



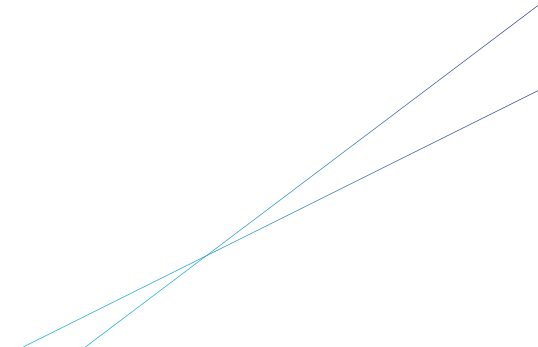
Canberra Region Tourism Advisory Forum

January 2023

2030
2030
2030
2030



**ACT
TOURISM
STRATEGY
2023-2030**



A MISSION LED STRATEGY

01
Develop our city as a global destination
Build on Canberra and the region's unique advantages and grow our international profile and visitation

02
Promote Canberra's strengths and celebrate our distinct character
Embrace the destination's owned strengths to create new opportunities

03
Contribute to the wellbeing of our community
Make a positive contribution to all those who call Canberra home

04
Develop iconic destination experiences
Provide experiences that bring our iconic offerings to life and exceed visitor expectations



TOURISM PRODUCT DEVELOPMENT FUND

FUNDING GUIDELINES
2022-23 ROUND

Applications:

Open 9am on 3 February 2023

Close 5pm on 14 March 2023

wide brown land

Chief Minister, Treasury and
Economic Development Directorate
February 2023

APPLICATIONS NOW OPEN

TOURISM PRODUCT DEVELOPMENT FUND

Applications close at 5pm on 14 March 2023

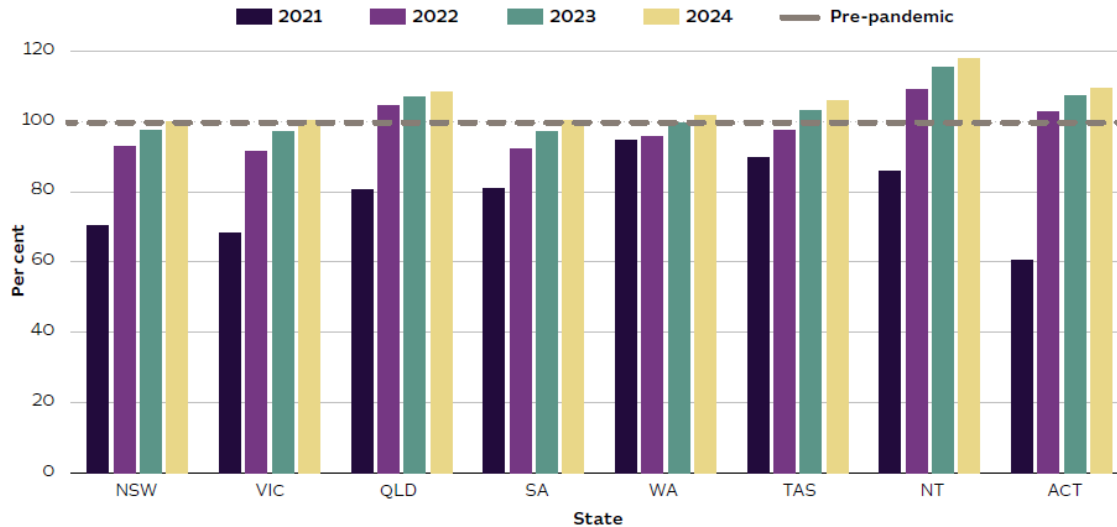
FOR GUIDELINES AND FAQs:

<https://tourism.act.gov.au/funding/tourism-product-development-fund/>

CONTACT:

