

**Question on Notice
No. 753
Asked on 18 June 2004**

MRS STUCKEY asked the Minister for Tourism, Fair Trading and Wine Industry Development (Ms Keech)—

QUESTION:

What was the total funding from Tourism Queensland for market advertising allocated by international region (broken down by region and reported separately) for 2001-02, 2002-03 and 2003-04?

ANSWER:

Tourism Australia (formerly the Australian Tourist Commission) holds the responsibility for the consumer advertising for destination Australia in overseas markets.

Tourism Queensland's role is trade marketing and servicing in conjunction with key trade partners as well as taking a more prominent and targeted role in destination publicity and media activities.

Trade marketing is just one part of the mix used to promote Queensland internationally. Other initiatives include:

- partnering with Tourism Australia on selected consumer marketing involving Queensland.
- working with Tourism Australia, the regional tourist organisations and industry to generate international media publicity valued at around \$170 million in 2003-04. It is generated by coordinating media arrangements for more than 40 film crews, 300 journalists and travel writers and 1,000 agents. This is up from \$130 million in 2002-03.
- generating millions of dollars in public relations value through Tourism Queensland's activities internationally.
- working with industry partners through trade shows, sales missions and trade educational opportunities.

In addition, Tourism Queensland undertakes a wide range of other initiatives designed to support industry.

TQ does not become directly involved in market advertising, as the above approach provides a far better return on the Queensland Government's investment.