

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

Resources, Energy and Tourism Portfolio

Budget Estimates

4 June 2013

Question: BR42**Topic: Tourism Australia - Funding available for leisure consumer marketing****Proof Hansard Page: Written****Senator Ronaldson asked:**

1. Of the remaining funding available for leisure consumer marketing, what was, and is, the financial allocation for international marketing for each international market (e.g. China, Japan, UK etc) and what is the currency in which marketing is procured for that market, for:
 - a. 2010-11;
 - b. 2011-12;
 - c. 2012-13;
 - d. 2013-14;
 - e. 2014-15; and
 - f. 2015-16?

Answer:

Please see the below table:

Market	2010/11	2011/12	2012/13	Currency
China	6,122,299	14,880,446	22,327,397	CNY
USA	8,467,692	9,198,169	7,852,570	USD
Japan	4,569,920	5,021,749	5,388,100	JPY
United Kingdom	7,484,021	6,747,285	5,232,239	GBP
India	2,279,421	2,474,002	4,966,351	INR
South Korea	1,529,628	3,667,160	3,277,853	KRW
Germany	2,911,358	2,773,859	2,541,000	EUR
Indonesia	171,538	858,751	2,194,286	USD
Singapore	1,583,481	2,325,315	1,986,854	SGD
Malaysia	1,236,789	1,996,779	1,793,146	MYR
New Zealand	2,330,462	2,533,234	1,614,844	NZD
Hong Kong	503,664	969,886	984,687	HKD
France	2,120,899	1,911,564	895,625	EUR
Brazil	0	375,365	613,333	USD
Italy	577,876	555,585	537,500	EUR
Middle East	7,286	233,845	219,048	USD
Rest of World Northern Europe	0	216,790	112,890	EUR
Rest of Europe	201,641	180,188	112,890	EUR
Taiwan	405,649	86,751	98,056	TWD
Vietnam	122,517	178,671	49,219	USD
Rest of South Asia	212,792	43,959	49,219	USD
Canada	884,278	1,675,350	02	CAD
Pan America	(70,790)	0	0	USD
Latin America	229,126	0	0	USD
Ireland	131,908	0	0	EUR
Netherlands	496,873	0	0	EUR
Switzerland	386,497	0	0	EUR
Pan Europe	153,387	0	0	EUR
NAsia Regional	279,524	0	0	HKD
S&SEA Regional	409,459	156	0	SGD