



# TOURISM 2030

 VISIT  
CANBERRA

2030

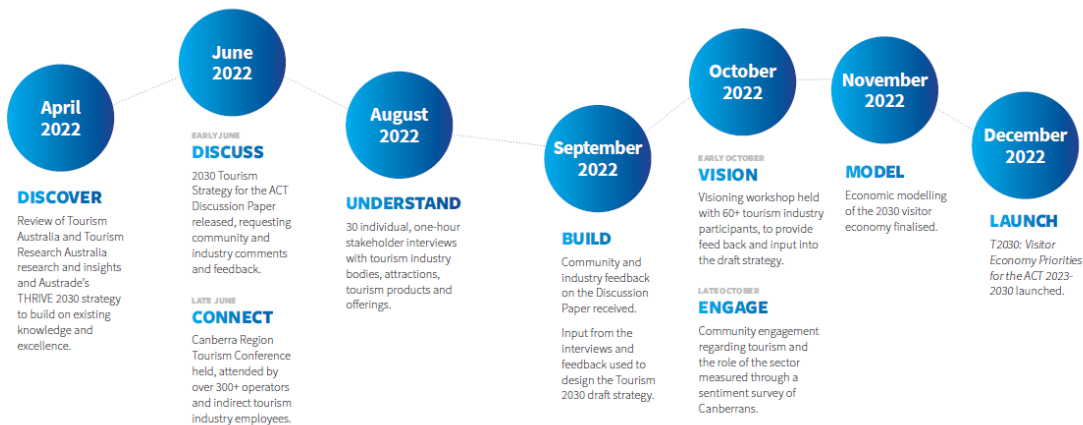


# ACT TOURISM STRATEGY 2023-2030



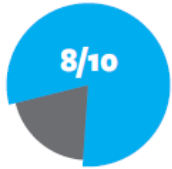
## THE JOURNEY

YOUR INPUT WAS CRITICAL TO THIS PROCESS

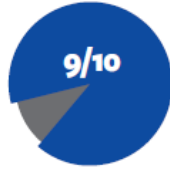


THIS STRATEGY PROVIDES THE PLATFORM FOR FUTURE SOLUTIONS, COLLABORATION AND INVESTMENT

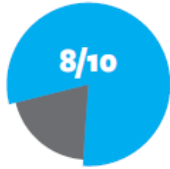
# COMMUNITY VIEWS



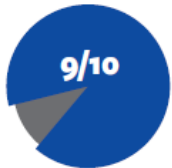
Canberrans support Canberra being actively promoted as a tourism destination



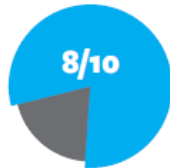
Canberrans believe tourism has a positive impact on Canberra



