

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio
Supplementary Budget Senate Estimates
21 October 2009

Question: SR-11
Topic: Promotion of Darwin
Proof Hansard Page: E95

Senator Eggleston asked:

Senator EGGLESTON—What you are saying is interesting. The Kimberley Economic Forum was about promoting regional tourism. I believe you have a tourism pathways program. Is there any plan perhaps to bring people in through Darwin and down through the northern Kimberley, where the real attractions of that area are located, and out through Broome or Perth?

Mr Allert—Our general marketing campaign would be broader than that, but we do work in conjunction with the Western Australian tourism office on campaigns. I am also able to say that international arrivals into Western Australia this year are up 2.1 per cent on the previous year. But as to whether we have a specific program to get tourists to enter the country via Darwin, I would have to take that on notice.

Answer:

Tourism Australia does not specifically promote Darwin as a ‘gateway’ to Australia, however, it does feature prominently in Tourism Australia’s broader destination marketing activities. Darwin and the Kimberley were both featured extensively in the worldwide ‘Come Walkabout’ campaign and promotional activities associated with the ‘Australia’ movie following its release in November 2008. This included special content magazines, PR activities and international media coverage in a number of overseas markets. In Malaysia, for example, Darwin was featured in a special magazine produced for the ‘Australia’ movie. Editorial content in ‘The Sun’ newspaper also focused on Darwin as a destination. Media from China covered Darwin experiences as part of a visit through Tourism Australia’s International Media Hosting Program. A special supplement booklet covering Darwin and the Kimberley was distributed in Hong Kong as part of movie-related promotions.

Both Darwin and Kimberley, and visitor experiences in surrounding regions, are promoted on Tourism Australia’s main consumer website at www.australia.com.