Teresa.Comacchio@act.gov.au

VISITOR ECONOMY FORECASTS

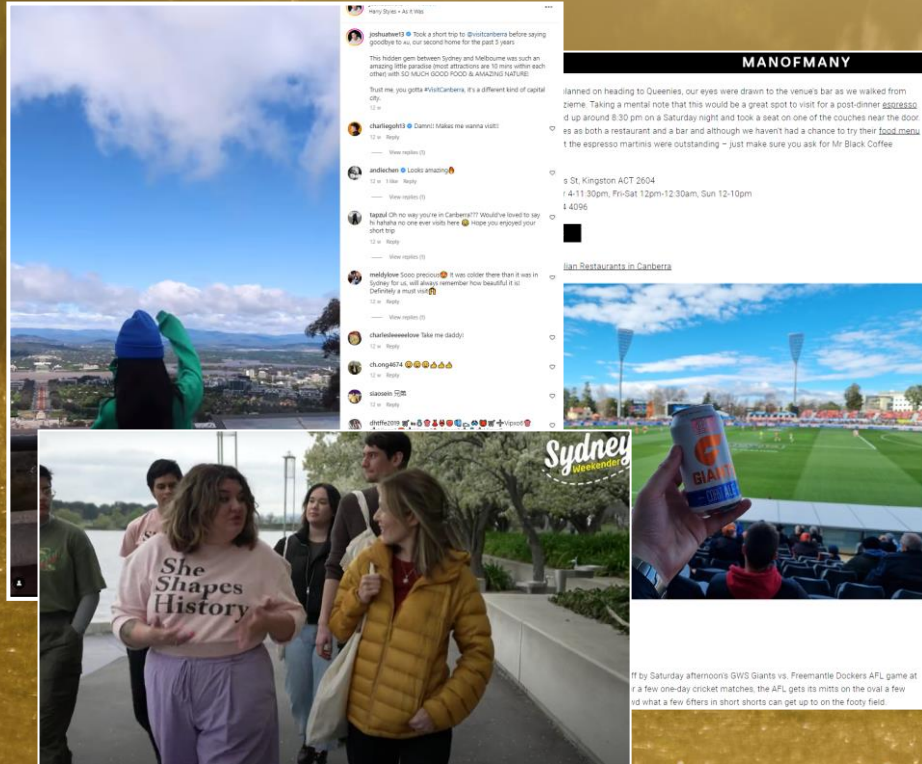


Source: Tourism Research Australia

Visitor nights for states and territories with forecasts (% compared to pre-pandemic)



VISITING JOURNALISTS AND INFLUENCERS



Since June 2022, VisitCanberra has hosted:

1. *Sydney Morning Herald*, July 2022
2. Sarah Song & Jason Tan (HK), Sep 2022
3. *AU Review*, July 2022
4. *Harpers Bazaar*, July 2022
5. *Man of Many*, Aug 2022
6. *WHO Magazine*, Aug 2022
7. *Country House Hunters*, Sep 2022
8. Jessica Ward (content creator), Sep 2022
9. *Sydney Weekender*, Sep 2022
10. *Live to Create*, Sep 2022
11. *The Wandering Lens*, Oct 2022
12. *NZ Herald (NZ)*, Oct 2022
13. @beerandbiceps (India), Oct 2022
14. Joshua Tan (SIN), Nov 2022

KEY OPINION LEADERS

- Clementine Ford – January
- Clare Bowditch – February
- Jamila Rizvi – February
- Maxine Beneba-Clarke – March



CONTENT PARTNERSHIPS

Two content partnerships with Tourism Australia in New Zealand and UK markets:

- NZME
- Telegraph UK

In market January - June 2023

Why Canberra is a great four season destination

From spring hikes to winter truffle hunting, discover the best things to do in and around the city throughout the year

