



VISITCANBERRA PARTNERSHIP OPPORTUNITIES 2016-17

VisitCanberra works in collaboration with the Canberra and region tourism industry to promote visitation to the ACT. The 2020 Tourism Strategy goal is to grow the value of overnight visitor expenditure in the ACT from a current base of \$1.7 billion to \$2.5 billion by 2020.

The *One Good Thing After Another* marketing platform launched in February 2016 underpins VisitCanberra's ongoing approach to market the destination both domestically and internationally. Its premise is simple: no other destination offers as many diverse tourism experiences so close together. It's a message that we will continue to roll out in everything we do.

This document provides a snapshot of commercial opportunities to work with VisitCanberra this financial year. It provides timings and approximate costs to help you plan how best to leverage opportunities to promote your experience or product whether it be direct to consumers, to the travel trade or both.

Of course, many great opportunities will arise during the year and we will let you know through our Industry Link newsletter – make sure you are signed up!

For an overall snapshot of VisitCanberra's programs, we recommend you read the *VisitCanberra: Working With Us 2016-17* document. It provides a snapshot of various programs that the organisation offers as well as details of who to contact for more information.

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

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Domestic markets

DIGITAL CONTENT MARKETING CAMPAIGNS

ACTIVITY TYPE	Feature articles and online advertising
TARGET MARKET	VisitCanberra targets couples and families within the Socially Aware and Visible Achievers target audiences who have propensity to travel and an interest in any of the following: food and wine, arts and culture, outdoors and nature, events and family fun.
LOCATION	Potential partners include Fairfax, News Ltd, <i>Huffington Post</i> , <i>The Guardian</i> and other popular news and travels publishers.
INVESTMENT	\$5,000-\$10,000 Partners may also be required to produce artwork or supply content.
TIMING	There will be multiple digital content marketing campaigns throughout the year to promote seasonal events and align with key booking periods. Campaigns are usually in market for four weeks.
BACKGROUND	VisitCanberra partners with key travel and lifestyle media to produce stories that communicate the destination's unique positioning of 'diversity and proximity' and to inspire potential visitors to consider a short break to Canberra. These partnerships could include paid feature articles supported by online advertising. Digital advertising assets are used to provide reasons to visit and immediacy to book. These opportunities are available to Industry to promote events and hotel packages.
ELIGIBILITY	Attractions, tourism and hospitality businesses and companies or associations that want to promote an event, offer or package.

ONLINE TRAVEL AGENT (OTA) COOPERATIVE CAMPAIGNS

ACTIVITY TYPE	Tourism marketing campaigns
TARGET MARKET	VisitCanberra targets couples and families within the Socially Aware and Visible Achievers target audiences who have propensity to travel and an interest in any of the following: food and wine, arts and culture, outdoors and nature, events and family fun.
LOCATION	Potential partner: Expedia Group (Expedia, Wotif, LastMinute, etc.)
INVESTMENT	Exclusive accommodation or experience/product deals for the OTA partner.
TIMING	Dates TBA. Campaigns will align with low short break visitation periods (summer and winter).
BACKGROUND	VisitCanberra has worked with OTAs Wotif and Expedia previously for winter campaigns to drive accommodation bookings for the low visitation period. These campaigns will have a conversion focus, driving accommodation or experience/product bookings.
ELIGIBILITY	Accommodation or experience/product partners currently/willing to list exclusive deals with the OTA.

AIRLINE COOPERATIVE CAMPAIGNS

ACTIVITY TYPE	Tourism marketing campaigns
TARGET MARKET	VisitCanberra targets couples and families within the Socially Aware and Visible Achievers target audiences who have propensity to travel and an interest in any of the following: food and wine, arts and culture, outdoors and nature, events and family fun.
LOCATION	Domestic airline partner
INVESTMENT	Approx \$1,000 - \$3,000
TIMING	TBA
BACKGROUND	VisitCanberra has worked previously with Virgin Australia and Virgin Australia Holidays on campaigns to drive visitation. These campaigns will have a conversion focus with accommodation and tourism product partners.
ELIGIBILITY	Accommodation or experience/product partners currently/willing to list exclusive deals with the airline partner.

