



Floriade

Australia's Celebration of Spring

Accommodation Partner Invitation

*“Through the extensive array of impressively decorated flowerbeds, Floriade showcases spring, renewal and rejuvenation in full bloom”
– The Canberra Times*



Overview

Floriade is the Southern Hemisphere's largest and most anticipated flower show!

So much more than just a flower festival the 30 day event is brimming with live music, horticultural displays and unmissable entertainment.

Throughout the event, attendees will be treated to demonstrations and activities including live performances, workshops and master classes, exclusive displays, kidz klub, amusement park rides, shopping and entertainment for all ages and interests.

Celebrating its 31st year, Floriade attendees see a change in 2018 with an increase in the size and amount of garden beds, layout of the event site and new offerings in the food, beverage and shopping experiences.





NightFest

Floriade, the Southern Hemisphere's largest and most anticipated flower show, transforms into an illuminated wonderland each year for NightFest.

So much more than just a flower festival at night, NightFest is a 5 day event brimming with live music and unmissable entertainment.

NightFest takes over the park for **5 nights** from Wednesday 26th September until Sunday 30th September from 6:30pm – 10:30pm each night.

Each year almost **30,000** festival goers **purchase a ticket** to have an unforgettable NightFest experience.



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Floriade Audience



Each year over **400,000** festival goers have an unforgettable Floriade experience.

- 74% of attendees are **female**
- 58% are aged **25-54**
- 46% have an average household income in excess **\$80k per annum**
- And if you are looking to engage with the affluent baby boomer segment we have it covered, **132,000** attendees are **55+**

NightFest Audience



Each year almost **30,000** festival goers **purchase a ticket** to have an unforgettable NightFest experience.

- 44% of attendees are **families with children at home**
- 59% are aged **25-54**
- 45% have an average household income in excess **\$80k per annum**
- And if you are looking to engage with a youth audience we have it covered, almost **10,000** attendees are under **34** & **13%** of the total attendees are **18-24**

Floriade

Bigger than a flower festival...



658,890



Post reach on social media

78,500



Followers on Social Media

434,000



People came to Floriade & NightFest

74%



Of visitors are female

25-64



Age of the majority of visitors

1,464,248



Website page impressions



Where does an Accommodation Partner fit in?

There are a number of objectives that can be achieved as **Accommodation Partner**, including:

- Increase **awareness** of your accommodation offering and properties to the highly affluent Floriade audience
- Gain **broader marketing reach** through the campaign channels of Floriade Australia and Events ACT
- Provide an exclusive Floriade/Spring deal that will assist with **driving additional bookings** to your accommodation across the season
- Demonstrate how your accommodation business is committed to the **Canberra community** by playing a major role in the biggest and most loved flower festival, Floriade



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Accommodation Partner Benefits

Benefits	Value
Inclusion in marketing activity, with the opportunity to promote a deal to drive urgency and bookings through our Floriade/Spring TV and digital campaigns, targeting our 4-hr drive market and regional NSW	\$500,000 media value
Exclusivity (in the accommodation sector) for the Spring campaign and acknowledgement as “Floriade 2018 Official Accommodation Partner”	\$150,000
Inclusion in official Floriade and NightFest collateral, including logo placements and advertising opportunities, driving awareness and bookings	\$30,000
Significant branding opportunities and acknowledgements across our suite of assets i.e. website, social, EDM etc.	\$20,000
Opportunity to activate on-site, delivering an immersive experience linked to your brand objectives at Floriade 2018	\$50,000
Total Value	\$750,000

Our preference is to work with you to develop a bespoke package that best meets your objectives. This is an overview of what benefits we plan to offer our Accommodation Partner.

The logo for Floriade, featuring the word "Floriade" in a stylized, handwritten-style font.

Marketing Benefits



As the **exclusive Accommodation Partner** of Floriade 2018 you will be featured as part of the Spring marketing campaign – and it's a lot more than just logos!

We want your partnership to assist with creating a sense of urgency, to **drive people to book now** and come to Canberra this Spring.

Details are being finalised, however marketing opportunities are likely to include:

- Opportunity to promote a **specific tactical offer** to encourage bookings to your accommodation. (e.g. discount offer, additional nights).
- Inclusion of **bespoke end frame** promoting your deal to appear in media properties such as video assets that will run on TV and online video as a major part of the Spring campaign.
- **Significant exposure** across the Floriade owned channels (website, social, EDM) enabling consumers to book your package on your site via a direct link from ours.

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Marketing Strategy



A **multi-channel marketing** campaign will inform and educate event goers and drive traffic to our extensive digital network where they can **engage** with the community, plan and book their Floriade accommodation.

