

# MINISTER FOR SMALL BUSINESS AND MINISTER FOR TOURISM

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## OVERVIEW

<i>Agency</i>	<i>Budget 2000-01 \$m</i>	<i>Budget 2001-02 \$m</i>	<i>Variation %</i>
<b>Tourism New South Wales</b>			
Total Expenses .....	49.7	49.6	...
Asset Acquisitions .....	0.9	1.5	71.4
<b>Total, Minister for Small Business and Minister for Tourism</b>			
Total Expenses .....	<b>49.7</b>	<b>49.6</b>	...
Asset Acquisitions .....	<b>0.9</b>	<b>1.5</b>	<b>71.4</b>

## TOURISM NEW SOUTH WALES

Tourism New South Wales is responsible for marketing New South Wales as a holiday destination in the Australian domestic market and in the international markets.

The organisation also provides strategic direction and leadership to the New South Wales tourism industry to ensure a wide range of tourism products and holiday experiences are available in the marketplace, with an emphasis on regional development. In 2000-01, approximately 60 percent of the effort focused on domestic marketing and development activities while the other 40 percent concentrated on international promotion and development.

The Australian Bureau of Statistics estimates that in 1999 tourism accounted for over 4.5 percent of Australia's Gross Domestic Product, with New South Wales accounting for 37 percent of total Australian tourism.

## **EXPENDITURE TRENDS AND RECENT DEVELOPMENTS**

### **Domestic Marketing**

*Touring By Car* - The Touring By Car program has been a success for regional New South Wales with studies from the South Coast and Pacific Coast Routes showing a high conversion rate, with 35 percent of inquirers actually taking the drive. This year the Explorers Way, Kosciuszko Alpine Way, Waterfall Way Scenic Drive and a Federation Towns brochure were launched.

*Sydney Promotions* - Eleven different Sydney campaigns with key industry partners achieved strong results in 2000-01.

*Short Breaks* - The successful Short Breaks campaigns continued in 2000-01 promoting the regions of Shoalhaven, Hunter, Capital Country, Illawarra, Blue Mountains, Coffs Harbour and the Central Coast as easy getaway breaks for the Sydney Market.

*New South Wales Holidays* - New South Wales Holidays entered its sixth year as a major tourism-wholesaling program targeting Australian consumers. Its sales force was increased during the year to promote New South Wales in other States more vigorously.

### **International Marketing**

Tourism New South Wales continues to focus on trade marketing and providing leadership to the Tourism industry in the core markets of United Kingdom, Japan, United States and New Zealand, and the growing markets of Asia and Europe.

The New South Wales new tourism brand "Feel Free" was launched internationally as part of the new Asian consumer campaign run in Singapore and Hong Kong.

During 2000-01, six international tailored websites were developed to support consumer and trade initiatives. Considerable resources were also employed in training retail agents in key markets so that they could more effectively and efficiently sell New South Wales. Tourism's website ([www.visitnewsouthwales.com](http://www.visitnewsouthwales.com)) was re-developed as a platform for a coordinated distribution strategy linking New South Wales tourism product directly with the Australian and International markets.

## **Olympics**

Between June and November 2000, Tourism New South Wales operated the Sydney Media Centre that serviced over 5,000 accredited and non-accredited media resulting in an unprecedented level of global media publicity for Sydney and New South Wales. Additionally, over 100 volunteers were trained, equipped and deployed to provide enhanced visitor information services at three city kiosks and telephone call centre during the Olympic and Paralympic Games. Tourism New South Wales continues to provide leadership through the Tourism Industry Forum in order to maximise the tourism benefits from the Sydney 2000 Olympic and Paralympic Games.

Expenditure in 2000-01 is forecast to be above budget due to one-off funding to promote the Sydney Olympic Games and similar promotions. Early indications are that the Olympics will have a lasting benefit to Tourism, for example, accommodation revenue for the whole state was 16 percent higher in 2000.

## **STRATEGIC DIRECTIONS**

The New South Wales Tourism Masterplan provides the framework for Tourism New South Wales' Strategic Plan 1999-2002 within which the following objectives will be achieved:

- ◆ Increase awareness, positive perceptions and intention to travel to New South Wales for a leisure holiday;
- ◆ Convert awareness, positive perceptions and intention to travel to New South Wales into increased sales of New South Wales leisure holidays;
- ◆ Grow business related tourism in New South Wales;
- ◆ Develop quality products and experiences that best motivate and meet customer demand;
- ◆ Enhance the long term sustainability of the New South Wales tourism industry;
- ◆ Facilitate effective networks that develop the industry; and
- ◆ Deliver quality corporate services to key internal and external stakeholders.

## **2001-02 BUDGET**

### **Total Expenses**

Total expenses in 2001-02 are estimated at \$49.6 million. The focus of work will include:

- ◆ expanding the Touring by Car domestic consumer promotion;
- ◆ growing the New South Wales Holiday domestic wholesaling program;
- ◆ progressing the Asia consumer campaign;
- ◆ incorporating the "Feel Free" brand into all domestic and international campaigns;
- ◆ increasing the number and capabilities of the international websites; and
- ◆ completing the new New South Wales Tourism Masterplan to take the vision through to 2020.

### **Asset Acquisitions**

The asset acquisition program of Tourism New South Wales is \$1.5 million in 2001-02. The focus of work will be expanding the capabilities of the Virtual Multi-Agency Network.