CANBERRA VISITOR GUIDE 2017

ACTIVITY TYPE	Print publication and App
TARGET MARKET	Visitors to Canberra and potential visitors considering and planning a trip to Canberra.
LOCATION	The Visitor Guide is distributed through the Canberra and Region Visitors Centre, tourist attractions and hotel properties within Canberra, at major events, conferences and seminars in Canberra and at Information centres in Sydney and regional NSW. A digital version is available for download via the Apple Store and Google Play.
INVESTMENT	\$800-\$22,000 (depending on size and placement of advertisements). A detailed advertising prospectus will be made available in August at tourism.act.gov.au/partnership-opportunities/visitor-guide .
TIMING	Annual. Print edition available in December.
BACKGROUND	The Canberra Visitor Guide is VisitCanberra's flagship publication. It provides potential visitors to Canberra and the region with detailed information to assist with planning their trip and extending their length of stay. While in the region, the Visitor Guide serves as a comprehensive and useful reference to support decision making and planning of their visits. A smartphone and tablet friendly App is available and is updated quarterly with seasonal events listings of what's on in Canberra.
ELIGIBILITY	Traditional partners such as attractions and cultural institutions, tourism and hospitality businesses, companies or associations. Non traditional partners such as financial institutions, technology, retail and automotive businesses. Local, national and international registered business.
WEBSITE	tourism.act.gov.au/partnership-opportunities/visitor-guide

VIDEO ITINERARY PLANNER APP

ACTIVITY TYPE	Offers and packages
TARGET MARKET	VisitCanberra targets couples and families within the Socially Aware and Visible Achiever target audiences who have propensity to travel and an interest in any of the following: food and wine, arts and culture, events, outdoors and nature and family fun.
LOCATION	Video Itinerary Planner App
PARTICIPATION COST	Cost is associated with the added value or discounted offer that is provided to potential visitors.
TIMING	TBA
BACKGROUND	<p>The Video Itinerary Planner App aims to engage and excite potential visitors to take a short break in Canberra. The app will be updated to include additional content, features and applications. A key inclusion will be the addition of 'offers and packages' – these will provide incentives to download the app, book a stay and encourage visitors 'in destination' to see and do more whilst they're visiting.</p> <p>Industry will have the opportunity to feature exclusive value for money offers and deals – ideally partnering with experiences/hotels that are 'close by' to further demonstrate the unique positioning of our destination.</p>
ELIGIBILITY	Traditional partners such as attractions and cultural institutions, tourism and hospitality businesses, companies or associations that are promoting an event, offer or package.
WEBSITE	Information on the new marketing platform can be found at tourism.act.gov.au/marketing/one-good-thing-after-another

TOURISM MARKETING PARTNERSHIP PROGRAM

ACTIVITY TYPE	Tourism marketing campaigns
TARGET MARKET	Potential leisure visitors
LOCATION	Dependent upon application
INVESTMENT	\$50,000-\$150,000
TIMING	July 2016 – June 2017
BACKGROUND	<p>The Tourism Marketing Partnership Program provides cooperative matched funding to traditional and non-traditional partners with innovative marketing projects that align with the ACT's 2020 Tourism Strategy objectives.</p> <p>The program is designed for traditional partners such as accommodation, major attractions, tourism and hospitality businesses, companies or associations, as well as non-traditional partners. The objective is to develop compelling tourism marketing campaigns that have the capacity to drive significant interstate and/or international overnight visitation to the ACT.</p>
ELIGIBILITY	Traditional partners such as major attractions, tourism and hospitality businesses, companies or associations. Non traditional partners such as financial institutions, technology, retail and automotive businesses. Local, national and international registered business.
WEBSITE	tourism.act.gov.au/partnership-opportunities/tourism-marketing-partnership-program

CRVC DISPLAY CABINET ADVERTISING

ACTIVITY TYPE	Advertising
TARGET MARKET	Interstate visitors and locals
LOCATION	Canberra and Region Visitors Centre (CRVC)
INVESTMENT	\$250 per month (standard), \$400 per month (premium)
TIMING	Commencing from August 2016
BACKGROUND	Glass display cabinets are prominently located throughout the CRVC to showcase your business or event. Tourism businesses can present a static display consisting of objects, merchandise, information and other items relating to upcoming events, exhibitions and product highlights.
ELIGIBILITY	Attractions, tourism and hospitality businesses and companies or associations that want to promote an event, offer or package.

