



ACT Government
2004-2005 BUDGET

MEDIA RELEASE

**TOURISM FUNDING INJECTION TO INCREASE VISITATION TO
CANBERRA AND REGION**

A funding injection of \$28.2 million over four years will enable Australian Capital Tourism to significantly increase the economic return from domestic and international visitation, ACT Tourism Minister Ted Quinlan announced.

With \$7.8 million extra in 2004-05, the funding is the most significant investment in many years in tourism, which contributes an estimated \$686 million in gross state product and supports 11,000 jobs in the ACT.

“In addition to continuing the \$4 million provided in 2003-04, we have added another \$3.8 million next financial year to deliver a range of initiatives in keeping with the Government’s *Economic White Paper* and Australian Capital Tourism’s business plan,” Mr Quinlan said.

“These initiatives will ensure that we offer quality tourism product and that our programs are properly targeted, well marketed and evaluated for effectiveness, leading to greater awareness of Canberra as a destination and ultimately significantly more visitors.”

The Minister said additional funding for research will deliver important information for Australian Capital Tourism’s marketing activities and assist local industry.

“Australian Capital Tourism will undertake further research to determine trends and motivators in travel, as well as evaluating the effectiveness of marketing programs and campaigns,” Mr Quinlan said.

“With better knowledge about what motivates the market, Australian Capital Tourism will work with industry partners to improve tourism product and develop new products and experiences. This will include nature based tourism, touring routes and a broader range of holiday packages.”

Mr Quinlan said the additional funding will also strengthen Australian Capital Tourism’s marketing activities, increasing awareness and improving visitation.

“Next financial year, Australian Capital Tourism will focus on extending the new ‘See yourself in Canberra’ tourism brand campaign and seasonal marketing activities. This will involve more advertising to reinforce our message in new markets such as Adelaide, Perth and south-east Queensland and established markets like Sydney, regional NSW and Melbourne,” he said.

“Public relations activities such as the Visiting Journalist Program will also be expanded. This program supports visits from interstate and international journalists, generating positive media coverage in valuable national and international markets.”

The Minister said funding is also being provided for some increase in international marketing and for working with the interstate travel industry to better promote Canberra and the capital region as a destination.

“In addition, funding has been provided to improve the marketing of Floriade and the Subaru Rally of Canberra as well as other events supported through the Events Assistance Program. This will increase visitation to these events and more broadly to Canberra and the region,” he said.

The Minister said that while \$7.8 million is being provided in 2004-05, the additional funding will drop off incrementally over the following three years as Australian Capital Tourism develops stronger partnerships with local industry and increases its own revenue through cooperative marketing activities.

Under *The Canberra Plan*, Canberrans are asked to ‘see yourself in Canberra’s future’, a vision that ties closely with Australian Capital Tourism’s new marketing brand, ‘see yourself in Canberra’. Through this range of tourism initiatives the 2004-05 Budget is working towards our vision of Canberra as a premier visitors’ destination.

Statement Ends.