

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Ms J Carney

to Minister for Tourism

Tourist Market Share

1. What is the current “share of voice”, within Australia, that the Northern Territory enjoys in the competitive tourism sector?

ANSWER

In 2004/5, \$350 million was spent on tourism advertising in Australia.

Of this spend; approximately \$4.8 million was spent by the NT Tourist Commission marketing the Northern Territory as a destination and \$45 million was spent by all domestic Government Tourism Offices (GTO) promoting destinations in 2004/05, giving the NT Tourist Commission a share of 10.5 percent.