CRVC SHOWCASE DISPLAY

ACTIVITY TYPE	Advertising
TARGET MARKET	Interstate visitors and locals
LOCATION	Canberra and Region Visitors Centre
INVESTMENT	\$1500 per month
TIMING	From August 2016
BACKGROUND	Take advantage of our most premium advertising option at the CRVC, our state-of-the art showcase display. This area includes a 65" LED television exclusive to your content, directional speakers, hanging space, room for a banner or brochure stand and a unique dwell zone for visitors to sit down and soak in the information or experience you have to offer.
ELIGIBILITY	Attractions, tourism and hospitality businesses and companies or associations that want to promote an event, offer or package.

CRVC DIGITAL DISPLAY

ACTIVITY TYPE Advertising

TARGET MARKET Interstate visitors and locals

LOCATION Canberra and Region Visitors Centre

INVESTMENT \$550 (3 months), \$1800 (annual)

TIMING From August 2016

BACKGROUND The CRVC boasts an impressive digital display that is sure to catch visitors' attention and make an impression 7 days a week. There is a range of television screens located in high profiles areas around the centre to display video content or an image slideshow.

ELIGIBILITY Attractions, tourism and hospitality businesses and companies or associations that want to promote an event, offer or package.

CRVC POP UP ACTIVATION SPACE

ACTIVITY TYPE Promotion

TARGET MARKET Interstate visitors and locals

LOCATION Canberra and Region Visitors Centre

INVESTMENT TBA

TIMING From August 2016

BACKGROUND The CRVC provides a new opportunity to interact with visitors face-to-face to promote your product or experience. This could include wine tastings or produce samplings, activations relating to a temporary exhibition or event, demonstrations with local influencers/personalities, etc. The centre has multiple touch points and content opportunities that can be integrated with your onsite promotion to provide a more immersive experience.

ELIGIBILITY Attractions, tourism and hospitality businesses and companies or associations that want to promote an event, offer or package.

Note: Additional promotional opportunities will be made available at the CRVC at Regatta Point. Opportunities will be communicated via Industry Link.

International sales & marketing

GENERAL ACTIVITIES

VISITCANBERRA PRIZE BANK

ACTIVITY TYPE	Industry Support
TARGET MARKET	International consumers, travel agents/wholesalers
LOCATION	Canberra
INVESTMENT	Complimentary accommodation, tours and product experiences
TIMING	July 2016 – June 2017
BACKGROUND	As part of VisitCanberra's international marketing activities some campaigns will feature a competition element for consumers and/or travel trade partners. Airline partners will provide return flights in conjunction with hotel and product suppliers.
ELIGIBILITY	All Canberra tourism products

AUSSIE SPECIALIST PROGRAM (OPERATED BY TOURISM AUSTRALIA)

ACTIVITY TYPE	Training Program
TARGET MARKET	Wholesale and retail agents
LOCATION	Global
INVESTMENT	Free
TIMING	Ongoing
BACKGROUND	Aussie Specialists is a dedicated group of retail travel agents actively selling and promoting Australia around the world. Globally, there are over 12,000 qualified agents across more than 110 countries. Getting involved in the Aussie Specialist Program is a great way to ensure your product and experience makes its way into the hands of travellers worldwide. You can get involved in the program through a number of programs such as product update videos, Aussie Specialist enews, partner training modules, training events and Travel Club.
ELIGIBILITY	Established Canberra tourism products
WEBSITE	tourism.australia.com/aussiespecialist

ATEC EDUCATION SERIES – KITE (KNOW-HOW FOR INBOUND TOURISM EXCELLENCE)

ACTIVITY TYPE	Industry Educational Workshop
TARGET MARKET	Canberra and region tourism operators
LOCATION	Canberra
INVESTMENT	\$100 approx
TIMING	Various dates throughout the year – dates to be advised by ATEC
BACKGROUND	<p>KITE is ATEC's International ready education program and is aimed at tourism businesses at all levels. KITE delivers entry level export and international marketplace know-how, market-specific workshops and specialist topic webinars.</p> <p>KITE provides know-how to ensure businesses can make more fully informed decisions regarding their inbound tourism direction. It enables product to enhance their offering to meet market needs through engaging with fellow industry and industry experts, plus an understanding of how to better engage with the distribution network.</p>
ELIGIBILITY	ATEC and non-ATEC members may apply
WEBSITE	atec.net.au

