



VISITCANBERRA WORKING WITH US



ONE
Good Thing
AFTER
ANOTHER



TOURISM.ACT.GOV.AU



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ABOUT THIS GUIDE

This *Working with us* guide provides a snapshot of the partnership opportunities available through VisitCanberra from July 2017 to 30 June 2018. These initiatives provide tourism businesses with the opportunity to promote their product with greater effectiveness, obtain access to new markets and broaden the reach in existing markets.

All partnership opportunities are also communicated via the Industry Link opt-in enewsletter at tourism.act.gov.au/industry-link

CONTACT US

Contact details for each opportunity are provided throughout this Guide. If you would like to discuss a broad variety of opportunities available to industry, and learn more about how you can partner with VisitCanberra, contact the Industry Development Team.

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2020 TOURISM STRATEGY

The ACT Government, through VisitCanberra, has developed a 2020 Tourism Strategy to provide a framework for informing programs and activities that can help realise the tourism potential of the Canberra region.

The goal is to grow the value of overnight visitor expenditure in the ACT from a current base of \$1.97 billion to \$2.5 billion by 2020. The strategy aligns with the intent of the national Tourism 2020 framework which aims to double overnight visitor expenditure in Australia from \$70 billion in 2009 to \$140 billion by 2020.

Some of the areas of focus that will assist in realising the ACT's 2020 tourism potential include:

- Investing in destination marketing activities that drive visitation from domestic and international target markets.
- Leverage opportunities of direct international flight services and grow the domestic aviation capacity.
- Growing the digital capability of the industry.
- Supporting the key drivers of the visitor economy including business events, education tourism and major tourism events.
- Creating the right business environment by encouraging investment and reducing regulatory burdens.
- Guiding experience and industry development initiatives to complement investment in new product.

Download the **2020 Tourism Strategy** at tourism.act.gov.au/about-us/publication-reports/

STAYING CONNECTED

Keep informed of VisitCanberra and industry news by signing up to the Industry Link newsletter and visiting our corporate website.

Industry Link

Industry Link is VisitCanberra's primary industry communication tool and news bulletin, consisting of a blog article and fortnightly newsletter, ensuring you can stay up to date with the latest news, research, announcements and partnership opportunities.

Register at tourism.act.gov.au/development/industry-link/

Corporate website

A useful resource for industry is VisitCanberra's corporate website tourism.act.gov.au

Operators can access the latest research, partnership marketing opportunities, trade information, industry services, event funding opportunities and corporate information. There are also a variety of useful links and resources, many of which have valuable free tools for industry.

All partnership opportunities are uploaded to the website as they become available, so ensure you bookmark the website for future reference.





MARKETING THE DESTINATION

VisitCanberra focuses its marketing on key domestic and international markets that will deliver the greatest potential for growth in visitor numbers, visitor nights and expenditure. An integrated marketing approach is led by major destination campaigns in Australia and cooperative campaigns in key international markets.

Canberra and the region is promoted as a short-break destination that offers an incredible range of experiences for families and couples, all within easy reach of one another. All marketing activities include the destination's unique positioning of 'proximity and diversity' and communicate that Canberra offers *One Good Thing After Another*. Partners include Tourism Australia, airlines, Online Travel Agents, Key Distribution Partners and Canberra Region tourism industry operators and associations.

DOMESTIC MARKETING

The focus for domestic markets is primarily Sydney, Regional NSW, Melbourne and Brisbane. Sydney and regional NSW (within the 4 hour drive market) remain VisitCanberra's priority domestic target market.

The *One Good Thing After Another* marketing platform is brought to life throughout the year with a combination of 'always on activity', campaigns and brand activations. A detailed calendar is available outlining scheduled activity and areas of focus.

Canberra's key experience pillars remain prominent across all marketing channels and include food and wine, arts and culture, family fun, outdoors and nature and events.





