

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

Resources, Energy and Tourism Portfolio

Supplementary Budget Estimates 2008-09

23 October 2008

**Question:** SR-10  
**Topic:** New destination campaign  
**Proof Hansard Page:** E102-103

**Senator EGGLESTON**—That is interesting. We have just come through the ‘Where the bloody hell are you?’ campaign. You, I believe, have a new Tourism Australian campaign about to be released. Which countries will the new Tourism Australia campaign run in and what is the breakdown of spending between each of the markets, such as Japan, Korea, New Zealand, the United States and the UK?

**Mr Buckley**—I might take all of the detail on notice and provide you with a breakdown by market. We spend approximately \$40 million in that particular brand campaign process, but we have a number of other parallel projects as well. The markets are primarily in what we call tier 1 markets, which are our major seven key markets—the UK, the United States, Japan, New Zealand, China, Korea and Australia.

**Mr Buckley**—We are seeing the operators within Australia begin to understand and adapt their experiences to target those markets. We run trade events and roadshows and sales forums in China and India. We are seeing more and more of our operators come on those and really work those markets very hard.

**Senator RONALDSON**—Did you say you were going to take on notice information about which countries and the spend in each country?

**Mr Buckley**—Yes, the breakdown of the spend for our new destination campaign, I think was the question, and in what markets we will allocate that spend.

**Answer:**

The following table indicates the spend for Tourism Australia’s destination campaign in major markets, including Australia. The spending in Australia is part of Tourism Australia’s overall budget of \$8m for domestic marketing in 2008/09.

This spending includes public relations, events and content initiatives as well as media buying, which equates to 80% of the marketing spend.

Market:	\$AUDm:
Japan	1.0
Korea	1.9

New Zealand	1.6
United States	4.7
United Kingdom	8.3
China	3.7
Singapore	1.3
India	1.7
Canada	1.3
Germany	2.0
Australia	3.9
Rest of world	8.6
Total:	40.0