



VISITCANBERRA AND TRIPADVISOR COOPERATIVE MARKETING OPPORTUNITY

VisitCanberra has partnered with travel review and booking site TripAdvisor, on a marketing campaign in Australia. We are pleased to offer Canberra tourism operators the opportunity to collaborate with us on the campaign.

About TripAdvisor

TripAdvisor, the world's largest travel site*, with an average of 455 million unique monthly and over 570 million reviews and opinions covering the world's largest selection of travel listings. The site houses 7.3 million accommodations, airlines, attractions, and restaurants. In Australia, TripAdvisor receives 5.4m unique monthly visitors and is the number one travel website with over 40% market share. TripAdvisor's audience is 62% females and 38% males; with over 51% of users aged between 46-60 years.

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, July 2017



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ONE *Good Thing* AFTER ANOTHER



About our joint campaign

VisitCanberra has partnered with TripAdvisor on a content campaign to raise awareness of Canberra and the region, and encourage interest in winter travel. The campaign, running from 1 March to 30 June 2018, is aimed at our target audience in Sydney, Melbourne, Brisbane and Regional NSW. It will have a strong content focus to encourage consumers to discover more about Canberra and assist with their trip planning. It will include a refresh and sponsorship of the Canberra Destination page; building out listing, galleries and article pages promoting Canberra and its diversity and proximity of experiences; and digital banner advertising on TripAdvisor's site.

Opportunities

VisitCanberra is giving you a number of opportunities to get involved in this campaign activity.

Opportunity 1: TripAdvisor listing

Cost: Free

A free listing on TripAdvisor provides your business with access to a global marketing platform and reach to consumers in Australia and internationally. During the TripAdvisor and VisitCanberra campaign, through digital banner advertising, consumers will be driven to the Canberra Destination page to "find out more". Here consumers will be able to see, and search for, Canberra listings for accommodation, things to do, restaurants and more.



Next steps:

- Create a TripAdvisor listing – If you are not listed on TripAdvisor, please visit: <https://www.tripadvisor.com/GetListedNew>. Also refer to listing guidelines here: <https://www.tripadvisorsupport.com/hc/en-au/sections/200154947-Listing-Guidelines>
- If a listing already exists, find and claim your listing – If a listing exists for your business already which you do not own, please visit: <https://www.tripadvisor.com.au/Owners>
- Manage your TripAdvisor listing – This is a great opportunity to add new photos, add videos, add or edit your business description, ensure your opening hours are correct, and respond to reviews on your listing.



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Opportunity 2: Canberra Destination Page Banner

Cost: \$800-\$1,000

VisitCanberra and TripAdvisor are providing operators with the opportunity to purchase banner space on the Canberra Destination Page, to increase awareness of your business/product.

Two out of four banner spaces on the Canberra Destination Page will be available for purchase, with the remaining two to be used by VisitCanberra.

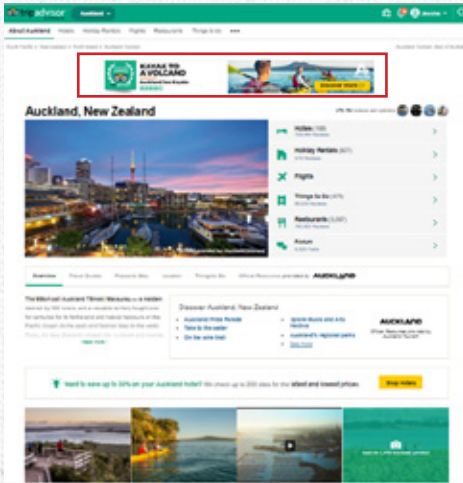
Banner placements can be purchased for a one-month period during April, May or June. The banner sizes and an example of placement are provided below:

Banner	Location	Banner size	Price (ex GST)	Duration	# available	Estimated monthly pageviews
Leaderboard (L1)	TripAdvisor's Canberra Destination Page	729 x 90	\$800	1-30 April	1	5,000
HalfPage (H1)	TripAdvisor's Canberra Destination Page	300 x 600	\$1000	1-30 April	1	5,000
Leaderboard (L2)	TripAdvisor's Canberra Destination Page	729 x 90	\$800	1-31 May	1	5,000
HalfPage (H2)	TripAdvisor's Canberra Destination Page	300 x 600	\$1000	1-31 May	1	5,000
Leaderboard (L3)	TripAdvisor's Canberra Destination Page	729 x 90	\$800	1-30 June	1	5,000
HalfPage (H3)	TripAdvisor's Canberra Destination Page	300 x 600	\$1000	1-30 June	1	5,000