INTERNATIONAL MARKETING

Key international markets of Singapore, New Zealand, China, India, Malaysia and the United Kingdom offer the greatest potential for growth in visitor arrivals and expenditure. VisitCanberra's marketing approach is to work with industry partners including Tourism Australia, airlines, wholesale and retail trade partners to promote Canberra and the surrounding region internationally.

The primary international holiday target audiences are people aged between 25 and 54 who earn an above-average income and live in major cities. Compared to the average consumer, they are 'experience seekers' who spend more and like to engage with local people and lifestyle.

The *One Good Thing After Another* platform resonates with international consumers and is slightly modified to focus on the key experiences unique to the nation's capital that encourage travellers to include Canberra as part of their Australian visit. VisitCanberra will continue to deliver integrated marketing and publicity campaigns, usually in association with international airline partners and travel wholesalers. An essential part of working with international distribution partners is making sure your business is export ready (see pg 15).

CONTACT DETAILS

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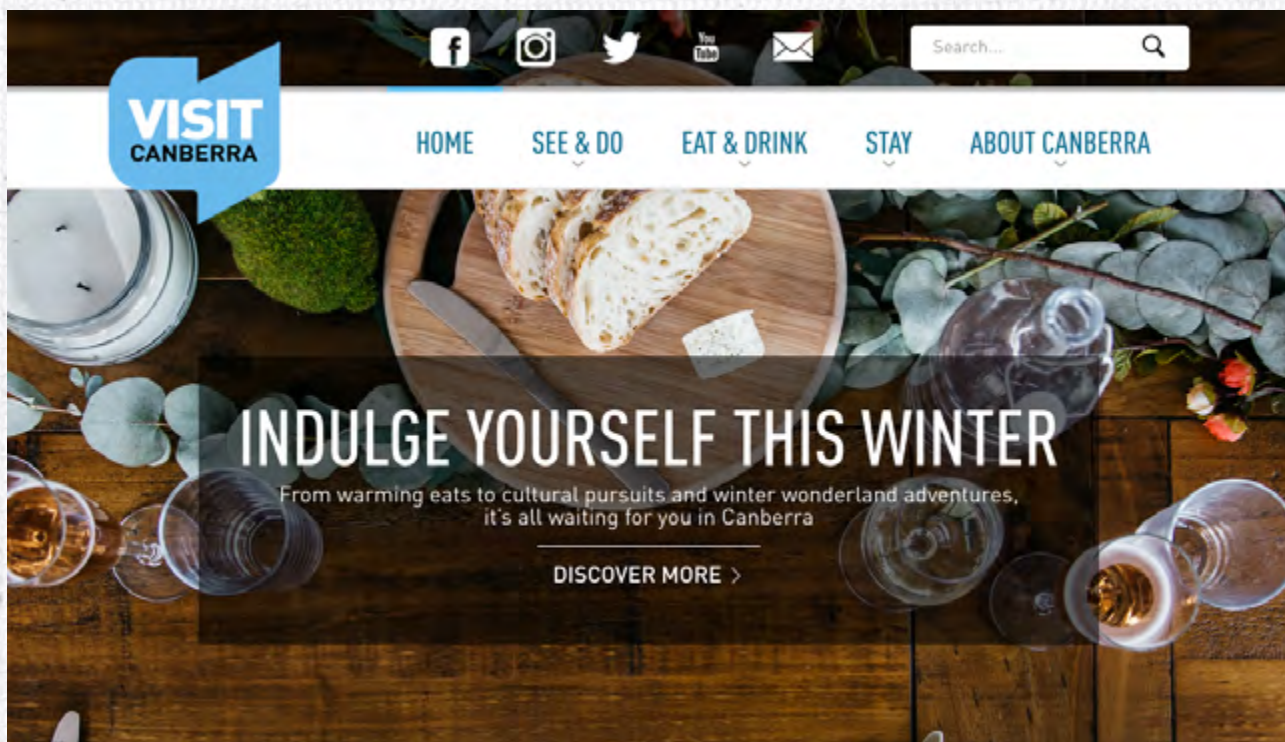
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MARKETING THE DESTINATION THROUGH OUR CHANNELS

VISITCANBERRA WEBSITE

The visitcanberra.com.au website is the official tourism website for Canberra and the Region, receiving more than 1.7 million visits in the past 12 months.

