



ONE *Good Thing* AFTER ANOTHER

# CANBERRA AND REGION VISITORS CENTRE

ADVERTISING OPPORTUNITIES 2019/2020



# CANBERRA AND REGION VISITORS CENTRE AT REGATTA POINT

## ADVERTISING OPPORTUNITIES

The Canberra and Region Visitors Centre (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.

The CRVC is a fully accredited Visitor Centre which means we have achieved specific industry standards and are recognised as providing exceptional service and advice. Open seven days per week the CRVC receives approx. 220,000 visitors per annum and is co-located with the National Capital Exhibition and The Deck at Regatta Point, Parkes ACT.

Advertising with the CRVC results in maximum exposure in a prominent location on Lake Burley Griffin. 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 take away copy of the visitor's chosen activities.

The CRVC also provides a booking service for accommodation, tours and event ticketing using the BookEasy™ Online Reservation System. Our booking service is a benefit offered to all industry partners.

## CANBERRA AND REGION VISITORS CENTRE ADVERTISING OPPORTUNITIES 2019/2020



# Brochure

The Canberra and Region Visitors Centre stocks a range of brochures from the Canberra region and tourism related businesses.

### REQUIREMENTS

Brochures must be professionally printed and fall into one of the following categories:

Category One: Tourism businesses located in the Australian Capital Territory (free of charge)

Category Two: Official tourism guides from regional tourism organisations located within the CBR Region (free of charge)

Category Three: Tourism businesses located outside of the Australian Capital Territory (fees apply).

### ADVERTISING SPECIFICATIONS

Size: DL or A4

Weight: 100gsm minimum

### COST: CATEGORY 3

DL \$370 per year

A4 \$525 per year

### CONTACT:

Robert Smethills  
Assistant Manager  
02 6205 0026  
robert.smethills@act.gov.au



## CANBERRA AND REGION VISITORS CENTRE ADVERTISING OPPORTUNITIES 2019/2020



# Digital Display

The Canberra and Region Visitors Centre boasts an impressive digital display offering that is sure to catch attention and make an impression seven days a week.

There is a range of televisions located in high-profile areas around the centre to display video content or an image slideshow.

### REQUIREMENTS

High quality resolution images and videos.

Please note that sound is not available for these displays.

### FREQUENCY

Six rotations per 60 minute cycle.

### FORMATS SUPPORTED

AVI, MOV, MP4, MPEG, JPEG

### ADVERTISING SPECIFICATIONS

Video: 1920p by 1080p

Maximum of two mins video

Images: 1920p by 1080p - Landscape orientation

Maximum of 10 images

It is strongly recommended to include your logo on all images.

### **COST:**

Monthly	\$POA
---------	-------

Yearly	\$1890
--------	--------

### **CONTACT:**

Robert Smethills  
Assistant Manager  
02 6205 0026  
robert.smethills@act.gov.au



# Display Cabinets

There are glass cabinets prominently displayed throughout the Canberra and Region Visitors Centre to showcase your business or event.

Three display cases are located in the Merchandise area next to Canberra's impressive range of local produce and one larger premium option in the dwell space overlooking the vista.

Tourism businesses can present a static display consisting of objects, merchandise, information and other items relating to upcoming events, exhibitions and product highlights.

## REQUIREMENTS

Businesses are required to set and dismantle their own display.

