

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-2
Topic: New destination campaign
Proof Hansard Page: Written

Senator Bushby asked:

1. To what extent was Qantas involved/consulted in the development of the new \$40million marketing campaign intended to replace the "Where the bloody hell are you?" campaign?
2. To what extent is Qantas supporting the campaign in its own promotional activities?
3. Given the current world financial situation, the potential for worldwide recession and plummeting confidence by people about the security of their jobs and income, what risk, is there that our intended targets for this marketing campaign will be less responsible due to a significantly lower likelihood of international travel.
4. Given the challenges presented by the financial situation, why is it considered prudent to persist with the campaign, if the results might be less than successful?

Answer:

Tourism Australia consulted Qantas at various stages of the campaign's development, including briefing Qantas on creative concepts and campaign strategy, as well as inviting Qantas' participation in cooperative marketing opportunities relating to the campaign.

Qantas will participate with Tourism Australia in a cooperative marketing campaign to be conducted during 'Australia Week 2009' in the United States, which will incorporate creative from the new destination campaign. Tourism Australia is aware of other Qantas marketing activities utilising the campaign although these are more appropriately a matter for Qantas.

Tourism Australia is of the view that the movie *Australia* offers the Australian tourism industry a significant and unique opportunity to capitalize on the global marketing of the movie by 20th Century Fox. There has been media interest and promotion in key markets such as the United States in advance of the movie's release, which has included promotion of Australia as a visitor destination. The destination

campaign builds on this opportunity to tell prospective visitors about the transformational qualities of an Australian tourism experience.

The objectives of the campaign are to inspire travellers to visit Australia and stimulate demand for Australia as a highly desirable tourism destination, and move prospective visitors through the consumer purchase cycle through to booking an Australian holiday.

The current global economic outlook is one of a range of factors affecting decisions on whether to visit Australia. The destination campaign emphasises the emotional benefits of a holiday and that Australia is a unique destination that offers a special and life-changing experience.

Tourism Australia's spending on the destination campaign and promotional activities around the *Australia* movie are within the budget parameters for its regular global marketing and media buying activity.