VisitCanberra uses the visitcanberra.com.au website as its primary call to action for all advertising and promotional material. The website is the ideal place for Canberra's tourism operators to gain exposure for their business or event.

In addition to displaying detailed tourism product listings via the Australian Tourism Data Warehouse (ATDW) the visitcanberra.com.au website provides additional opportunities to promote products and experiences.

AUSTRALIAN TOURISM DATA WAREHOUSE (ATDW) LISTINGS

Tourism operators can feature on visitcanberra.com.au by establishing a listing in ATDW. The Warehouse is a joint initiative between VisitCanberra and other government tourism organisations. The end result is high quality, detail rich, quality assessed tourism content for consumers.

ATDW listings make up much of the content displayed on visitcanberra.com.au. The data is also made available to other major national and international travel websites and tourism bodies. Events listed on visitcanberra.com.au are automatically listed on events.act.gov.au and we may use these listings as links in our consumer newsletter, seasonal events calendar guide, touchscreens at the Canberra and Region Visitors Centre, and on our social channels. For more information go to www.tourism.act.gov.au/marketing/australian-tourism-data-warehouse-atdw/

CONTACT DETAILS

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W tourism.act.gov.au/marketing/australian-tourism-data-warehouse-atdw/



VISITCANBERRA WEBSITE ARTICLES

VisitCanberra's **articles** provide visitors with information about the latest things to see and do, taste, experience and explore in the Canberra region.

Whether you're looking for tips on the ultimate kid's weekend, Canberra's wine trails or the top 10 must-do experiences for first time visitors, this online platform has you covered.

Regularly updated itineraries, lists, Q&As and articles showcase the best of Canberra, highlighting new and different experiences in the capital as well as some old favourites. We also link many of our social posts to these articles for more detailed information on topics. We welcome industry to discuss ideas for articles with us at tourism.media@act.gov.au

CONSUMER ENEWSLETTER

VisitCanberra's **consumer newsletter** is distributed monthly to approximately 40,000 opt-in subscribers. The newsletter provides informative and engaging stories on new products, events, exhibitions, markets, sport, theatre, music, food and wine. We pull newsletter stories from articles we produce for the VisitCanberra website (see above).

Tourism operators featured in the consumer newsletter are required to have an up-to-date ATDW listing on visitcanberra.com.au.

SOCIAL MEDIA

VisitCanberra has a vibrant and prominent presence on social media, primarily through the following channels:

Facebook	facebook.com/VisitCanberra
Twitter	@visitcanberra twitter.com/visitcanberra
Instagram	@visitcanberra instagram.com/visitcanberra
Pinterest	pinterest.com/CanberraTourism
YouTube	youtube.com/user/ACTourism

Share and tag content with [#visitcanberra](#) and [#localscan](#)

#visitcanberra this hashtag is the general hashtag for our organisation but it is also used for allowing permission to repost and share Instagram images

#WeareCBR this is the whole of city branding hashtag and it relates to anything in general about Canberra

#localscan has three meanings:

- Local scan is used to ask a question and share a general query for all to answer
- Locals Can — an enabler to say 'yes we can'
- Local's Can (berra) useful for local knowledge and tips and key to engaging visitors with locals

CANBERRA VISITOR GUIDE 2018

A print edition as well as online flipbook format of the *Canberra Visitor Guide* will be produced in association with the Medium Rare Content Agency. An advertising prospectus will be circulated to industry members in August with the *Guide* in circulation throughout 2018.



