

Question No : 71

Question : Tourism Industry Advertising

Question Date : 01/10/91

Member : Mr BELL

To : MINISTER for TOURISM

1. What was the Tourist Commission's budget for -

(a) television advertising, for the financial years -

(i) 1987-88;

(ii) 1988-89; and

(iii) 1989-90;

(b) print advertising, for the financial years

(i) 1987-88;

(ii) 1988-89; and

(iii) 1989-90;

(c) international marketing, for the financial years

(i) 1987-88;

(ii) 1988-89; and

(iii) 1989-90;

(d) trade shows, for the financial years

(i) 1987-88;

(ii) 1988-89; and

(iii) 1989-90.

2. Which advertising agency(ies) is/are retained or have been retained.

3. On what basis is/are the agency(ies) chosen.

4. Is there a tendering process; if not, why not.

5. What is the nature of the tendering process.

6. Are the tender documents public.
7. If there is a tendering process and tender documents are prepared, is the amount of air time thus prescribed.
8. What amount of air time was prescribed during each of the years -
 - (a) 1987-88;
 - (b) 1988-89; and
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 - (c) 1989-90.
9. If air time was not prescribed during the above years, why not.
10. If air time was prescribed, what was its value.