

Impact Assessment of the Visit ASEAN Campaign

REPSF Project No. 06/002

Author:

Dr Noel Scott

UniQuest Pty Limited

The University of Queensland

Final Report

May 2007

ABSTRACT

This report provides an assessment of the impact of the Visit ASEAN Campaign. The Visit ASEAN Campaign involves a series of marketing components undertaken over several years. The assessment of the impact of the Visit ASEAN Campaign is based on a three level hierarchy of effects model.

Data on which to make the assessment has been derived from analysis of prior reports as well as primary data collection (n=1000) in four international airline terminals in Malaysia, Indonesia, Philippines, and Lao PDR.

The results indicate that the various Visit ASEAN Campaign marketing components have been effective but the overall campaign has been hampered by a lack of funding.

A number of suggestions have been made to improve future Visit ASEAN Campaign initiatives. These include the definition of campaign objectives, increases in staff resources, increases in marketing funds, as well as suggestions for improving interaction with the tourism trade.