SEASONAL EVENTS CALENDAR

Four seasonal events calendars are produced in both print (A6 size) and online flipbook format. The events listings also feed into VisitCanberra's app.

Event calendars are normally printed so they are in market six weeks before the start of each season.

To ensure your event or exhibition entry appears in the calendar, please ensure your events are listed in VisitCanberra's Australian Tourism Data Warehouse (ATDW) at least 10 weeks prior to the start of each season (1 December, 1 March, 1 June and 1 September).

HOW YOU CAN ASSIST US TO PROMOTE THE DESTINATION

CONTENT BANK

VisitCanberra regularly draws on its comprehensive content bank to supply information to media outlets and in our own channels. The content bank is updated regularly and is used to compile content for itineraries, story pitches, online features, advertorial, social media channels and various publications and broadcasters.

Tourism operators are encouraged to provide up-to-date editorial content, media releases, video and images for the content bank as this enables us to alert media about product developments and upcoming events and exhibitions.





MEDIA OUTREACH

VisitCanberra regularly pitches story ideas and angles and new product updates to travel and lifestyle media. We encourage tourism industry members to keep in touch with news and developments so that we have the most up to date information. You can do this by emailing tourism.media@act.gov.au

VisitCanberra runs a Visiting Journalist and Influencer Program (VJIP) which gives media and influencers first-hand knowledge of Canberra and the region by providing information, story angles, itineraries and hosting services. Approaches from media and influencers are assessed on an individual basis around relevance to our target markets, reach and sentiment.

Tourism operators have the opportunity to showcase their product/experience to selected national and international media. VisitCanberra approaches tourism operators for their involvement and welcomes suggestions and input. However, due to the editorial discretion of media outlets we cannot guarantee media coverage or inclusion in itineraries. We can also assist with advice and recommendations for industry members wanting to run their own media famil programs.

TRAVMEDIA

VisitCanberra distributes media releases through the Travmedia platform to keep travel and lifestyle media (including travel trade), bloggers and influencers informed of story ideas, new experiences and products as well as information on events and exhibitions in the Canberra region.

KEEP US IN THE LOOP

If you have a new product, exhibition or interesting story to tell, we would love to hear from you. Keep us informed of new developments or story angles as we can use this to promote the destination. Please contact us at tourism.media@act.gov.au



HOW TO ACCESS VISITCANBERRA CONTENT

ONE GOOD THING AFTER ANOTHER INDUSTRY TOOLKIT

We encourage Canberra and region tourism industry to collaborate and spread the message of why Canberra has *One Good Thing After Another*.

A toolkit featuring digital assets, videos, key messaging and a cheat sheet on how to leverage the new platform in addition to other useful tools like our *Brand Book* and *Style Guidelines* can be found at tourism.act.gov.au/marketing

IMAGES AND VIDEO LIBRARY

VisitCanberra's online library is a source of tourism related images and videos for the Canberra region. It is used by media, conference organisers, government bodies, local tourism operators and the public with permission to use images on the basis of their use in the positive promotion of the destination.

People featured in the images must have given consent to be featured in tourism promotional material and to promote the related product. Commercial use of images is not allowed.

We welcome contributions of suitable high resolution images as well as raw footage video (must be for non restricted use). In 2018 we will be uploading high definition video content into our library.

To become a registered user to access our content, go to images.visitcanberra.com.au and to discuss contributing images or video please email tourism.images@act.gov.au

EVENTS WIDGET AND DATA API

VisitCanberra has developed an events widget designed to make it easier to display details of upcoming events on your own website.

Currently there are four different layout options for the Events Widget including horizontal, vertical, multi-row and a slider/carousel layout. The events widgets can be styled to fit in with your existing website design.

For an example of the events widget visit api.visitcanberra.com.au/events/examples

In addition to the events widget, VisitCanberra also offers an events data API.