INTERNATIONAL SALES MISSIONS AND TRADE EVENTS

SINGAPORE & MALAYSIA SALES MISSION

ACTIVITY TYPE	Sales Mission
TARGET MARKET	Travel agents, wholesalers/OTAs, media and VIPs
LOCATION	Singapore and Kuala Lumpur
INVESTMENT	\$2,000 approx
TIMING	9-14 October 2016 and March 2017 (tbc)
BACKGROUND	VisitCanberra will host at least one sales mission to Singapore and Malaysia in 2016-17. The format of this event includes B2B workshops for product managers/buyers, Canberra Travel Forum for retail agents and a VIP trade and media event. The target audience includes wholesale and retail agencies with a focus on leisure (group and FIT), corporate and business events.
ELIGIBILITY	Internationally ready Canberra tourism products

NEW ZEALAND SALES MISSION

ACTIVITY TYPE	Sales Mission
TARGET MARKET	Travel agents, wholesalers/OTAs, media and VIPs
LOCATION	Auckland and Wellington
INVESTMENT	\$2,000 approx
TIMING	February 2017
BACKGROUND	VisitCanberra will host at least one sales mission to New Zealand in 2016-17. The format of this event includes B2B workshops for product managers/buyers, Canberra Travel Forum for retail agents and a VIP trade and media event. The target audience includes wholesale and retail agencies with a focus on leisure (group and FIT), corporate and business events.
ELIGIBILITY	Internationally ready Canberra tourism products

ACT GOVERNMENT 'CANBERRA WEEK' IN WELLINGTON, NEW ZEALAND

ACTIVITY TYPE	Consumer Show
TARGET MARKET	Wellington consumers and travel trade partners
LOCATION	Wellington, New Zealand
INVESTMENT	To be advised
TIMING	November 2016
BACKGROUND	Canberra Week is a new event for the ACT Government and will support a range of Government to Government activities for Canberra businesses. VisitCanberra will lead a program for tourism operators to conduct B2B engagement with Wellington travel trade in conjunction with consumer facing events.
ELIGIBILITY	Internationally ready Canberra tourism products

ATEC MEETING PLACE 2016

ACTIVITY TYPE	Trade Event and Workshop
TARGET MARKET	ATEC Inbound Tour Operators (ITOs)
LOCATION	Canberra
INVESTMENT	\$1,500 approx
TIMING	28-30 November 2016
BACKGROUND	ATEC Meeting Place is a key event on ATEC's event calendar. Each year around 400 delegates attend over two days. It allows ATEC members to network with industry experts through member forums, ITO/Supplier workshop sessions, the ATEC Annual General Meeting and Gala Dinner.
ELIGIBILITY	ATEC members only
WEBSITE	atec.net.au

AUSTRALIAN TOURISM EXCHANGE (ATE) 2017

ACTIVITY TYPE	Tourism Australia Trade Show
TARGET MARKET	International wholesale and retail agents
LOCATION	Sydney
INVESTMENT	\$5,000 approx
TIMING	14-18 May 2017
BACKGROUND	ATE is Australia's premier tourism trade event. As the largest international travel trade show in the Southern Hemisphere, ATE provides a forum for Australian tourism business to showcase their product, network with international tourism buyers and negotiate business deals.
ELIGIBILITY	Internationally ready Canberra tourism products may apply to participate. Tourism Australia trade event criteria will apply.
WEBSITE	tradeevents.australia.com

ATEC CANBERRA ON SHOW

ACTIVITY TYPE	Trade Event and Workshop
TARGET MARKET	ATEC Inbound Tour Operators (ITOs)
LOCATION	Sydney, Melbourne and Canberra
INVESTMENT	\$400 - \$600 approx participation fee
TIMING	Various dates throughout the year in each location – dates to be advised by ATEC
BACKGROUND	ATEC Canberra on Show is an opportunity for tourism products to meet with key ITOs through B2B appointments. This activity allows ATEC members and non-members to network with industry partners.
ELIGIBILITY	ATEC and non-ATEC members may apply
WEBSITE	atec.net.au

