

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Tourism and Resources Portfolio
Budget Estimates 2004-2005, 31 May 2004 to 2 June 2004

AGENCY/DEPARTMENT: TOURISM AUSTRALIA
TOPIC: ASSESMENT OF DOMESTIC TOURISM PROMOTIONS
REFERENCE: HANSARD 31/5/04, PAGE E27

QUESTION No.99
(Hansard 31/5/04, p.E27)

Senator O'Brien asked about:

In relation to domestic tourism promotion ... Is there an assessment of the value of regular pro-tourism publication—newspaper inserts, regular newspaper promotions, lifestyle tourism television shows et cetera? Is there any annual value assessment of that sort of promotion?

ANSWER

For the new Brand Australia campaign, brand tracking is undertaken in Australia and other key markets to ensure the campaign is having the desired impact on consumers.