The API provides a more advanced option for integrating events information into your website, allowing you to display the information in any way you choose. Both the events widget and the events data API are free for approved industry operators.

CONTACT DETAILS

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INDUSTRY DEVELOPMENT

The Product and Industry Development team works with the ACT and region industry to influence existing and new product development to enhance the visitor experience. It is the key point of contact for all ACT and region tourism industry members.

We assist industry to connect with the right people to develop new partnerships and products and identify and facilitate training and development programs for industry in partnership with peak tourism bodies.

PRODUCT AND SMALL BUSINESS DEVELOPMENT

We provide assistance to navigate the business start up process as well as facilitating partnership introductions for the tourism industry. We are your first point of contact for engaging with and leveraging VisitCanberra distribution channels.

CONTACT DETAILS

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INDUSTRY LINK ENEWSLETTER

Industry Link is VisitCanberra's primary industry communication tool and news bulletin, consisting of a blog and fortnightly newsletter, ensuring you can stay up to date with the latest news, research, announcements and partnership opportunities.

Please advise any new team members to register for the newsletter and let us know of any new contacts within your organisation.

Register at tourism.act.gov.au/development/industry-link/

We welcome Canberra Region tourism industry to send content and hi res landscape images for inclusion in Industry Link.

CONTACT DETAILS

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CANBERRA REGION TOURISM AWARDS

The annual **Canberra Region Tourism Awards** provide an opportunity to showcase the best of our region's tourism operators and promote, encourage and reward tourism excellence. The awards are open to all tourism businesses and suppliers to the tourism industry and serve to demonstrate the value of tourism to Canberra and the Region. The awards program is an excellent business development tool and is a great way to promote and raise the profile of your business.

There are opportunities to enter your tourism business in a variety of categories. Entries are judged on a written submission and a judges' site visit.

Winners of the national categories at the Canberra Region Tourism Awards are automatically entered as finalists in the Australian Tourism Awards.

The Awards usually open in May each year, with nominations accepted until June and submissions due in September. Exact timing for nominations and submissions can be found at canberratourismawards.com.au

VisitCanberra and the National Capital Attractions Association (NCAA) formed a partnership in 2014 to provide increased industry support services for all entrants in the Tourism Awards program. The Canberra Region Tourism Awards program is administered by the NCAA.

The Awards program culminates in the annual gala presentation event which presents a fantastic opportunity to celebrate your efforts among industry colleagues.

More details are available at canberratourismawards.com.au

CONTACT DETAILS

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DESTINATION CANBERRA CONFERENCE

The annual Destination Canberra Conference brings a focus on key destination marketing opportunities in the ACT and Canberra region and is aimed at industry professionals in the private and public sector who have a passion to grow the visitor economy.

The conference provides a platform for delegates to absorb practical innovations which will raise the profile of their organisation and the ACT and Canberra region as a tourism destination, and provide inspiration and guidance to the industry on where to from here. An industry date for the 2018 Destination Canberra Conference will be advised later this year via *Industry Link*.

LABOUR AND SKILLS

Canberra Tourism Employment Plan

The Canberra Tourism Employment Plan links tourism businesses with programs to improve training and employment as well as develop industry-led solutions where gaps have been identified.

A TEP toolkit and several resources are available to download here <http://www.tourism.act.gov.au/development/skills-labour/>

CBR Service Champions

CBR Service Champions is an online customer service training program for staff and managers in the Canberra and region tourism and related industries.

Delivered as a government and industry funded program, it has been locally designed to support Canberra businesses with customer-facing staff in delivering great customer service to Canberra visitors.

The elearning platform consists of a series of training modules and offers accessible and affordable on-the-job or off-site customer service training. It can be completed via desktop or mobile device and can be completed in around 2.5 hours.