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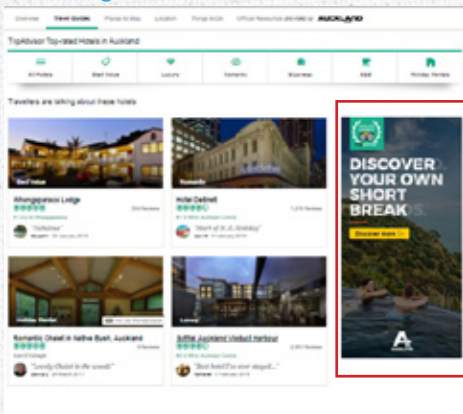


Leaderboard Banner



Note: Auckland used as an example only, banner will feature on Canberra Destination page

Half Page Banner



Note: Auckland used as an example only, banner will feature on Canberra Destination page

Next steps:

Complete the Expression of Interest (on page 6) and return to VisitCanberra.

Artwork

Final banner artwork must be supplied by the operator. Artwork must be approved by VisitCanberra by 7 March 2018 and supplied directly to TripAdvisor by 9 March 2018.

Specifications

- File Type: JPEG, GIF, PNG
- File Size: 60KB
- Banner's can click through to a TripAdvisor listing or an operator website**

**Mandatory: if the banner clicks through to the operator website, a TripAdvisor spotlight tag must be implemented on the operator website

Helpful hints on banner design

- Ensure creative is compelling, eye-catching, has the ability to stand out
- Ensure the message is clear, consistent and simple
- Ensure your brand is identifiable and imagery paints a picture of the experience

Reporting

As part of the buy-in opportunity, each operator will be provided with a report which includes the total impressions served, total clicks, click through rate and leads generated to the operator's TripAdvisor listing or website.

Funding

Funding received by an operator for the banner placement, will be matched by VisitCanberra. VisitCanberra funds will be used to amplify and extend the reach of the campaign, and drive more traffic to the Canberra Destination Page where banners are featured.

Opportunity 3: Own campaign with TripAdvisor

Cost: \$5,000+

This opportunity allows operators to run a campaign directly with TripAdvisor, leveraging the VisitCanberra and TripAdvisor partnership. The campaign could be aimed at driving bookings for the operator (through TripAdvisor or the operator's website) and would feature desktop and/or mobile display advertising across the TripAdvisor website. The placements of ads could align with placements of VisitCanberra/ TripAdvisor activity to increase share of voice for Canberra.

This would be an agreement undertaken between TripAdvisor and the operator, VisitCanberra would not be involved.

Next steps:

To discuss this opportunity further, please contact

Julien Coste

Senior Sales Manager at TripAdvisor

E jcoste@tripadvisor.com



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Expression of Interest

Opportunity 2 - Canberra Destination Page Banner

If you would like to participate in the VisitCanberra and TripAdvisor campaign, please complete the following expression of interest and return it to Alison Beer, Partnerships and Distribution Officer, by **21 February 2018**. Please note, places will be given on a first in first served basis.

Company name:	
Contact name:	
Contact address:	
Contact tel:	
Contact email:	

Do you currently have a listing on TripAdvisor? YES NO

Please tick your preferred campaign buy in:

Channel	Location	Banner Size	Price (ex GST)	Duration	# available	Estimated monthly pageviews	My preference*
L1	TripAdvisor's Canberra Destination Page	729 x 90	\$800	1-30 April	1	5,000	
H1	TripAdvisor's Canberra Destination Page	300 x 600	\$1000	1-30 April	1	5,000	
L2	TripAdvisor's Canberra Destination Page	729 x 90	\$800	1-31 May	1	5,000	
H2	TripAdvisor's Canberra Destination Page	300 x 600	\$1000	1-31 May	1	5,000	
L3	TripAdvisor's Canberra Destination Page	729 x 90	\$800	1-30 June	1	5,000	
H3	TripAdvisor's Canberra Destination Page	300 x 600	\$1000	1-30 June	1	5,000	

Note: Limit of 1 banner per operator

Return to:

E: alison.beer@act.gov.au

T: 02 6207 8649

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