

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

Resources, Energy and Tourism Portfolio

Budget Estimates

4 June 2013

Question: **BR39**
Topic: **Tourism Australia - TA and business**
Proof Hansard Page: **Written**

Senator Ronaldson asked:

1. What is the percentage of stakeholders indicating that TA helps their business? Please provide a five year history of this KPI as achieved by TA.
 - a. How does TA define a stakeholder that is measured by this program?
 - b. Can TA please list all organisations considered by it to be stakeholders?

Answer:

The percentage of stakeholders indicating that Tourism Australia helps them with their business over the past five years is as follows:

2009: No stakeholder survey was conducted.

2010: 76%

2011: 70%

2012: 68%

2013: 79%

Other stakeholder satisfaction measures include:

Satisfaction with Australian Tourism Exchange (ATE) (attended by Australian tourism sellers and international tourism buyers):

Year	Location	Percentage
2008	Perth	100%
2009	Melbourne	96%
2010	Adelaide	97%
2011	Sydney	98%
2012	Perth	97%
2013	Sydney	99%

The Australian Tourism Directions Conference (attended by the Australian tourism industry):

2011: 82% of participants rated the conference good, very good or excellent

2012: 90% of participants rated the conference good, very good or excellent

Tourism Australia Industry Briefings (attended by the Australian tourism industry):

2010: 98% of participants rated Industry Briefings as good, very good or excellent

2011: 98% of participants rated Industry Briefings as good, very good or excellent

2012/13: 99% of participants rated Industry Briefings as good, very good or excellent

Government: Australian Government – government representatives with responsibility for tourism or related policies and programs including: Tourism Minister/s, Department of Resources, Energy and Tourism, Tourism Research Australia, Austrade and other government departments such as the Department of Foreign Affairs and Trade, and the Department of Immigration and Citizenship.

State, Territory and Local Governments: government agencies with an interest or involvement in tourism such Victoria's Department of Business and Innovation or Queensland's Department of Tourism, Major Events, Small Business and the Commonwealth Games, Gold Coast Council, City of Sydney.

State and Territory Tourism Organisation and Regional Tourism Organisations: tourism marketing organisation representing the states and territories and regions such as Destination NSW, Tourism and Events Queensland, Tourism Victoria, Australian Capital Tourism, Tourism Northern Territory, the South Australian Tourism Commission, Tourism Western Australia and Tourism Tasmania.

Buyers of Australian tourism: tourism and business events industry participants – travel agents and travel wholesalers – who are purchasers of Australian tourism products.

Sellers of Australian tourism: participants in the tourism and business events industries who offer Australian tourism products for sale such as destinations and tours, hotels, tours and attractions. Access providers: businesses involved in bringing people to Australia and /or moving them around the country, for example airlines, cruise shipping companies, rail and coach lines.

Investors in Australian tourism: current or potential investors in Australian tourism assets such as hotel and property trusts, and property developers.

Complementary Industries: businesses and representative organisations involved in industries that facilitate tourism such as tertiary education providers and major event organisers.

Media: Australian and international media, including news media, specialist media (travel, food, business events), trade media and online media (bloggers).

Australian Industry Associations: organisations representing Australian tourism industry participants including the Tourism and Transport Forum (TTF), the Australian Tourism Export Council (ATEC), the National Tourism Alliance (NTA) and the Australian Hotels Association (AHA).

International Industry Associations: organisations representing the international tourism industry such as the United Nations World Tourism Organisation (UNWTO), the World Travel and Tourism Council (WTTC), the International Air Transport Association (IATA) and the Pacific Asia Travel Association (PATA).