The modules are designed for both entry level staff and management and help to improve the understanding of 'what is customer service'. The course is designed to suit tourism operators large and small, attractions staff, restaurants, cafes and bars, staff in licensed clubs and venues, retail workers and any customer-facing staff. The course has a pathway to accreditation with offline activities for people working on obtaining units of competency toward a further qualification. For more information sign up at cbrservicechampions.com.au

RESEARCH

Latest domestic and international visitor statistics

VisitCanberra collects and interprets tourism research data which provides market, product and industry insights to facilitate evidence based decision-making.

Industry members are encouraged to keep up to date with the **latest research data** — including domestic and international visitation trends, industry related market research, accommodation statistics, reports on the value of tourism in the ACT and other strategic market research projects. An ACT visitor segmentation project is being conducted and will be finalised by the end of 2017 and shared with industry.

For more information visit
tourism.act.gov.au/insights/research/

Other research resources

Tourism data from **Tourism Research Australia (TRA)** is used widely by the industry to strengthen marketing and business decisions. TRA administers both the International Visitor Survey (IVS) and National Visitor Survey (NVS). The IVS involves interviewing 40,000 departing international visitors each year while the NVS interviews 120,000 domestic travellers annually. The NVS also captures data on Australians travelling overseas. Information collected through the surveys ranges from demographics and visit purpose, to accommodation used and visitor spend. Results from both surveys are published quarterly.

TRA also produce statistics and reports on regional tourism, economics and the tourism industry (including their flagship report, *State of the Industry*), and forecasts of tourism activity. So, whether you need data specific to your region, or broader economic information, such as tourism's contribution to our economy, TRA has data for you. There's even a paid subscription service, TRA Online, which allows customers to build customised tables using IVS and NVS time series data. And, for tourism stats on the go, you can download **TRA Statistics** from iTunes or Google Play! More information on TRA is available at www.tra.gov.au

Tourism Australia (TA) provides research services to the industry through consumer and market insights, along with tourism, aviation and economic analysis.

On the TA corporate website you will find publications, tourism market profiles, campaign information, industry advice, media tools and fact sheets available for free download.

For more information visit tourism.australia.com

CONTACT DETAILS

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GRANTS AND FUNDING PROGRAMS

MAJOR EVENT FUND

The new Major Event Fund, administered by VisitCanberra, aligns with the aim of the 2025 Major Events Strategy for the ACT. It demonstrates the ACT Government's commitment to creating a diverse portfolio of appealing major events through event attraction and development.

To contribute towards the government's vision to have Canberra recognised as a world-class events destination and one whose events reflect the city's essence and personality the fund will support new major event opportunities that can:

- Drive positive economic outcomes through tourism for the ACT
- Provide opportunities for marketing and promotion of the ACT and Canberra region
- Provide high quality, enticing event experience which support and enhance the Canberra brand and generate city vibrancy, and
- Reflect, engage and involve Canberra's diverse communities.

The term 'Major Event' is a classification given to both regular anchor events and one-off events, that generate significant, immediate and long-term economic, social, community and cultural benefits to the ACT.

The ACT Government has committed funding over the next three years to support investment in major events through the Major Event Fund..

CONTACT DETAILS

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TOURISM DEMAND DRIVER INFRASTRUCTURE (TDDI) PROGRAM

The TDDI program is a Commonwealth initiative that began in 2015-16 that will provide \$43.1 million over four years to the states and territories for the development of tourism infrastructure.

VisitCanberra is administering the TDDI Program in the ACT on behalf of the Commonwealth Government through 2017-18.

The TDDI Program provides monetary investment on a matched dollar-for-dollar basis, to develop tourism infrastructure, ensuring that the benefits of any government investment can be multiplied across the sector.

In particular the program supports projects that contribute to achieving the Tourism 2020 objectives.

CONTACT DETAILS

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ACT EVENT FUND

The ACT Event Fund is an annual grant funding round that has been established as a key mechanism for stimulating and fostering a range of positive economic, social and community outcomes for the Canberra region through the festival and events sector.