By David Whitley
11 January 2023 • 4:52pm

Advertiser content for
 VISIT CANBERRA





@VISITCANBERRA

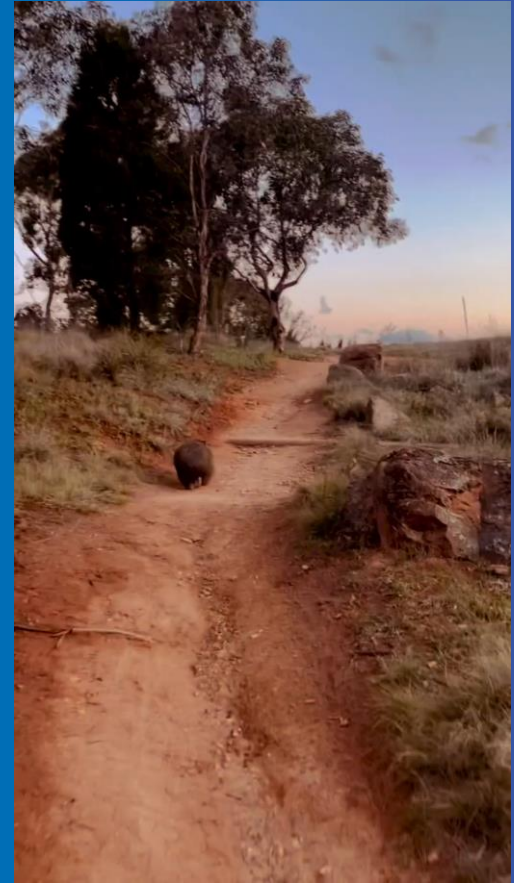
Facebook page likes: 261,643

Instagram followers: 89,931

LinkedIn followers: 961

Top three Instagram posts:

1. Waddle Waddle
2. LBG Sunset Couple
3. Taki – Tiger Lane



2023 CAMPAIGN

“There’s more than they’re telling us”

This ad is too big

All you can tell your friends, who are usually busy to book the Gallery Of Small Things. That's because the entire gallery is so small no one would think to look for anything about it to read. The building. The exhibits. The crowds. That might be why you haven't heard all it's got to offer. It's a world they'll call it too. You'll find it with the search from makers and designers who look for options. Every one of things made, the gallery for high international, interactive and social art to use of Canberra's many unique cultural experiences, proving that bigger is always better. There's more than you think. And maybe just the one friend.

Gallery Of Small Things



There's **more than** they're telling us



There's **more than** they're telling us



Did you know the arboretum has 44,000 rare and no doubt about it?



There's **more than** they're telling us



Did you know the next big thing in art is art that's big?

There are no squirrels here. The giant squirrels are here.



They're telling us

There's **more than** they're telling us



CANBERRA AND REGION VISITORS CENTRE

CRVC in 2022:

- 193,790 visitors
- 8,082 transactions through Bookeasy
- 52,256 items sold

VisitCanberra website (June-Dec 2022):

- 1,027,229 sessions
- 2,627,781 page views
- 142,640 referrals to operators

CRVC advertising opportunities:

- Digital Signage
- Brochure display
- Display cases
- Event space for pop-up activations
- Familiarisations
- Staff briefings
- *What's on flyer* distributed to hotels each week

WHAT'S NEXT?

- 2023 domestic campaign
- India campaign
- Domestic and global PR activity
- ATE 2023
 - Pre/post-ATE famils for international media, April-May
- Adam and Poh, visiting 24-28 Feb, airing on SBS in June
- *Sunrise* for the Canberra Balloon Spectacular / Pride Weekend @ Enlighten Festival in March
- Sam Wallace for NZME, April
- New visitor publications – autumn/winter

How to get involved

As a stakeholder of the ACT visitor economy, there are a number of ways to get involved and play an active part achieving our missions to 2030.



Support local industry groups

Attend meetings, reach out to local industry bodies, and attend the industry's annual conference.



Contribute to destination promotion

Be part of the community that promotes our destination, by sharing and advocating across key platforms, including through VisitCanberra's IndustryLink newsletter and social media.



Ensure your business can be promoted

Sign onto the Australian Tourism Data Warehouse, connect with the Canberra Region Visitor Centre and their BookEasy platform, join the business hub, and feature any new tourism product on VisitCanberra's Hot List.

