QON No. 5

Legislative Assembly for the Australian Capital Territory
Standing Committee on Economics, Industry and Recreation

Inquiry into annual and financial reports 2024–2025

Answer to question on notice

Asked by: Ms Jo Clay MLA

Addressed to: Minister for Tourism and Trade

Reference: CMTEDD EcoDev - P. 27 CMTEDD Annual Reports 24-25, Paper 1

Hearing: 14/11/2025
In relation to: Marketing campaigns
Question received: 19/11/2025
Answer Due: 01/12/2025

(1) What is the breakdown of the ACT Government's 19 marketing and tourism

campaigns in terms of:

(a) the target audience and market

(b) the primary channels used

(c) how much funding was allocated to these campaigns, and

(d) the return on investment

(2) Who conducts the return-on-investment analysis for the ACT Government?

(3) What is the methodology to assess the return on investment?

Andrew Barr MLA: The answer to the Member's question is as follows:

The 19 marketing campaigns referred to consisted of six campaigns with airline partners and 13 campaigns with key distribution partners (e.g. large travel agent companies).

Airlines

Target Audience and primary channels

- Five campaigns targeting the Australian domestic audience with three airlines (Jetstar, Virgin Australia and Link Airways). Audiences covered key ports for the airlines, in the markets of VIC, NSW, QLD, and TAS. Channels included digital, out of home and TV.
- One campaign with Fiji Airways, targeting audiences in the USA and Canada focussing on ports of Los Angeles, San Francisco and Vancouver. The campaign ran on digital channels.

Funding allocation

- Agreements are commercial-in-confidence and include funding amounts for marketing campaigns and key performance indicators including passenger bookings data.
- In 2024-25, the Aviation Stimulus Fund totalled $1 million.

Return on investment analysis

- Campaigns are measured through key media performance metrics and bookings data provided by the partner. This information is commercial-in-confidence.

Key distribution partners

Target Audience and primary channels

- 13 international campaigns with 12 key distribution partners across four markets. The international markets were India, USA, Singapore, and UK.
- Key distribution partners were Trailfinders, Signature Travel Network, Travel Leaders Network, Swain Destinations, Travel Answers Group, Pacific Arena, Chan Brothers, MakeMyTrip, SOTC, Thomas Cook, Pick Your Trail and Neem Holidays.
- Channels included digital, direct email marketing, social, print and agent training.

Funding allocation

- The total investment was $200,000.

Return on investment analysis

- Campaigns were measured against key media performance metrics and through bookings data provided by the partner as commercial-in-confidence.
- In addition, these campaigns are also measured by the number of new Australian itineraries developed which include Canberra. As a result of these campaigns, eight new packaged itineraries were developed in 2024-25.

Approved for circulation to the Standing Committee on Economics, Industry and Recreation

Signature: Andrew Barr

Date: 1.12.25

By the Minister for Tourism and Trade, Andrew Barr MLA