

Legislative Assembly Written Question

Number 209

Minister	CONLAN
Portfolio	TOURISM
Agency	TOURISM NT

Question Reference	1
From	Mr Vowles

Question

Please list all organisations which received grants from Tourism NT in 2013-14 and what proposed amounts will be for 2014-15 and 2015-16.

Answer

Table 1: Tourism NT Grants 1 July 2013 to 31 March 2014

Detail	Recipient	Amount
Digital Accelerator Program	68 tourism businesses across the NT	\$210,446
Operating Subsidy	Territory Discoveries	\$2,066,417
Community Service Obligation	Territory Discoveries	\$625,333
Operating Subsidy	Ford Dynasty Pty Ltd (Alice Springs Convention Centre)	\$75,000
Regional Tourism Organisation/ Visitor Information Service Funding	Katherine Town Council	\$199,500
	Tourism Central Australia	\$648,000
	Tourism Top End	\$795,000
	Battery Hill Mining Centre	\$90,000
Other Grants	Various - minor	\$5000
	TOTAL (GST exclusive)	\$4,714,696

Grant payments for the Digital Accelerator Program are anticipated to rise to a total of \$417,061 (ex GST) to 134 tourism businesses by end of year.

Detail of grants for 2014-15 and 2015-16 are not yet known, however anticipated to be broadly in line with the overall value for 2013-14.

In addition to the grants detailed in table 1, Tourism NT had two other programs in 2013-14 which assisted tourism operators through financial support, but do not meet the strict definition of a grant (i.e. funding for which the Agency received nothing in return). These were:

Detail	Recipient	Amount (Incl GST)
Digital Vignettes Project	87 tourism businesses across the NT	\$170,228
Event Marketing Sponsorship Program	Darwin Aboriginal Art Fair	\$5,000
	Desert Harmony Festival	\$5,000
	Garma Festival	\$5,000
	Tjungu Festival	\$5,000
	Alice Desert Festival	\$10,000
	Ingkerreke Commercial MTB Enduro	\$10,000
	Tiwi Islands Football Final Art Sale	\$10,000
	Alice Springs Beanie Festival	\$20,000
	Mindil Beach Sunset Markets	\$20,000
	National Indigenous Music Awards 2013	\$5,000
	TOTAL (GST inclusive)	\$265,288

Question Reference	2
From	Mr Vowles

Question

When has the Minister visited China, and what has he attended?

Answer

The Minister visited China in October 2013, 23-28 and attended the following:

Beijing

- Met with Vice Chairman China Council for the Promotion of International Trade (CCPIT)
- Met with Australian Ambassador/ Deputy Head of Mission
- Attended Australian China Business Council (ACBC) NT Strategic Investment Forum
- Participated in an ACBC Industry Panel
- Met with tourism wholesaler CYTS, Tourism NT's preferred tourism distributor
- Met with banks, NAB and ANZ to discuss China Credit Union initiatives
- Media interviews

Shanghai

- Met with ATR staff (Tourism NT representation company)
- Met with Qantas China
- Met with Tourism Australia, Regional Director
- Met with CHAMPS Australian business leaders in Shanghai
- Met with Consul General Shanghai at the Australian Consulate
- Met with tourism wholesaler CTRIP, Tourism NT's preferred tourism distributor

Question Reference	3
From	Mr Vowles

Question

Please itemise expenditure on tourism promotion in Singapore, China and South East Asia for publications, expos and other activities for 2012-13, 2013-14 and 2014-15?

Answer

Tourism NT uses a market prioritisation model to categorise the Northern Territory priority source markets, ensuring a balanced investment portfolio is maintained to avoid over reliance on particular source markets. Each market is considered against an extensive list of criteria including economic, aviation, industry readiness, visas and other factors such as the propensity for the market to aid regional dispersal and address seasonality. Flexibility is employed to ensure that there is the ability to take advantage of new opportunities as they arise. Markets are reviewed at least annually.

"High Growth Potential" markets include China and Singapore. The North Asian markets of Korea and Taiwan are "Targeted Investment" markets. Malaysia is not a core market at this point in time, however Tourism NT is undertaking strategic investment in this market, via its Singapore representative office, to support the direct international air service between KL and Darwin.

