

The Hon Melinda Pavey MLC to the Hon Matt Brown MP, Minister for Housing, Minister for Tourism -

QUESTION:

What percentage of New South Wales' tourism budget is spent on marketing, on advertising?

ANSWER:

Of Tourism NSW's budget allocation, including the \$2.3 million in funding to the Sydney Convention and Visitors Bureau, 56% is allocated to marketing and communications activities.

- 37% is allocated to the Australian marketplace
- 19% is allocated to the International marketplace

Excluding the \$2.3 million in funding to the Convention and Visitors Bureau, 60% of Tourism NSW's budget allocation is allocated to marketing and communications activities.

- 40% is allocated to the Australian marketplace
- 20% is allocated to the International marketplace