

VISITCANBERRA

PARTNERSHIP OPPORTUNITIES 2016-17

Expressions of Interest

VisitCanberra offers several paid and in-kind partnership opportunities as outlined in more detail on previous pages. To express your interest in cooperative activities please tick the relevant box on the below form and return it to tourism.industry@act.gov.au.

This form is also available to download at www.tourism.act.gov.au/partnership-opportunities

Registering your interest does not guarantee participation in the activities but can guide VisitCanberra to assist you to achieve your goals.

EXPRESSIONS OF INTEREST

COMPANY NAME:

CONTACT NAME:

JOB TITLE:

EMAIL:

PHONE:

VISITCANBERRA.COM.AU



Domestic markets

PLEASE INDICATE WHICH OPPORTUNITIES YOU ARE INTERESTED IN

DIGITAL CONTENT MARKETING CAMPAIGNS

OPPORTUNITY	DATE	INVESTMENT
Digital content marketing campaigns promoting the destination's key experience pillars and unique positioning of 'proximity and diversity'	Dates TBA. Campaigns will align with seasonal events and key booking periods.	<input type="checkbox"/> \$5,000-\$10,000

ONLINE TRAVEL AGENT (OTA) COOPERATIVE CAMPAIGNS

OPPORTUNITY	DATE	INVESTMENT
Cooperative campaigns with OTAs (e.g. Expedia group) to drive sales of accommodation, packages, and experiences	Dates TBA. Campaigns will align with low short break visitation periods (summer and winter).	<input type="checkbox"/> Accommodation and experience/product deals (exclusive to OTA) <input type="checkbox"/> FOC product (in the case a competition element is required within the campaign)

AIRLINE COOPERATIVE CAMPAIGNS

OPPORTUNITY	DATE	INVESTMENT
Cooperative campaigns with an airline partner to drive sales of accommodation, packages, and experiences	Dates TBA. Campaigns will align with low short break visitation periods (summer and winter).	<input type="checkbox"/> Accommodation and experience/product deals <input type="checkbox"/> FOC product (in the case a competition element is required within the campaign)

VISITCANBERRA OWNED ASSETS

OPPORTUNITY	DATE	INVESTMENT
<i>Canberra Visitor Guide 2017</i> (print edition and mobile app)	Annual publication in circulation from December each year. App updated quarterly with event listings.	<input type="checkbox"/> Print - \$2000-\$22,000 <input type="checkbox"/> Digital - \$800-\$2000
Exclusive offers and packages promoted via the Video Itinerary Planner App	TBA	<input type="checkbox"/> Exclusive offers and packages

TOURISM MARKETING PARTNERSHIP PROGRAM

OPPORTUNITY	DATE	INVESTMENT
Tourism Marketing Partnership Program	1 July 2016-30 June 2017	<input type="checkbox"/> \$50,000-\$150,000

CANBERRA REGION VISITOR CENTRE

OPPORTUNITY	DATE	INVESTMENT
Display cabinet advertising	From August 2016	<input type="checkbox"/> \$250 per month (standard) <input type="checkbox"/> \$400 per month (premium)
Showcase display	From August 2016	<input type="checkbox"/> \$1500 per month
Digital display	From August 2016	<input type="checkbox"/> \$550 3 monthly <input type="checkbox"/> \$1800 annually
Pop up activation space	From August 2016	<input type="checkbox"/> TBA

International markets

PLEASE INDICATE WHICH MARKETS YOU ARE INTERESTED IN

TIER 1	TIER 2	TIER 3
<input type="checkbox"/> Singapore	<input type="checkbox"/> Greater China (inc Hong Kong and Taiwan)	<input type="checkbox"/> Rest of the world
<input type="checkbox"/> Wellington, New Zealand	<input type="checkbox"/> India	
<input type="checkbox"/> Malaysia	<input type="checkbox"/> UK/Europe	

GENERAL ACTIVITIES

OPPORTUNITY	DATE	INVESTMENT
VisitCanberra Prize Bank	July 2016 - June 2017	<input type="checkbox"/> FOC product
Aussie Specialist Program (operated by Tourism Australia)	Ongoing throughout the year	<input type="checkbox"/> Free
ATEC Education Series – KITE (Know-How for Inbound Tourism Excellence)	Various dates throughout the year to be advised by ATEC	<input type="checkbox"/> \$100 approx

INTERNATIONAL SALES MISSIONS AND TRADE EVENTS

OPPORTUNITY	DATE	INVESTMENT
Singapore and Malaysia Sales Mission	9-14 October 2016 and March 2017 (tbc)	<input type="checkbox"/> \$2,000 approx
New Zealand Sales Mission	February 2017	<input type="checkbox"/> \$2,000 approx
ACT Government 'Canberra Week' in Wellington, New Zealand	November 2016	<input type="checkbox"/> cost tbc
ATEC Meeting Place 2016	28-30 November 2016	<input type="checkbox"/> \$1,500 approx
Australian Tourism Exchange (ATE) 2017	14-18 May 2017	<input type="checkbox"/> \$5,000 approx
ATEC 'Canberra on Show'	Various dates throughout the year to be advised by ATEC	<input type="checkbox"/> \$400-\$600 approx

INTERNATIONAL TRADE FAMIL PROGRAM

OPPORTUNITY	DATE	INVESTMENT
VisitCanberra and Singapore Airlines Trade Partner Famil Program	Ongoing throughout the year	<input type="checkbox"/> FOC or discounted rates
VisitCanberra and Tourism Australia Trade Partner Famil Program	Ongoing throughout the year	<input type="checkbox"/> FOC or discounted rates
VisitCanberra Corroboree Asia Famil Program	9-12 September 2016	<input type="checkbox"/> FOC or discounted rates
VisitCanberra ATEC Inbound Tour Operator Mega Famil Program	26-28 November 2016	<input type="checkbox"/> FOC or discounted rates
VisitCanberra ATE Agent Famil Program	May 2017 (pre/post ATE event)	<input type="checkbox"/> FOC or discounted rates

INTERNATIONAL COOPERATIVE PARTNER ACTIVITY

OPPORTUNITY	DATE	INVESTMENT
VisitCanberra and Key Distribution Partner (KDP) Co-op Campaigns	Ongoing throughout the year	<input type="checkbox"/> \$1,000-\$5,000 and in-kind support