

Minister for Tourism, Hospitality and Events
Minister for Racing
Minister for Women and the Prevention of Family and
Sexual Violence
Minister for Arts
Minister for Community and Multicultural Affairs

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09 JUN 2026

The Honourable Rosemary Armitage MLC
Chair
Legislative Council
Estimates Committee 'B'
By email: Julie.thompson@parliament.tas.gov.au

Dear Ms Armitage

Rosc

APPROPRIATION BILL (No. 1) 2026

Thank you for your letter dated 2 June 2026, requesting additional information following examination of my portfolio by the Legislative Council Select Budget Estimates Committee 'B'. Please find the requested information below for noting.

TOURISM TASMANIA **Output Group 1 – Tourism** **Output Group 1.1 – Tourism**

1. Provide a breakdown of the Tasmania marketing budget of \$82 million over the forward estimates (MG)

As a small state, destination marketing plays a critical role in creating awareness and overcoming the barriers to travel to Tasmania.

Tourism Tasmania's marketing strategy is focused on both creating future demand for visitation and converting current interest into bookings with airlines, travel agents and directly to industry operators.

Tourism Tasmania is required to be competitive in a commercial and global environment, and responsive to market changes.

The agency also needs to be agile and adapt, while also aligning marketing investment through programs and media to the objectives outlined in its Corporate Plan.

The agency is currently undertaking planning for the 2026-27 year with allocations across the forward estimates confirmed annually through Tourism Tasmania's planning process.

Tourism Tasmania CEO Sarah Kingston Clark approves marketing budget allocation as per delegations, in consultation with the board.

As a guide to what the breakdown may look like in the forward estimates, the Agency has provided the forecasted 2025-26 investment.

The 2025-26 marketing investment is expected to total \$24.410 million and includes:

- \$12.645 million brand marketing activity including Come Down for Air, Off Season and other campaign activity
- \$5.009 million for trade, distribution and access partnerships
- \$2.577 million for global PR
- \$2.300 million for digital marketing
- \$1.263 million for research and insights
- \$401,500 for marketing our regions program (responsive and tactical marketing opportunities)
- \$138,936 for content development

DEPARTMENT OF STATE GROWTH

Output Group 5 – Cultural and Tourism Development

Output Group 5.4 - Events

- 1. Output Group Parks, p. 66 - If we are spending an additional \$63m in Events Tasmania (Budget Paper No. 2, p. 237) over the forward estimates – the return on this investment seems very poor in the state with a target of visitors to our parks shown in Budget Paper No. 4, p. 66 showing a lessening in numbers in the 2026-27 year compared to the 2023-24 target. Will these events not have people exploring our regions? (CH)**

The 2026-27 State Budget includes \$86.487 million of additional funding across the Budget and Forward Estimates for *Output Group 5.4 – Events*.

The total revenue amounts across the Budget and Forwards estimates as outlined in Budget Paper No. 2, *Output Group 5.4 – Events* is consistent with previous funding levels for this output.

In 2025-26, the return on investment for events supported by Events Tasmania through this output was 5:1, which is consistent with 2024-25.

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Events Tasmania supports a regionally and seasonally balanced events calendar through events that attract people to Tasmania and encourage dispersal into our regions - including visiting our national parks.

The Performance Indicators for Parks outlined in Table 9.4 of Budget Paper No.4, Supplementary Budget Reports are a matter for the Minister for Parks.

While event-motivated visitors to Tasmania may also visit our national parks, the investment in Output Group 5.4 – Events and the Performance Indicators for Parks should not be compared as the funding has no direct correlation to the number of visitors attending national parks.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Jane Howlett', is written over the typed name.

Hon Jane Howlett MP
Minister for Tourism, Hospitality and Events