

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio

Supplementary Budget Estimates

18 October 2012

Question: SR20
Topic: Australian Tourism Exchange (ATE)
Proof Hansard Page: Written

Senator Eggleston asked:

1. After attending Australian Tourism Exchange (ATE) in Perth in June 2012, Mr John Alwyn Jones used his blog and profile as a "travel industry writer" and issued a national media release regarding ATE. The WA hotel industry donated over \$1 million free accommodation to guests of Tourism Australia. Mr Alwyn Jones was a very large recipient of this TA sponsored support. Why was Mr Alwyn Jones invited to participate?
2. Who made the decision/offer?
3. Apart from being a self-promoting consultant, Mr Jones does not appear to have any tangible media ties. What are his credentials?
4. What benefit did his attendance bring to the event and to the industry in general?

Answer:

1. Mr John Alwyn-Jones was invited to report on the event in his capacity as a travel and tourism writer.
2. Tourism Australia.
3. Mr John Alwyn-Jones is a writer/blogger for Global Travel Media, a free news service, which gives travel sellers access to the world's tourism news online and has over 60,000 online subscribers.
4. Over 30 stories were produced as a result of his attendance at the event, helping to raise awareness of the Australian Tourism Exchange and Australian tourism product and experiences amongst people who sell travel to consumers.