SINGAPORE

Singapore 2013-14: (Figures are in Australian dollars)

Consumer activity

\$27 000	Joint Tourism Australia and SilkAir campaign including print media buy in MY Paper and TODAY paper and digital buy on Yahoo SG, Facebook, Google display network. Electronic direct mail via SilkAir
\$170 000	"How to do the NT" guide - print supplement distributed via My Paper (250 000 copies), Lonely Planet Magazine (25 000 copies Singapore and 15 000 copies Malaysia) and digital distribution of the supplement distributed via Yahoo SG and Sgtravellers.com

\$20 000	Cooperative campaign with Pacific Arena (Price Breaker) including digital media buy on Google & YouTube, Facebook and pricebreaker.com, in-store promotions, print advertisements in Today paper (free daily paper)
\$22 000	Cooperative campaign with Holiday Tours & Travel (self-drive) including print advertising in BEAM Magazine, The Finder Magazine and digital advertising and social media outreach via blogger and social platforms
\$13 000	Cooperative campaign with Jetstar including digital media buy on Trip Advisor, Yahoo, Facebook, Google display network and Jetstar social media platforms and electronic direct mail
\$20 000	Cooperative campaign with (Red Centre Consortium) Konsortium Express, Universal Travel, Ik Chin Travel and JTB Singapore including print advertising, digital media buy and electronic direct mail, brochures and flyers production
<u>Public Relations and Digital Activity</u>	
\$25 000	Media and Key opinion Leaders four Familiarisation trips for seven journalists
\$45 000	Sponsorship of the Singapore Blog Awards 2013 - 13 Winners Bloggers Trip to NT
\$50 000	Digital media buy on zuji.com targeting Free Independent Travellers searching for Australia and other mid to high cost destinations in a similar distance range to Darwin
\$33 000	Digital media buy on expedia.com mix of homepage and targeted searches
\$67 000	Always on Digital Marketing /retargeting and search engine optimisation
<u>Trade Events</u>	
\$20 000	Trade Event - NT Mission 2014 in Singapore & Malaysia with eight Territory operators in attendance
\$10 000	Trade training and incentives/Aussie Specialist Program E-newsletters
\$42 500	Trade Famils - Leisure & Meetings Incentives Conventions & Exhibitions, Special Interest , four Travel trade
\$47,000	National Association of Travel Agents Singapore Travel Fairs (booth rental/design/set-up, advertising, souvenirs production)
\$611,500	TOTAL MARKETING ACTIVITY BUDGET

Singapore 2014-15: (Figures are in Australian dollars)

Consumer activity

\$20,000	Tourism Australia joint campaign with Tourism Australia and SilkAir via traditional print media and digital advertising platforms
\$180,000	Consumer engagement activation including traditional print advertising, digital advertising and social media engagement
\$50,000	Always on Digital Campaign on Zuji.com & Expedia.com

Public Relations and Digital Activity

\$30,000	Four Media and Key opinion Leaders four familiarisation trips
\$5,000	Social media ad media placement

Trade Events

\$20,000	Trade Coop Campaign with Holiday Tours & Travel via traditional print media and/or digital advertising and/or social media platforms
\$20,000	Trade Coop Campaign with Famosa Holiday via traditional print media and/or digital advertising and/or social media platforms and/or outdoor advertising platforms
\$10,000	Trade Coop Campaigns with Aveson Travel via outdoor advertising and digital advertising and/or social media platforms
\$10,000	Trade Coop Campaigns with STA Travel Group via traditional print media and/or digital advertising and/or social media platforms 1 x Aviation Coop Campaign with SilkAir via traditional print media and/digital advertising and/or social media platforms
\$50,000	1 x Aviation Coop Campaign with Jetstar Asia via traditional print media and/digital advertising and/or social media platforms
\$20,000	Trade Event - NT Mission 2015
\$5,000	South-East Asia Mission 2014/2015
\$10,000	Trade training and incentives/Aussie Specialist Program
\$70,000	Trade Famils - Leisure & Meetings Incentives Conventions & Exhibitions, Special Interest , Travel trade
\$50,000	Malaysian Association of Tour and Travel Agents Travel Fairs (Booth Rental/design/set-up, Advertising, Souvenirs Production)
\$20,000	Trade Event - NT Mission 2015
\$600,000	TOTAL MARKETING ACTIVITY BUDGET

MALAYSIA

Malaysia 2013-14: (Figures are in Australian dollars)

Consumer activity

\$11,000 *'There's nothing like Australia'* Campaign (with Tourism Australia and State and Territory Organisation Partners) with Malaysia Airlines including print advertising - 16pp *'All About Australia'* supplement inserts in The Star newspaper and digital advertising.

