

# ESTIMATES COMMITTEE

## Question Taken on Notice

**Question Number:** 1.9

**Output Number:** 3.1

**Date:** 13/06/2023

**From:** Ms Marie-Clare Boothby MLA

**To:** Hon Nicole Manison MLA

**Portfolio:** Tourism and Hospitality

**Agency:** Industry, Tourism and Trade

**Subject:** Tax dollars used for influencers

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### **QUESTION:**

How many tax payer dollars are being used for the influencers in the Territory?

### **ANSWER:**

The total cost paid to individual influencers was \$315,480. (41 influencers)

In most cases the influencers have supplied full rights owned content (video and photography) which is used across future campaigns and owned channels maximising the cost vs benefit ratio.