It assists eligible event organisers to develop, market and promote their events in a way that helps maximise these outcomes, while also helping to fill identified calendar gaps and support sustainable growth opportunities.

Applications for the *ACT Event Fund 2018* round (for events staged in the 2018 calendar year) opened in July 2017.

To find out more about the ACT Event Fund, including how to apply, key dates and application deadlines, visit www.events.act.gov.au/funding

CONTACT DETAILS

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E eventfund@act.gov.au

OTHER GRANTS PROGRAMS

There are a variety of other grants programs coordinated by the ACT Government which may be of relevance to tourism industry members. For more information visit the ACT Government Grants website grants.act.gov.au

The ACT Government also provides details on a wide range of other grant and funding programs available to business. For more information visit business.act.gov.au/grants-and-assistance/grants/other_grants



INTERNATIONAL ACTIVITIES

VisitCanberra provides opportunities for Canberra and region tourism operators to participate in a range of onshore and offshore sales and marketing activities throughout the year. These events enable operators to showcase their products and build mutually beneficial partnerships with key onshore and offshore travel agents, wholesalers and inbound tour operators. Activities include International sales missions, trade events and agent educational programs.

Tourism operators participating in international activities should be export ready and have a commission structure for their product/services that consider international distribution channels. Operators are also required to have current ATDW listing on visitcanberra.com.au

TOURISM AUSTRALIA PROGRAMS AND EVENTS

VisitCanberra works with Tourism Australia to deliver trade events and agent education programs. Events onshore include Australian Tourism Exchange (ATE) and Corroboree Workshops. Events offshore include New Product Missions and market Trade Shows. Details of opportunities to partner with VisitCanberra on these events will be published through *Industry Link*. You can also visit tourism.australia.com/events.aspx

AUSTRALIAN TOURISM EXPORT COUNCIL (ATEC)

The Australian Tourism Export Council (ATEC) provides membership opportunities to businesses working in the export tourism sector that are keen to engage and connect with onshore Inbound Tour Operators and distributors. The Canberra branch runs a number of membership networking events, market ready seminars and B2B activities during the year. For further information visit atec.net.au

SYDNEY-MELBOURNE TOURING ROUTE

VisitCanberra works closely with industry partners to increase the presence of the Canberra region in international markets. The Sydney-Melbourne Touring Route focuses on self drive holidays between Sydney and Melbourne. For further information on membership visit: sydneymelbournetouring.com

FAMILIARISATION VISITS

VisitCanberra regularly hosts visits by overseas travel agents and inbound tour operators. These familiarisation visits give the visiting operators the opportunity to experience Canberra first hand and gain insight into what makes our region such a wonderful place to explore.

Industry partners are encouraged to get involved with these visits by sponsoring accommodation, tours, transport, transfers and other ground costs. In return partners get the opportunity to convert the experience into tangible sales and make valuable business connections securing business well into the future.

AUSSIE SPECIALIST PROGRAM

Tourism Australia coordinates the Aussie Specialist Program, a global online training tool for travel agents. More than 20,000 agents across all major markets including South East Asia, the UK, Europe, and the Americas participate in the program.

Canberra and Region operators can get involved by providing special offers for agents to experience your product and by keeping the VisitCanberra team up to date on any changes or new developments you have.

CONTACT DETAILS

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CANBERRA AND REGION VISITORS CENTRE

Co-located with the National Capital Exhibition and The Deck within the Regatta Point precinct at Barrine Drive in Parkes, the Canberra and Region Visitors Centre (CRVC) provides a multitude of services to over 180,000 visitors each year. As a purpose built visitor information centre the CRVC provides content delivery for visitor information services via three main channels:

- Face-to-face via staff and volunteers
- Digital (multi platforms)
- Print (brochures, maps and itineraries printed on site to provide a takeaway copy of the visitor's chosen activities).

