QTON No. 18

LEGISLATIVE ASSEMBLY
FOR THE AUSTRALIAN CAPITAL TERRITORY

STANDING COMMITTEE ON ECONOMIC DEVELOPMENT AND TOURISM
JEREMY HANSON MLA (CHAIR), SUZANNE ORR MLA (DEPUTY CHAIR), MICHAEL PETTERSSON MLA

Inquiry into referred 2017–18 Annual and Financial Reports
ANSWER TO QUESTION TAKEN ON NOTICE
5 November 2018

Asked by MS CHEYNE MLA:

In relation to Lonely Planet Accolade:

> MS CHEYNE: Yes, I did, thank you. I noted Mr Kobus said that there was 10 to 12 per cent awareness in, was it, the Sydney and Melbourne markets of the Lonely Planet accolade. Did we do any surveys about how many Canberrans were aware that we had received that accolade?
>
> Mr Kobus: I would have to take that on notice. I think we can probably check some of the data that we would get from the visitor centre survey that I mentioned would cover off the local community as part of that. The Canberrans use a visitor centre as well

MINISTER FOR TOURISM AND SPECIAL EVENTS: The answer to the Member's question is as follows:–

VistCanberra captured local awareness of the Lonely Planet accolade via the visitor experience survey regularly conducted at the Canberra and Region Visitors Centre. The survey included two questions specifically relating to the Lonely Planet Accolade:

1. "were you aware that Canberra was ranked third in Lonely Planet's Best in Travel for cities, in 2018?"
2. and for those answering yes "did this influence you to travel to Canberra for this trip?"

The survey was administered between November 2017 and July 2018. A total of 1,412 responses were received to the two questions regarding the accolade over this time, from local Canberrans, interstate visitors and international visitors.

Of the national and international visitors to the centre, 21.2 per cent were aware that Canberra had been ranked third in Lonely Planet's Best in Travel for world cities in 2018.

This compares with 58.9 per cent of those visitors who stated they lived in the ACT (129 responses), indicating local awareness was much stronger.

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

Signature: Andrew Barr Date: 9.11.18

By the Minister for Tourism and Special Events, Andrew Barr MLA