## SPECIFICATIONS

Display Cabinet 1: 1045w x 1537h x 585d

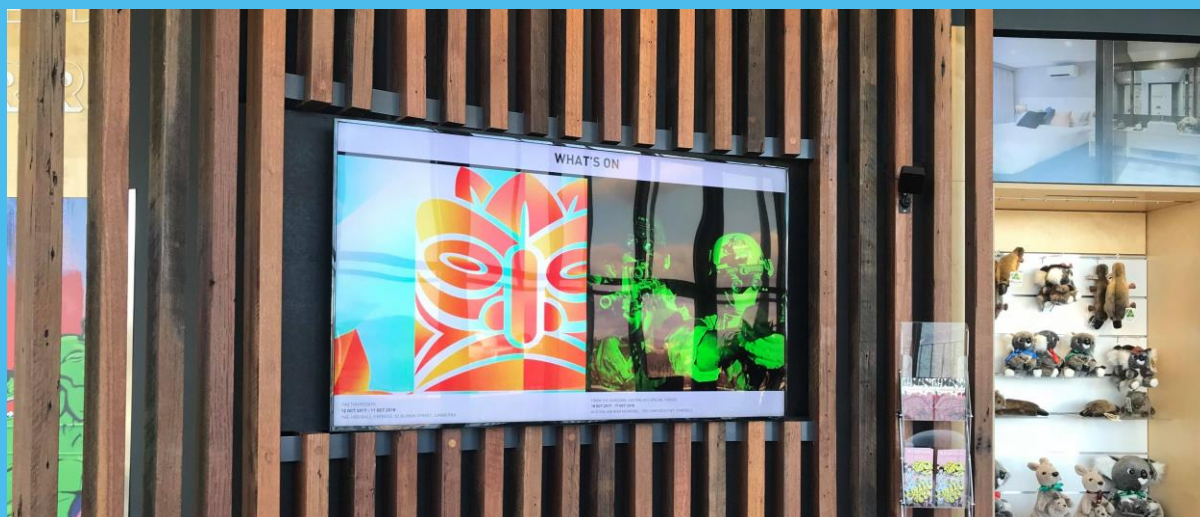
Display Cabinet 2: 1320w x 1320h x 461d

### COST:

Monthly	\$275
---------	-------

### CONTACT:

Robert Smethills Assistant Manager 02 6205 0026 robert.smethills@act.gov.au
--



# Showcase Display

Take advantage of our premium advertising option at the Canberra and Region Visitors Centre, our state of the art Showcase Display.

This area includes a 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.

This area can be used for a variety of purposes including:

- event and exhibition advertising and promotion
- product launches
- wine tasting.

You can even have your staff on site to hand out flyers to visitors and present a unique experience. The opportunities are endless and we welcome further discussions on your marketing ideas and activities.

## ADVERTISING SPECIFICATIONS

Images & Video: 1080p by 1920p

### COST:

Showcase

\$1600 per month

### CONTACT:

Robert Smethills  
Assistant Manager  
02 6205 0026  
[robert.smethills@act.gov.au](mailto:robert.smethills@act.gov.au)



# Vinyl Feature

Feature your event or business with a vinyl skin at the Canberra and Region Visitors Centre.

With over 220,000 people coming through the entrance doors each year imagine having your attraction, property or event prominently featured on the floor at various locations within the Centre in full view of all visitors.

The opportunities for this type of advertising within the Canberra and Region Visitors Centre are unlimited so chat to one of our staff to discuss your requirements.

## COST:

Monthly	\$600
(Printing and installation costs excluded)	

## CONTACT:

Robert Smethills  
Assistant Manager  
02 6205 0026  
[robert.smethills@act.gov.au](mailto:robert.smethills@act.gov.au)





# Pop Up Events

Imagine your product being featured exclusively at the Canberra and Region Visitor Centre for a full day.

The Canberra and Region Visitors Centre provides a new opportunity to interact with visitors face to face to promote your product or experience. This could include special event launches/announcements, wine tastings or produce samplings, activations relating to a temporary exhibition, demonstrations with local influencers/personalities, etc. The possibilities are endless.

The Centre has multiple touch points and content opportunities that can be integrated with your on-site promotion to provide a more immersive experience.

Included in this package is:

- use of the Forecourt area
- exclusive use of all digital displays including the nine screen video wall
- your event featured and promoted through VisitCanberra social media channels.

Contact us for more information.

## COST:

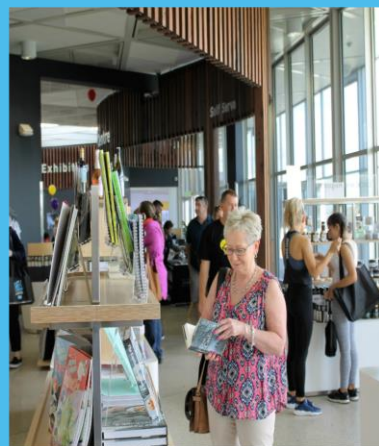
Packages	\$POA
----------	-------

## CONTACT:

Michael Salmon Manager 02 6205 0661 <a href="mailto:michael.salmon@act.gov.au">michael.salmon@act.gov.au</a>
---



## CANBERRA AND REGION VISITORS CENTRE ADVERTISING OPPORTUNITIES 2019/2020



# Advertising

Are you interested in utilising more than one form of our exciting advertising opportunities?

If so we would be more than happy to sit down and discuss a fully tailored package to suit your business or next special event.

Packaging up two or more of our offerings provides increased impact whilst also delivering an improved value for money return.

Contact us for more information.

### COST:

Packages	\$POA
----------	-------

### CONTACT:

Michael Salmon Manager 02 6205 0661 <a href="mailto:michael.salmon@act.gov.au">michael.salmon@act.gov.au</a>
---