

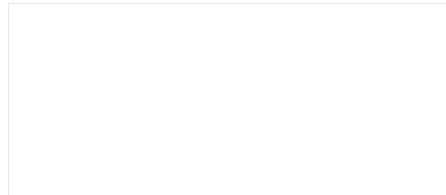
Question No : 132

Question : Tourist Promotion Funding

Question Date : 11/08/92

Member : Mr COLLINS

To : MINISTER for TOURISM



1. How much funding has the Northern Territory government allocated to tourist promotion in the 1991-92 financial year from -
 - (a) general revenue; and
 - (b) bed tax.

2. How much has been spent on promoting Alice Springs and the following attractions located in the surrounding areas -
 - (a) Palm Valley;
 - (b) Trepkina Gorge; and
 - (c) Rainbow Valley.

3. How much has been spent on promoting the following attractions -
 - (a) Ayers Rock;
 - (b) the Olgas; and
 - (c) Uluru Tourist Village.

4. How much of the above funding allocations was spent in the following areas -
 - (a) 5-star accommodation;
 - (b) less than 5-star accommodation; and
 - (c) attractions other than accommodation.

ANSWER

- | | | |
|----|---|--------------|
| 1. | Direct Marketing Activity outlays | \$ 8 177 787 |
| | Personnel and Support Costs - Marketing /
Bureaux - National and International | \$ 9 265 903 |

TOTAL	\$17 443 690
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Funded from:	
(a) General Revenue	\$15 327 690
(b) Tourism Marketing Duty	\$ 2 116 000
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TOTAL	\$17 443 690
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2. For 1991-92, except for specific promotion of Yulara, the Northern Territory Tourist Commission did not apportion its marketing expenditure to specific regions. The marketing effort was primarily directed to the Northern Territory generally as a destination.
3. Direct promotional expenditure on Yulara, Ayers Rock and surrounding attractions including the Olgas, totalled \$1 364 932 for 1991-92.
4. The Northern Territory Tourist Commission's effort is directed towards identifying the Northern Territory as an attractive destination to potential visitors. Marketing programs were produced, and considerable efforts directed toward the industry and the consumer to increase knowledge and awareness of the Northern Territory tourism product. Within that context information is provided on all classes of accommodation and attractions available in regions within the Northern Territory.