

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio
Budget Estimates
18 October 2012

Question: SR27
Topic: Future tourism investment in the Asian region
Proof Hansard Page: Written

Senator Edwards asked:

1. Can the Department provide a breakdown of how the \$37.5 million will be spent in Asia on marketing activities referred to in question on notice BR26 (May Budget Estimates 2012)
2. How much will be spent under the Asia Marketing Fund?
3. What is the difference between the two pools of money in terms of what kinds of activities can be funded under each of them?

Answer:

1. Tourism Australia has allocated the following expenditure to its Asian markets as follows in 2012-13:

Greater China: \$19,112,085

Korea: \$3,277,853

Japan: \$3,938,100

Singapore: \$1,986,854

Malaysia: \$1,793,146

India: \$4,966,351

Indonesia: \$2,194,286

Vietnam: \$49,219

In addition to this expenditure, Tourism Australia and Tourism Research Australia (TRA) are set to spend approximately \$8.5 million in marketing and research activities in Asia.

2. Tourism Australia and TRA are set to spend approximately \$8.5 million in marketing and research activities in Asia.
3. Monies under the Asia Marketing Fund will go towards new or further extended marketing initiatives as well as targeted research in Asia.

The first year of the new Fund will focus on four strategic projects:

- Accelerating Tourism Australia's existing China 2020 Geographic Strategy to target China's secondary cities, to include emerging cities of Qingdao, Chengdu and Chongqing;
- Strengthening its ongoing efforts to rebuild the Japanese inbound market;
- Increased aviation cooperative partnerships between Tourism Australia and airlines serving Australia from Asia; and
- New TRA research, designed to help the industry better understand and engage with Asia.