spain
ATEC Meeting Place 2012	28 November 2012	Australia - Sydney
International Luxury Travel Market (ILTM) 2012	3-6 December 2012	France - Cannes
G'Day USA Australia Week	11-22 January 2013	USA - Various
European New Product Workshop (NPW) 2013	5-7 February 2013	United Kingdom - London
AIME	26-27 February 2013	Australia
Internationale Tourismus Borse (ITB)	6-10 March 2013	Germany - Berlin
North Asia Business Events Australia Showcase	8-12 April 2013	China & Korea
Association Congress	21 - 23 April 2013	Portugal
World Travel Mart Latin America	23-25 April	Brazil
Australian Tourism Exchange	26-30 April 2013	Australia - Sydney
South East Asia Business Events Showcase	9-16 May 2013	Singapore, Indonesia, Malaysia
Corroboree Europe	17-19 May 2013	Australia - Cairns
IMEX Europe	21-23 May 2013	Germany
International Luxury Travel Market Asia	3-6 June 2013	China -Cannes
AIBTM	11-13 June 2013	USA

The total cost of running trade events on an annual basis are as follows:

2009-10: \$6, 912,547

2010-11: \$7,595,579

2011-12: \$6,106,717

2012-13: \$6,626,752 (year to date as at mid June 2013)

Tourism Australia does not make a profit on events. Costs recovered are the same as the operative costs provided above.