The CRVC is dedicated to supporting tourism businesses both within Canberra and also our gateway Regions. We work to increase our industry partners' market reach and exposure and are committed to promoting Canberra and the Region as a must visit destination to increase visitor numbers, length of stay and visitor spending in the area.

RESERVATIONS

The CRVC booking service provides a reservation system and information resource for potential visitors and those already in the Canberra region via phone and in person at the Centre.

Tourism operators in Canberra and the region can use the CRVC booking service by loading product and packages for sale.

STATIC/INTERACTIVE PROMOTIONS

Floor space is available on request for interactive and static displays of tourism product in the Canberra region. There is opportunity to promote tourism products and upcoming events through a display at the CRVC. These displays can be freestanding or placed in one of the available permanent display cabinets.

BROCHURES

The CRVC stocks a range of brochures from the Canberra region and tourism related businesses.

Brochures must be professionally printed (100 GSM and above preferred) and fall into one of the following categories:

- **Category One:** Tourism businesses located in the ACT.
- **Category Two:** Official tourism guides from regional tourism organisations located within the CBR Region.
- **Category Three:** Official tourism guides from tourism organisations located on main driving route to Sydney and Melbourne.

DIGITAL DISPLAY

The CRVC has an impressive digital display guaranteed to catch visitors' attention.

There is a range of 46" LED Televisions located in high-profile areas around the centre to display video content or an image slideshow plus a feature Video Wall made up of nine 55" LED Televisions to really inspire the imagination of visitors.



DISPLAY CABINET ADVERTISING

There are glass display cabinets 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

SHOWCASE DISPLAY

Take advantage of our most premium advertising option at the CRVC, our state of the art Showcase Display. This area includes a 75" 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.

VINYL FEATURE

Feature your event or business with a vinyl skin at the CRVC. Options include covering the table bench top under the self serve computer station or a larger feature on the entrance floor.

PRODUCT FAMILIARISATIONS

The CRVC initiates two types of staff familiarisations (famils) that are run in off-peak periods: CRVC staff famils and famils associated with the hosting of a volunteer program meeting. Famils enable CRVC staff and volunteers to promote tourism products, enhance knowledge and better understand products on offer within Canberra and the Canberra Region.

Tourism operators are encouraged to contact the CRVC if they are interested in featuring in the famil program. There are also opportunities for tourism operators to host the bi-monthly meeting for the CRVC volunteer program and provide a product famil prior to the meeting.

INDUSTRY FAMILIARISATION PROGRAM

The CRVC runs an industry familiarisation program twice a year for front of house staff at both accommodation properties and tourist attractions. The program aims to increase product knowledge of frontline staff who interact with visitors to Canberra and the CBR Region.

Attractions or products interested in featuring in the industry famil program are encouraged to contact the CRVC.

REGIONAL FAMILIARISATION PROGRAM

The CRVC runs a 'Summer Blockbuster' familiarisation each November/December for the benefit of our Gateway Regional Visitor Information Centre staff.

We recognise the importance of accurate information given to visitors, and the ability we have to encourage new and repeat business to our region. Visit Canberra as our guest to experience the best this city has to offer. You will leave with improved product knowledge and stronger relationships with our visitor information staff.

COOPERATIVE MAILOUT

The CRVC receives brochure requests from consumers seeking information on Canberra and specific products. This provides a great opportunity for your tourism business to leverage off VisitCanberra's marketing collateral.

Tourism operators can include their brochure(s) in the cooperative mailouts with the *Canberra Visitor Guide* and other seasonal information. Mailouts occur daily throughout the year according to demand.

CONTACT DETAILS

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WAYS MY BUSINESS OR ORGANISATION CAN WORK WITH VISITCANBERRA

We have created a list for you to write down ways you can work with VisitCanberra after reading this document.

The Industry Development team can assist to connect you with the relevant staff or programs.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



ONE
Good Thing
AFTER
ANOTHER



TOURISM.ACT.GOV.AU