Public Relations and Digital Activity

\$29,000 Two Media and Key Opinion Leader Visits and Familiarisation trips for ten journalists

Trade Events

\$6,000 Trade coop with Golden Deluxe Travel Service Agency and Sedunia Travel Services during Malaysian Association of Tour and Travel Agents Travel Fair in September 2013

\$10,000 Trade Event - NT Mission 2014 in Singapore & Malaysia with eight Territory operators in attendance

\$8,000 Trade training and incentives/Aussie Specialist Program E-newsletters

\$68,000 Trade Famils - Leisure & Meetings Incentives Conventions & Exhibitions, Special Interest , four Travel trade

\$9,000	Malaysian Association of Tour and Travel Agents Travel Fairs (Booth Rental/design/set-up, Advertising, Souvenirs Production)
\$141,000	TOTAL MARKETING ACTIVITY BUDGET

Malaysia 2014-15: (Figures are in Australian dollars)

Consumer activity

\$30,000 Tourism Australia Joint Campaign with Tourism Australia via traditional print media and digital advertising platforms

Public Relations and Digital Activity

\$20,000 One press trip (collaboration with TA and MH)

\$10,000 Aviation Coop Campaigns with Malaysia Airlines via traditional print media and/or digital advertising platforms

\$10,000 Aviation Coop Campaign with Jetstar Asia via traditional print media and/or digital advertising platforms

Trade Events

\$10,000 Trade Coop Campaign with Malaysia Harmony Tours & Travel/12fly.com via including traditional print media and/or digital advertising and/or social media engagement and/or TV broadcast advertising and/or outdoor advertising

\$10,000 Trade Coop Campaign with Eden Travel via traditional print media and/or digital advertising and/or social media engagement

\$10,000 Trade Coop Campaign with Holiday Tours and Travel (Malaysia) via traditional print media and/or digital advertising and/or social media engagement

\$20,000 Trade Event - NT Mission 2015

\$5,000 Trade Event - Product Development Forum 2015, Sales Visits and CNY Celebrations

\$20,000 Trade training and incentives

\$20,000 Trade Famils - Leisure Travel trade

\$40,000 Malaysian Association of Tour and Travel Agents Travel Fairs (Booth Rental/design/set-up, Advertising, Souvenirs Production)

\$190,000 TOTAL MARKETING ACTIVITY BUDGET

CHINA

China 2013-14: (Figures are in Australian dollars)

Consumer activity

\$50,000 Tourism Australia, SATC, Wing on Travel & Sony cooperative campaign. Leveraging on the brand power of Sony and the TA Best Jobs in the World campaign, Raven Cheng (runner up in Best Jobs) and Will Cho (Sony sponsored photographer) were invited to travel through NT and SA, with a marketing campaign promoting their journey run through digital & outdoor advertising

\$25,000 Self Drive - Cooperative campaign with the South Australian Tourism Commission and Landrover promoting self-drive journeys in the NT and SA to the mainland

