

**WRITTEN QUESTION TO THE MINISTER FOR ECONOMIC DEVELOPMENT  
BY THE DEPUTY OF ST. MARY  
ANSWER TO BE TABLED ON TUESDAY 23rd FEBRUARY 2010**

**Question**

“Will the Minister provide the Assembly with the following figures relating to the Tourism budget for the last 10 years, adjusted for inflation?”

- (a) marketing spend by year;
- (b) events spend by year;
- (c) PR spend by year and by country/region;
- (d) additional marketing support by year?”

**Answer**

The department has details of expenditure dating from 2003. These details are published in the annual reports. We do not have comparative data prior to that.

	2003	2004	2005	2006	2007	2008	2009
Quality Development	5,737	152,334	43,000				
Advertising & Media	1,887,120	2,242,779	1,817,000	1,717,000	2,247,000	1,845,000	1,640,000
Consumer/ Media Relations	543,373	418,273	403,000	346,000	885,000	675,000	440,000
Public Relations	528,602	859,280	589,000	557,000	549,000	562,000	360,000
Marketing Services	218,557	374,858	333,000	164,000	551,000	431,000	156,000
Distribution	286,446	396,284	344,000	307,000	214,000	191,000	
Trade Relations	1,846,164	2,014,957	1,820,000	1,634,000	386,000	977,000	707,000
Product Development	818,212	839,601	774,000	860,000	989,000	906,000	510,000
Visitor Services	409,676	392,621	346,000	303,000	282,000	324,000	90,200
Research & Planning	998,884	860,012	704,000	688,000	2,047,000	1,410,000	246,000
Conference Bureau							236,000
Staff							1,210,000
<b>Net Revenue Exp</b>	<b>7,542,771</b>	<b>8,550,999</b>	<b>7,173,000</b>	<b>6,576,000</b>	<b>8,150,000</b>	<b>7,321,000</b>	<b>5,595,200</b>

**Notes:**

In 2008 following the Historic Child Abuse case the tourism marketing budget was increased by £600,000.

In 2009 following the economic downturn the tourism marketing budget was increased by £800,000.

Prior to 2009 staff costs were included with the activity cost and Conference Bureau included with research and planning.