



## LEGISLATIVE ASSEMBLY FOR THE AUSTRALIAN CAPITAL TERRITORY

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STANDING COMMITTEE ON ECONOMY AND GENDER AND ECONOMIC EQUALITY

Ms Nicole Lawder MLA (Chair), Ms Suzanne Orr MLA (Deputy Chair),

Mr Johnathan Davis MLA

### Standing Committee on Economy and Gender and Economic Equality

#### Inquiries into Annual and Financial Reports 2019–2020 and ACT Budget 2020–2021

Responses to **questions taken on notice** at public hearing of 23 February 2021

### **Tourism portfolio**

## ACT Standing Committee on Economy and Gender and Economic Equality

Inquiries into Annual and Financial reports 2019–20 and ACT Budget 2020–21

**Index QToN—Public hearing—23 February 2021**

### **Tourism portfolio**

<b>No.</b>	<b>Date</b>	<b>Member</b>	<b>Subject</b>	<b>Minister/Agency</b>	<b>Answered</b>
T1	23 Feb 21	Castley	Visiting Journalists and influence program—of the 82 visiting journalists (international trade missions)—how much did that cost?	Minister for Tourism	3 March 21



**LEGISLATIVE ASSEMBLY**  
FOR THE AUSTRALIAN CAPITAL TERRITORY

**QTON No. T1**

STANDING COMMITTEE ON ECONOMY AND GENDER AND ECONOMIC EQUALITY

MS NICOLE LAWDER MLA (CHAIR), MS SUZANNE ORR MLA (DEPUTY CHAIR), MR JOHNATHAN DAVIS MLA

**Inquiries into Annual and Financial Reports 2019–20 and ACT Budget 2020–21**

**ANSWER TO QUESTION TAKEN ON NOTICE**

**23 February 2021**

Asked by LEANNE CASTLEY MLA:

In relation to:

**MS CASTLEY:** Local business—okay. And the report reveals that Visit Canberra arranged tours for 82 journalists from Singapore, Malaysia, China, UK and New Zealand, how much did we pay for these 82 journalists to travel?

**Mr Kobus:** I will have to—the specific amount on the 82 journalists, I can take on notice, I can write that down. Generally, we have—we run what is called a visiting journalist and influencer program and through that program we host journalists, whether they be international or domestic journalists for a whole range of purposes. So those journos could be from mainstream media such as newspapers, they could be major publications, they could be travel agents, and we use those as mechanisms to either help people become familiar with the destination, so in the instance that we would host a travel agent or sales agent, that would be about ensuring they have the capacity to sell the destination better when they go back to where they come from.

**MS CASTLEY:** Yes.

ANDREW BARR MLA: The answer to the Member's question is as follows:—

The 82 people who were invited to experience Canberra were journalists and travel/trade agents who sell Canberra as a destination in the key international markets of Singapore, Malaysia, China, the United Kingdom, New Zealand and India. The total cost was \$53,000, which equates to less than \$650 per person.

Approved for circulation to the Standing Committee on Economy and Gender and Economic Equality

Signature: *Andrew Barr*

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By the Minister for Tourism, Andrew Barr MLA