

# OVERSEAS TOURISM MARKETING EXPENDITURE AUSTRALIA

EMBARGO: 11:30AM (CANBERRA TIME) MON 16 FEB 1998

## KEY FIGURES

<i>Market region</i>	<i>Total expenditure</i>	<i>Operators in market</i>	<i>Average expenditure per operator</i>
	\$'000	no.	\$'000
Japan	80 223	427	188
Asia (excluding Japan)	75 757	571	133
New Zealand	17 685	444	40
USA/Canada	40 685	528	77
UK/Europe	55 889	557	100
Other	9 541	199	48
<b>Total</b>	<b>279 781</b>	<b>834</b>	<b>335</b>

## KEY POINTS

### EXPENDITURE

- \$280m by 834 businesses and organisations which was an average of \$335,000
- 29% of total expenditure was on marketing in Japan, 27% in other Asian countries, 20% in Europe (including the UK and Ireland) and 15% in the USA and Canada

### MOVEMENTS SINCE 1994-95

- Number reporting overseas tourism marketing expenditure increased by 17%
- Total expenditure increased by 6%
- Expenditure increased in Japan by 19% and other Asian countries by 47%
- Expenditure decreased in USA/Canada by 24% and in UK/Europe by 22%

## NOTES

This publication gives the results of a recent survey of Australian tourism related businesses and organisations which market their tourism products overseas.

*Total expenditure* includes expenditure committed on behalf of the reporting business or organisation by related overseas companies.

*Operators in market* refers to the number of businesses or organisations which undertake tourism related marketing activity in the market region referred to.

Where figures have been rounded, discrepancies may occur between totals and the sums of component items.

## INQUIRIES

- For more information about these and related statistics, contact Carolyn Hart on Brisbane (07) 3222 6152.



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2869100007962  
ISSN 1329-8216

RRP \$15.00

ABS Catalogue No. 8691.0 Overseas Tourism Marketing Expenditure, Australia 1996-97