	China market. Activity included a trade and media famil in July, VIP seminars with Land Rover club members, magazine and online advertising.
\$45,000	Cooperative Campaign with travel agency group Hong Thai Travel in Hong Kong - promoting travel to the NT through a digital TV show called "Grad Guy Travela" where graduating students compete to win a trip to Darwin and the Top End. campaign is backed up with NT travel package promotion through Hong Thai.
\$80,000	Digital conversion campaigns Hong Kong - Zuji & Expedia. Digital advertising campaigns focused on promoting Darwin as a gateway to Australia from Hong Kong, targeting searches for Australia to push consumers to consider a different destination.
\$60,000	Coop Campaign in Shanghai with CTRIP - including In store training & promotion, seminars, print advertising & digital advertising
\$40,000	Coop Campaign in Beijing with CYTS - including In store training & promotion, seminars, print advertising & digital advertising
\$20,000	Coop Campaign in Beijing with CYTS, Tourism QLD and Qantas - including media famil, radio advertising, digital advertising, targeted magazine print advertising & social media+website advertising through CYTS owned channels (CYTS Weibo & Aoyou.com)
\$60,000	Coop campaign in Guangzhou with GZL - including In store training & promotion, seminars, print advertising & digital advertising
\$35,000	Free and Independence Traveller campaign with "Bread Trip" vertically integrated travel smartphone app - promoting NT itineraries to adventurous & young Free and Independent Travellers looking for holiday destination advice and travel tips from their peers.
\$35,000	Coop campaign with Silk Air and Sichuan CYTS promoting travel to Darwin and the Top End utilising the Silk Air Darwin to Singapore route. Campaign includes trade and media famil, digital advertising, trade media advertising, in-store banners and brochures, seminars and incentives
	<u>Public Relations and Digital Activity</u>
\$33,000	Key Opinion Leader visits - traditional and online media visiting NT. 6 Famil programs with a total of 23 visitors
\$14,000	International Media Hosting Program visit - traditional and online media visiting NT & other areas of Australia through Tourism Australia cooperation. Three Famil programs with a total of 17 visitors.
\$42,000	Dedicated NT China website hosted within the Chinese firewall.
	<u>Trade Events</u>
\$150,000	Trade Event - Second annual NT Operator China Mission, with 6 operators and two airline partners travelling to Hong Kong, Guangzhou, Beijing & Shanghai
\$47,000	Year round - Trade training, incentives, famils, rewards programme budget
\$27,000	Merchandise for competitions, trade giveaways etc.
\$55,000	Trade Famils - Leisure, MICE, Special Interest , Travel trade
\$818,000	TOTAL MARKETING ACTIVITY BUDGET

China 2014-15: (Figures are in Australian dollars)

Consumer activity

\$20,000 Cooperative marketing activity with Tourism Australia in Hong Kong as part of the

	wider "Restaurant Australia" campaign.
	<i>There's nothing like Australia</i> (TNLA) cooperative campaign with Tourism Australia & Key mainland China trade partners (Ctrip, CYTS, GZL) raising awareness and intention for NT as part of an Australia itinerary
\$50,000	
\$20,000	Press Office including editorial pitching
\$40,000	Coop campaign with Jetstar in Hong Kong & Taipei
\$40,000	Coop campaigning with Silk Air and Sichuan CYTS (Phase Two)
\$30,000	Coop campaigning with Lion Travel in Taipei
\$40,000	Coop campaigning with Hong Thai in Hong Kong
\$55,000	Coop campaigning with CYTS in Beijing
\$55,000	Coop campaigning with GZL in Guangzhou
\$55,000	Coop campaigning with C-Trip in Shanghai
	<u>Public Relations and Digital Activity</u>
\$100,000	Large scale social media campaign to draw increased attention, understanding and aspiration of NT as an Australian holiday destination
\$40,000	Key Opinion Leader (KOL) visits - traditional and online media visiting NT. 6 Famil programs with a total of 23 visitors
	International Media Hosting Program (IMHP) visiting - traditional and online media visiting NT & other areas of Australia through Tourism Australia cooperation. 3
\$20,000	Famil programs with a total of 17 visitors.
\$80,000	Digital Always On - Search Engine Marketing (Baidu) driving to new China site
	<u>Trade Events</u>
\$45,000	Do NT - Second Tier trade partner program coop campaign with selected partners in Beijing, Shanghai, Hangzhou, Shenzhen and Guangzhou
\$67,500	Trade Famils - ATE & Corroboree
\$30,000	Year round - Trade training, incentives, famils, rewards programme budget
\$30,000	Merchandise & brochures for competitions, trade giveaways etc
\$90,000	China Mission
\$907,500	TOTAL MARKETING ACTIVITY BUDGET