Canberrans agree Canberra is an attractive place for travellers to visit



Canberrans believe Canberra is a great place to live



Canberrans are proud of Canberra being promoted as a tourism destination

WE LEARNT THAT CANBERRANS RECOGNISE THE VALUE OF TOURISM



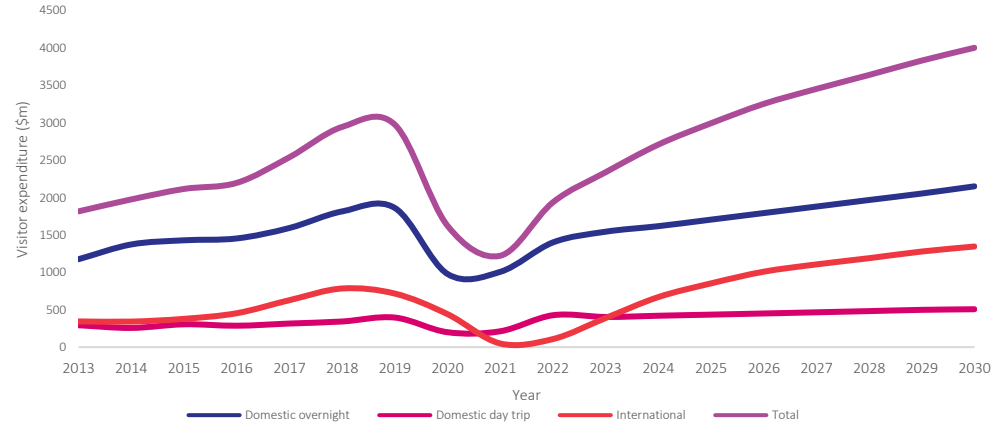


An aerial photograph of a large, calm lake with several islands. The water is a deep blue-grey color. The islands and surrounding land are covered in dense green trees. In the background, some buildings and a road are visible. The lighting suggests it might be late afternoon or early morning, with some trees showing a golden glow.

**A thriving, sustainable destination  
that benefits Canberrans**



# THE 2030 VISITOR ECONOMY



**BY THE END OF 2030, THE VISITOR ECONOMY WILL BE WORTH \$4 BILLION AND 22,750 TOURISM JOBS**

The background image shows an airport tarmac at sunrise. A large commercial jet is parked in the distance, and two smaller propeller planes are in the foreground. The sky is hazy and golden from the low sun. A semi-transparent dark grey box is centered over the image, containing white text.

**MISSION 01**  
**Develop our city as a global  
destination**



**MISSION 02**  
**Promote Canberra's strengths and  
celebrate our distinct character**

The background of the image shows a crowd of people from behind, silhouetted against a stage with vibrant blue and red lighting. The scene is a concert or festival. A semi-transparent dark grey rectangle is centered over the image, containing the text.

**MISSION 03**  
**Contribute to the wellbeing of our  
community**



**MISSION 04**  
**Develop iconic destination experiences**

# Visitor economy targets

The success of this strategy depends on more than economic growth. There are four targets that measure our future success, aligned to the four key tenets of our visitor economy.

	Success Measure	Data source	Baseline	Interim goal (2025)	2030 target
<b>Economy</b>	Growth in the size of the visitor economy, as measured by domestic and international visitor expenditure (\$)	National Visitor Survey (NVS) and International Visitor Survey (IVS) — Tourism Research Australia	\$1.7 billion (in the year ending June 2022)	\$3.1 billion	\$4.0 billion <sup>1</sup>
<b>Community</b>	Maintain perception of tourism's positive impact on Canberra	VisitCanberra local sentiment research	87% believe tourism has a positive impact on Canberra	87%	87%
<b>Place</b>	Increase perception that there is always something happening in Canberra (% agreement among key domestic markets)	VisitCanberra market and campaign evaluation	47% (Jul 2022) <sup>2</sup>	49%	52%
<b>Visitor</b>	Maintain visitor satisfaction with the destination	Industry and commissioned research	Baseline to be set <sup>3</sup>	Maintain baseline	Maintain baseline

# THRIVE 2030 ALIGNMENT

- *WORKFORCE AND SKILLS*
- *AVIATION*
- *SUSTAINABILITY*
- *DATA AND INSIGHTS*
- *INDIGENOUS TOURISM*
- *ACCESSIBLE TOURISM*
- *TOURISM IN NATIONAL PARKS*

## 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.







Applications open  
25 November 2022

# 2022-23 TOURISM COOPERATIVE MARKETING FUND GUIDELINES

Chief Minister, Treasury and  
Economic Development Directorate

November 2022

# APPLICATIONS NOW OPEN

THE TOURISM COOPERATIVE MARKETING FUND

APPLICATIONS CLOSE AT 5PM ON 22 JANUARY 2023

FOR GUIDELINES AND FAQs:

<https://tourism.act.gov.au/funding/tourism-cooperative-marketing-fund/>

OR CONTACT:

**Garrett.Tyler-Parker@act.gov.au**

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**ACT  
TOURISM  
STRATEGY  
2023-2030**



**ACT**  
Government