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NEW ISSUE

**OVERSEAS TOURISM MARKETING EXPENDITURE, AUSTRALIA, 1994-95**

KEY POINTS

The ABS recently surveyed Australian tourism related businesses and organisations which market their products overseas. Results from the survey showed that, during 1994-95, the surveyed businesses and organisations expended \$265 million. This represented an average of \$372 thousand per business on such promotional activity. Of the total amount, 26% was expended in Japan and 20% in other Asian countries, 27% in Europe (including the United Kingdom and Ireland) and 20% in the United States of America and Canada.

A similar survey was conducted in respect of 1992-93, but care should be taken when comparing information from the two surveys as the number of surveyed businesses increased by 27% from 562 in 1992-93 to 713 in 1994-95. The total expenditure by those businesses in 1992-93 was \$190 million.

**OVERSEAS TOURISM MARKETING EXPENDITURE, AUSTRALIA, 1994-95**

Market region	Total expenditure	Operators in market	Average expenditure per operator in market
	\$'000	no.	\$'000
Japan	67 647	408	166
Other Asia	51 578	462	112
New Zealand	15 155	352	43
USA/Canada	53 243	460	116
UK/Europe	72 076	512	141
Other	5 363	151	36
<b>Total</b>	<b>265 062</b>	<b>713</b>	<b>372</b>

EXPLANATORY NOTES

*Total expenditure* includes expenditure committed on behalf of the reporting business or organisation by related overseas businesses or organisations.

*Operators in market* refers to the number of businesses or organisations which undertake tourism related marketing activity in the market region referred to.

Where figures have been rounded, discrepancies may occur between totals and the sums of component items.

W. McLennan  
Australian Statistician

INQUIRIES

- For further information about these and related statistics, contact Andy Harris on (06) 252 5452.



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