



**ACCOMMODATION PARTNER
Expression of Interest (EOI)**

Events ACT and VisitCanberra are delighted to present accommodation businesses the opportunity to partner with us on an event-led marketing campaign, showcasing Canberra in Spring.

THE OPPORTUNITY

We invite you to get involved and directly promote your business as the Official Accommodation Partner of Floriade 2018.

THE ASSESSMENT PROCESS

The assessment process is managed in two stages, including:

Stage 1: An initial short listing of applicants who have submitted an EOI by the nominated closing date; and

Stage 2: Short listed applicants may be invited to present to the Floriade Assessment Panel prior to a final decision is made.

KEY DATES AND TIMES

Spring Campaign

Launching: 30 July 2018 – 14 October 2018

Duration: 11 weeks

2018 FLORIADE

Date: Saturday 15 September until Sunday 14 October (inclusive)

Times: Daily 9:30am-5:30pm

2018 NIGHTFEST

Date: Wednesday 26 September until Sunday 30 September (inclusive)

Times: Daily 6:30pm-10:30pm

EOI APPLICATION PROCESS

Wednesday 13th June Call for EOI's

Wednesday 20th June EOI's Close

Monday 25th June Stage 1 assessment completed and short listed applicants advised and may be invited to present

Friday 6th July Accommodation Partner applicants advised whether selected or unsuccessful

BENEFITS TO THE ACCOMMODATION PARTNER

Benefits include integration in the Spring Campaign with a media value of \$500,000; acknowledgement as the official accommodation partner of Floriade 2018 valued at \$150,000; additional branding and promotion opportunities through owned, earned and paid channels valued at \$100,000. Refer to the attached Floriade 2018 Accommodation Partner Proposal for full details.

CONSIDERATION CRITERIA

Accommodation Partner EOI applications will be assessed against the following criteria:

Required (mandatory):

- a) Ability to deliver a cash investment of \$100,000 (exc. GST)
- b) Ability to deliver a minimum of 20 x FOC room nights, including breakfast, for use across the Spring campaign season (July – October 2018, no blackout dates)
- c) Ability to provide reporting on:

- a. Monthly room nights booked across campaign period of August to November (with year-on-year comparisons)
- b. Uptake of advertised special offer across campaign period of August to November

Additional considerations – please outline any of the following you would also provide (non-mandatory):

- a) Innovative and creative accommodation packages developed and promoted across event periods
- b) Discounted room rates for Events ACT/VisitCanberra bookings
- c) Any special conditions or procedures that will need to be adhered to in use of these rooms
- d) Ability to deliver a substantial value in kind program. Please provide a detailed schedule of your proposal of benefits and inclusion to assist us with assessing and shortlisting applications, this may include:
 - Marketing and PR promotional opportunities (local, regional, interstate and international)
 - Access to local, interstate and international networks
 - Social media promotional opportunities
 - Ability to share marketing databases and incorporate our website and social tagging for on-going promotional purposes for the destination and events.
- e) Accommodation facilities – room types, conference facilities etc. and car parking facilities
- f) Corporate hospitality and function room opportunities

Please email your application in writing to: alana.gatley@act.gov.au

Alana Gatley
Partnership Marketing Officer
Events ACT / VisitCanberra
Phone: 02 6205 3203
www.floriadeaustralia.com