- Floriadeaustralia.com
1,464,248 impressions
- Facebook **71,131** followers
- Instagram **6,109** followers
- #floriade2017 **7,955** posts

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INVESTMENT

Become our Spring
campaign

**Accommodation
Partner**

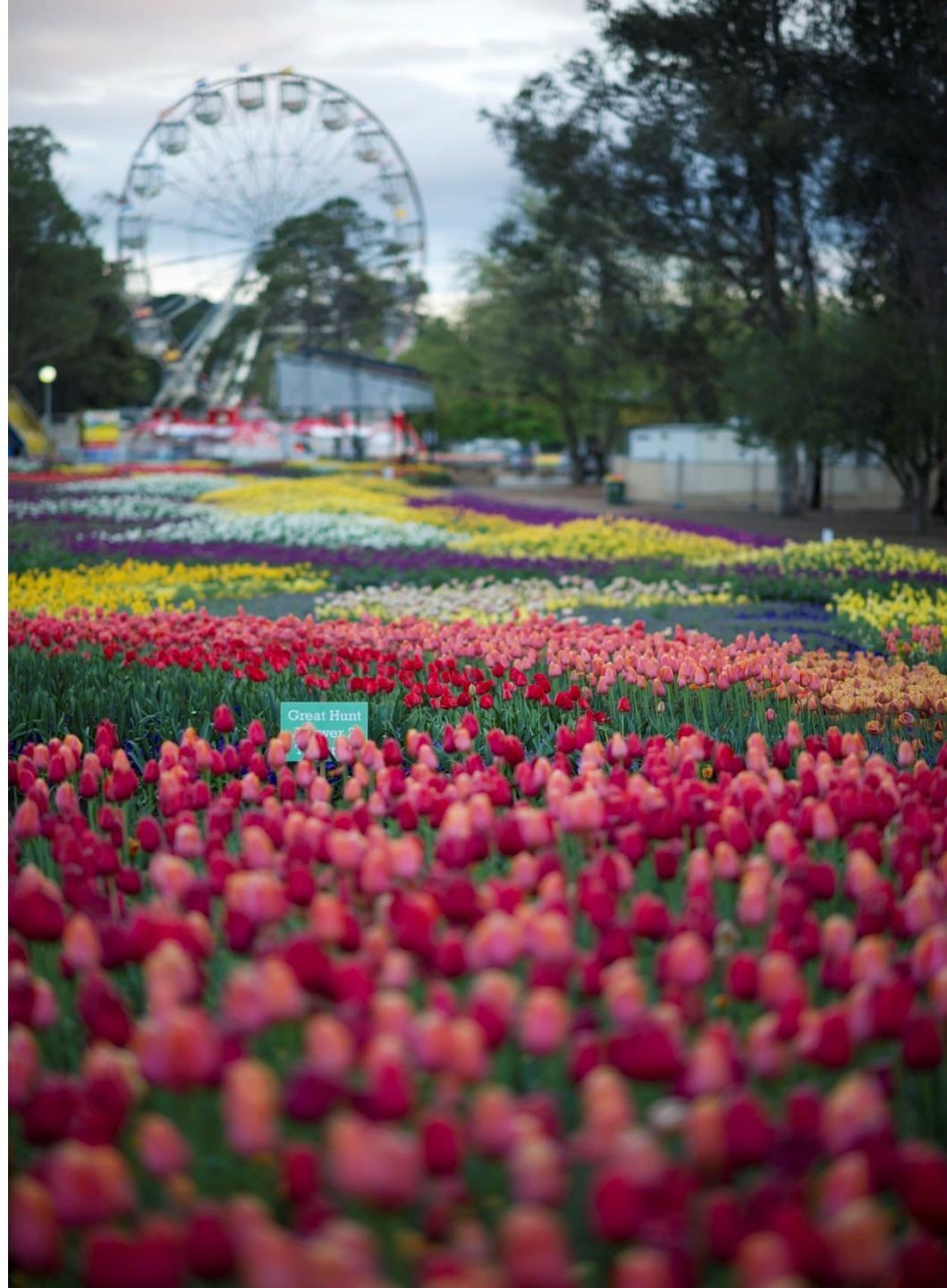
for

\$100,000*

and min.

20 room nights

*excluding GST





What does success look like?

A partnership where
your involvement
has resulted in
increased
accommodation
bookings at your
business, and
increased visitation
to Canberra in
spring.

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A decorative border of watercolor flowers and leaves surrounds a central white rectangular area. The flowers are in various colors including pink, red, orange, purple, and yellow, with some having detailed black outlines. The leaves are green and purple. The central area is framed by a thin brown border.

THANK YOU

For further information or discussion, please contact:

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