

Question on Notice

No. 421

Asked on Wednesday, 30 April 2025

MR M HEALY ASKED MINISTER FOR THE ENVIRONMENT AND TOURISM AND MINISTER FOR SCIENCE AND INNOVATION (HON A POWELL)—

QUESTION:

Will the Minister provide an update on the total expenditure to date this financial year by Tourism and Events Queensland on international marketing (reported separately by source market location and type of marketing)?

ANSWER:

Tourism and Events Queensland (TEQ) has advised that TEQ's total expenditure on international marketing from 1 July 2024 to 30 April 2025 is \$15.772 million.

Rounded source market and type of marketing breakdowns are as follows:

Asia-Pacific \$10.355 million

USA \$2.786 million

United Kingdom and Europe \$2.630 million

International partnerships, public relations, advertising, and market engagement:
\$6.148 million

International product development, market strengthening, and other costs:
\$9.624 million.