INTERNATIONAL TRADE FAMIL PROGRAMS

VISITCANBERRA & SINGAPORE AIRLINES TRADE PARTNER FAMIL PROGRAM

ACTIVITY TYPE	Trade Famil
TARGET MARKET	Travel agents, wholesalers, OTAs, Airline staff
LOCATION	Canberra and region
INVESTMENT	Operators are encouraged to offer free of charge or heavily discounted rates to participate in this program.
TIMING	Ongoing throughout the year
BACKGROUND	VisitCanberra will work with Singapore Airlines global offices to identify key trade partners to host famil tours to Canberra and region.
ELIGIBILITY	Internationally ready Canberra tourism products

VISITCANBERRA & TOURISM AUSTRALIA TRADE PARTNER FAMIL PROGRAM

ACTIVITY TYPE	Trade Famil
TARGET MARKET	Travel agents, wholesalers, KDPs, OTAs
LOCATION	Canberra and region
INVESTMENT	Operators are encouraged to offer free of charge or heavily discounted rates to participate in this program.
TIMING	Ongoing throughout the year
BACKGROUND	VisitCanberra will work with Tourism Australia's global offices to identify key trade partners to host famil tours to Canberra and region.
ELIGIBILITY	Internationally ready Canberra tourism products

VISITCANBERRA CORROBOREE ASIA FAMIL PROGRAM

ACTIVITY TYPE	Trade Famil
TARGET MARKET	Retail agents attending Corroboree Asia Trade Event (Perth)
LOCATION	Canberra and region
INVESTMENT	Operators are encouraged to offer free of charge or heavily discounted rates to participate in this program.
TIMING	9-12 September 2016
BACKGROUND	Corroboree Asia will attract 300 Aussie Specialists agents from Singapore, Malaysia, India and Greater China to Australia for a three day B2B workshop. Following this event VisitCanberra will host a group of retail agents from Singapore around Canberra and the region.
ELIGIBILITY	Corroboree Asia product participants and internationally ready Canberra tourism products

VISITCANBERRA ATEC INBOUND TOUR OPERATOR MEGA FAMIL PROGRAM

ACTIVITY TYPE	Trade Famil
TARGET MARKET	Up to 60 ATEC (Australian Tourism Export Council) Inbound Tour Operators
LOCATION	Canberra and region
INVESTMENT	Operators are encouraged to offer free of charge or heavily discounted rates to participate in this program.
TIMING	26-28 November 2016
BACKGROUND	As part of the ATEC Meeting Place event, ITOs will travel to Canberra to participate in a three day famil of Canberra and region prior to attending Meeting Place 2016.
ELIGIBILITY	ATEC Members and non-ATEC members

VISITCANBERRA ATE (AUSTRALIAN TOURISM EXCHANGE) AGENT FAMIL PROGRAM

ACTIVITY TYPE	Trade Famil
TARGET MARKET	International wholesale and retail agents attending ATE
LOCATION	Canberra and region
INVESTMENT	Operators are encouraged to offer free of charge or heavily discounted rates to participate in this program
TIMING	May 2017 (pre/post ATE event)
BACKGROUND	The famil program provides cost-effective marketing for operators. This is a unique opportunity for exposure to international travel trade partners who have travelled to Sydney for ATE. The famil program will provide agents the best experience of Canberra and the region. By being included in famil programs the agents learn first-hand your product's features.
ELIGIBILITY	ATE partners and internationally ready Canberra tourism products.

INTERNATIONAL COOPERATIVE PARTNER ACTIVITY

VISITCANBERRA AND KEY DISTRIBUTION PARTNER (KDP) COOPERATIVE CAMPAIGNS

ACTIVITY TYPE	Consumer campaign via trade partners
TARGET MARKET	Experience Seekers. VisitCanberra targets couples and families within this audience segment who have propensity to travel and an interest in authentic food and wine, arts and culture, events, outdoors and nature and family fun experiences.
LOCATION	Priority international markets including New Zealand, Singapore, Malaysia, India and Greater China.
INVESTMENT	\$1,000 - \$5,000 and in-kind support
TIMING	Ongoing
BACKGROUND	VisitCanberra works with key distribution partners in priority international markets to raise awareness of Canberra as a destination and to package and sell Canberra products. Partnerships generally include print advertisements in the most widely read newspapers in market, dedicated EDMs to subscriber databases and a range of digital assets on popular sites including YouTube, FaceBook and Google. Some partners include dedicated flyers/brochures for distribution at travel shows and events.
ELIGIBILITY	Internationally ready Canberra tourism products with commissionable rates.