

ESTIMATES COMMITTEE

Question Taken on Notice

Date: 30 November 2017
Subject: Cooperative Marketing Campaigns
From: Mr Terry Mills
To: Minister for Tourism and Culture
Agency: Department of Tourism and Culture

Number: 9-9

Question:

Can you provide the list of airlines and the global figure for cooperative marketing campaigns?

Answer:

<i>Domestic cooperative marketing - airlines</i>	
Airline	Markets targeted through Coop Campaign
Qantas	Sydney / Melbourne / Brisbane / Perth / Adelaide
Virgin	Sydney / Melbourne / Brisbane / Adelaide / Perth
Jetstar	Sydney / Melbourne / Brisbane / Adelaide / Cairns
Tiger Air	Brisbane
Total domestic cooperative campaign amount	\$1 078 000
<i>International cooperative marketing - airlines</i>	
Singapore Airlines / Silk Air	Singapore / UK / Central Europe / France / Japan / Italy / China / Other Asia
Jetstar / Emirates	Hong Kong / Singapore
Qantas	Japan / USA
Philippine Airlines	UK
Malaysia Airlines	Malaysia / UK
Total International cooperative campaign amount	\$2 327 480

Global Cooperative Marketing Budget

Total global airline cooperative campaign amount - **\$3 405 480**