

ESTIMATES COMMITTEE

Question Taken on Notice

Date: 19/06/2018
Subject: Breakdown of predicted increase in tourism numbers
From: Mr Gary Higgins
To: Hon. Lauren Moss
Agency: Department of Tourism and Culture

Number: 7-8

Question:

Can the Minister provide me with a breakdown of the predicted increase in tourism numbers resulting from the over \$100m spend, broken into the various categories where that spend is, being infrastructure, marketing, and whether that marketing is local or overseas, and what other categories might be there?

Answer:

The Turbocharging Tourism funding is split into three categories:

- Marketing - \$26.57 million - Domestic 46%; International 54% (These splits are approximate. The Department is responsive to dynamic market conditions)
- Infrastructure - \$56.24 million
- Festivals and Events - \$20.78 million

The Turbocharging Tourism initiative is provided over two financial years to 2018-19. It is expected that increased visitation and economic benefit as a result of the Turbocharging Tourism initiative will come to fruition over a staggered period of time, from 2018-19 onwards.

Infrastructure projects are at various stages of scoping or implementation and projects are being developed in conjunction with a wide-range of local stakeholders. The infrastructure investment has been committed with a focus on creating enterprise development opportunities, in tandem with the delivery of the built projects.

There is a forecast 6% increase in total Holiday Visitation for 2018-19.

All figures	2018-19 Target (6%)	2018-19 Variance to 2017-18
Holiday Visitors: Domestic	632 000	36 000
Holiday Visitors: International	275 000	16 000