



LEGISLATIVE ASSEMBLY
FOR THE AUSTRALIAN CAPITAL TERRITORY

QON No. 2

STANDING COMMITTEE ON ECONOMIC DEVELOPMENT AND TOURISM
JEREMY HANSON MLA (CHAIR), DEEPAK-RAJ GUPTA MLA, MICHAEL PETTERSSON MLA

Inquiry into referred 2018–19 Annual and Financial Reports
ANSWER TO QUESTION ON NOTICE

Asked by Andrew Wall MLA -

In relation to Visit Canberra digital marketing campaign:

1. What is the total digital marketing budget for Visit Canberra?
2. What portion of this budget has been expended on attracting social media influencers?
3. What portion of this budget is aimed at the International market?

Yvette Berry MLA: The answer to the Member's question is as follows:—

1. What is the total digital marketing budget for Visit Canberra?

VisitCanberra invested approximately \$460,000 in digital advertising activity in the 2018-19 Financial Year. The total investment includes digital marketing for specific campaign activity; investment on digital assets such as the Australian Tourism Data Warehouse; visitcanberra.com.au website development, maintenance, hosting and domains and image and video digital asset management systems and acquisition of video and still imagery.

2. What portion of this budget has been expended on attracting social media influencers?

No portion of VisitCanberra's digital marketing campaign budget is spent on attracting social media influencers.

3. What portion of this budget is aimed at the International market?

VisitCanberra does not invest in standalone digital marketing initiatives in the international market. All international digital activity is delivered in partnership with Tourism Australia and airlines as part of the broader campaigns they deliver. Digital marketing components of these campaigns are part of larger media spend across the markets.



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Approved for circulation to the Standing Committee on Economic Development and Tourism

Signature:

A large, stylized handwritten signature in black ink, appearing to be "Yvette Berry".

Date: 20/11/19

By the Acting Minister for Tourism and Special Events, Yvette Berry MLA