

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Tourism and Resources Portfolio
Budget Estimates Hearing 2007-08
28 May 2007

AGENCY/DEPARTMENT: INDUSTRY, TOURISM AND RESOURCES

TOPIC: Tourism Australia website

REFERENCE: Question on Notice (Hansard 28/5/07, Pages E91 and E92)

QUESTION No. B1-123

Senator O'BRIEN—There was a previous answer by Minister Bailey regarding the Tourism Australia website which stated that in the 12-month period from 1 February 2006 to 1 February 2007 there were 6.9 million hits to australia.com and also 1.5 million visits to the dedicated campaign website, but it then concluded that the total number of visits to Tourism Australia websites over the period was 7.4 million. Those figures do not add up, so I was hoping you would explain them for me?

Mr Buckley—I would have to look at that and try to understand those two areas. One could be about whether you measure it in unique visitors or whether you measured it in total visitation. I am not sure. I would have to look at those numbers and try to explain that.

Senator O'BRIEN—I take it Tourism Australia has the numbers of hits by countries?

Mr Buckley—Correct.

ANSWER

The total provided in the previous response removed any duplicated visits so that those who visited Australia.com and the dedicated campaign site were only counted once, providing a figure for unique visitors of 7.4 million. The total number of visitors to both Tourism Australia websites inclusive of visits to both sites is 8.4 million.