

VISITCANBERRA MARKETING UPDATE TO INDUSTRY

DISCOVER WHY CANBERRA HAS BEEN RANKED #3 CITY IN LONELY PLANET'S BEST IN TRAVEL 2018

- The *One Good Thing After Another* (OGTAA) marketing platform launched in February 2016 and underpins VisitCanberra's ongoing approach to market the destination both domestically and internationally.
- As a result of Canberra being awarded 3rd position in the Cities list in the 2018 Lonely Planet's Best in Travel Awards, VisitCanberra will be utilising this accolade.

Its premise is simple: no other destination offers the diversity of tourism experiences so close together.



According to Lonely Planet's Chris Zeiher, editor of the Canberra chapter in the Best in Travel 2018 book and Director of Sales and Marketing (Asia Pacific), "Criminally overlooked Canberra packs a big punch for such a small city. National treasures are found round almost every corner and exciting new boutique precincts have emerged, bulging with gastronomic highlights and cultural must-dos."

How to get involved?

VisitCanberra welcomes industry partners to celebrate with us and use the accolade to promote and enhance our award-winning destination and their local business. Here's how you can activate the accolade and help us spread the news.

1. USE OUR KEY MESSAGES

- Canberra has ranked 3rd in Lonely Planet's top cities to visit in 2018;
- It's the highest ranking of any Australian city in this category since the inception of the awards;
- Canberra is full of one good thing after another offering diverse experiences close to each other – making it perfect for a short break;
- The ACT Government is investing in Canberra's future — with this accolade reflecting the ongoing transformation of the city and its quality and diverse tourism offerings.

2. SHARE CONTENT AND STORY ANGLES WITH US VIA EMAIL **TOURISM.MEDIA@ACT.GOV.AU**

- Have a story to share that showcases why Canberra is number 3?
- Canberra is full of lots of things; award-winning restaurants, historic museums, iconic national treasures, breathtaking adventures, natural beauty. But most of all, Canberra is full of surprises with new exhibitions, restaurants and accommodation options opening all the time. There's really no other place where so much is all so close and we want to share this across our network.

3. PROUDLY DISPLAY THE ASSOCIATION BADGE FOR TOURISM PARTNERS

- Lonely Planet allows VisitCanberra to provide the Association Badge (or logo) to tourism partners within Australia for the purpose of supporting Canberra's inclusion in Lonely Planet's *Best in Travel 2018* title. The Association Badge can be used by industry/tourism partners from the embargo date (25 October 2017) in perpetuity.
- To obtain a copy of the Association Badge, please email tourism.media@act.gov.au. Please note there are terms and conditions issued by Lonely Planet, that VisitCanberra is obligated to abide by when issuing the Associate Badge to industry partners.



4. GET SOCIAL

- We encourage you to promote the accolade via your social media channels. Please create, share, repost and tag content using the following social handles and hashtags:

**#VisitCanberra #WeAreCBR
#BestinTravel**

@VisitCanberra (Facebook, Instagram, Twitter)

Advertising Activity

Lonely Planet Media Campaign

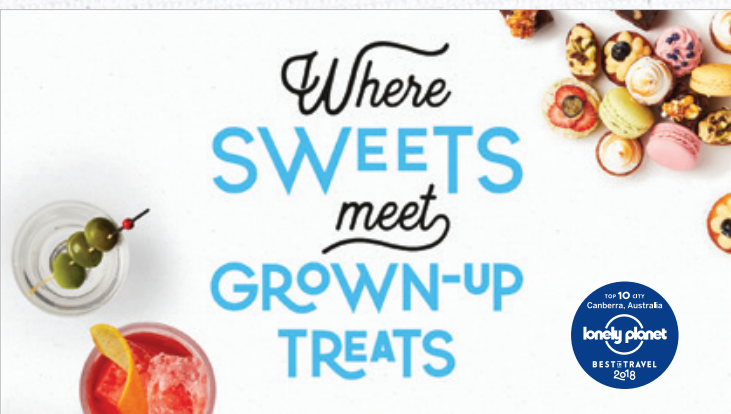
- 100% share of voice across Lonely Planet Australia pages until end of December 2017.
- Includes banner ads, videos and content about all the reasons to come to Canberra. The focus is nature and outdoors and iconic landmarks – as this is more relevant to their audience.
- There are lots of options available to suit different budgets ranging from self-serve banners on their website right through to bespoke content integrated across their site.

Contact Adam Knight at Lonely Planet to learn about specific options for your organisation to get involved and extend the campaign.

Adam Knight
Sales Director, Client Solutions APAC
M: +61 413 556 946

Brand Campaign

- A brand campaign will be launched in November strategically timed following the announcement to encourage consumers to book a short break to Canberra.
- The creative reinforces the OGTA message and showcases the diversity of experiences available in Canberra i.e. art and culture, food and wine, outdoors and nature etc.
- All advertising materials have been updated to include the Best in Travel accolade.
- Timing: 30th November for 4 weeks.
- The activity includes large outdoor billboards in key traffic locations throughout Sydney (M5 and M4), Melbourne and Regional NSW (Yerrimbool, Gundagai, Bowral and Yass Bypass M 31).



Frame 1



Frame 3

Brand campaign example



Frame 2



Frame 4

Lonely Planet handpicked Canberra because it is so rich with Australia's history, culture, world-class food, family fun activities and a vibrant and diverse events calendar — offering something for every kind of traveller.



Public Relations Activity

- Extensive outreach to domestic media across all mediums via our public relations agency One Green Bean. More details will be available in the next few weeks on proposed media angles.
- Given the news is of global significance, VisitCanberra is collaborating with Tourism Australia on an ongoing public relations strategy and implementation plan targeting key international markets (China, Singapore, Malaysia, UK and New Zealand).

Activations

Activations or stunts are strategically timed throughout the year to:

- Continue with the success of other distributive campaigns i.e. Human Brochure by creating a surprise and delight moment for consumers not expected from Canberra. With the aim of increasing Canberra's share of the highly competitive domestic short break visitor expenditure, ensuring that activity stands out and reinforces the unique selling proposition of Canberra (proximity and diversity) is essential.
- Create a spike in awareness and consideration of Canberra as a short break destination during known slower travel periods i.e. winter and summer.
- Change perceptions about the diversity of experiences on offer in Canberra.



ONE
Good
Thing
AFTER
ANOTHER

