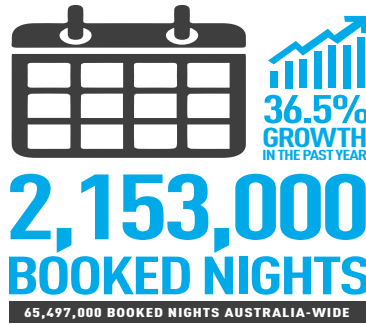
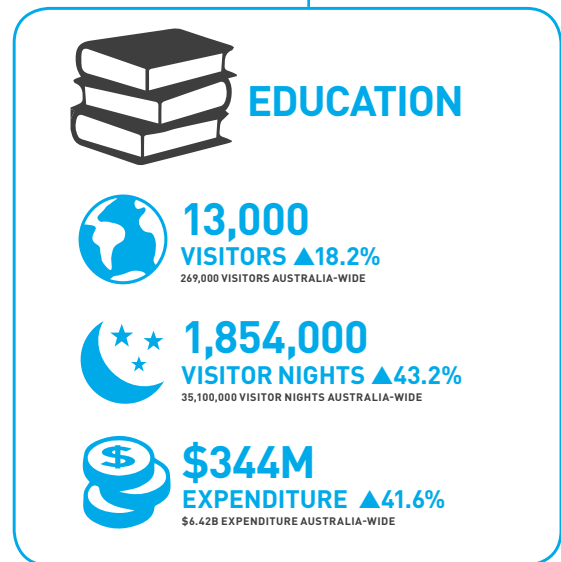
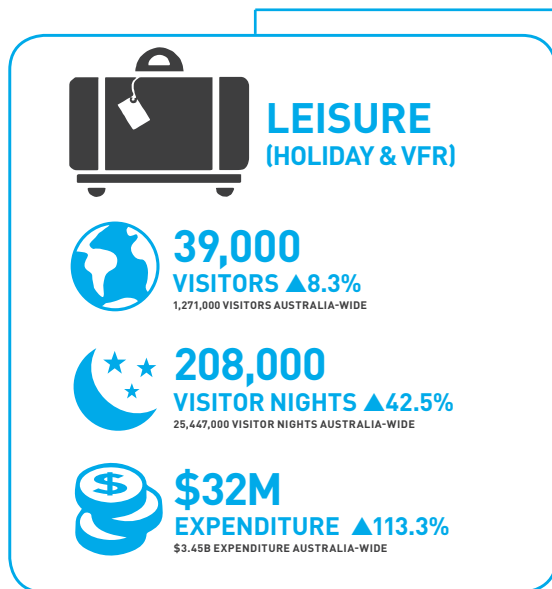


Greater China (mainland China & Hong Kong)

In 2018, Greater China was Canberra's largest inbound market for visitor arrivals, total nights spent in Canberra, and total visitor expenditure. It is one of Canberra's most important source markets.



PURPOSE OF VISIT



DRIVERS OF DESTINATION CHOICE*

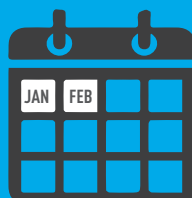


* Mainland China only.

PLANNING & BOOKING



PEAK TRAVEL PERIOD



SOURCES FOR PLANNING

1. Online hotel site
2. Online travel reviews
3. Internet search

SOURCES FOR BOOKING

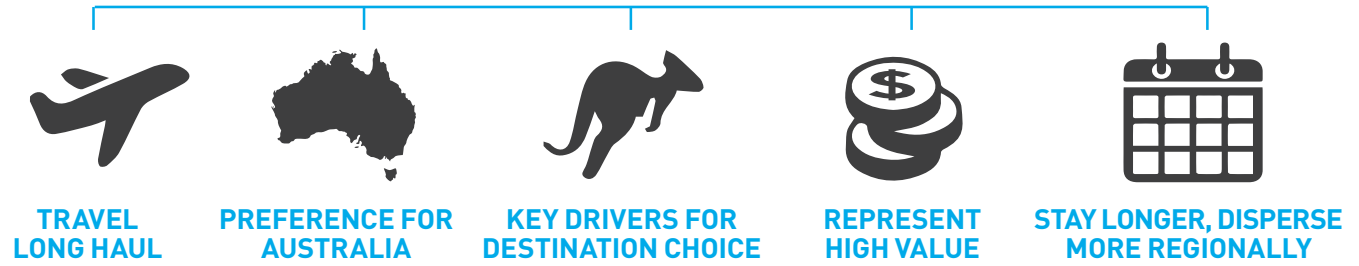
1. Online travel agent
2. Travel agent
3. Airline (online)



Singapore Airlines flies daily between Singapore and Canberra providing convenient connectivity with ports across China, including major cities of Beijing, Shanghai, Guangzhou and Hong Kong.

Working with Greater China

VISITCANBERRA'S TARGET AUDIENCE: HIGH VALUE TRAVELLER (HVT)



See: Tourism Australia's High Value Traveller (HVT) Profile for China; Tourism Australia's High Value Traveller Profile for Hong Kong.



* Mainland China only.

KEY MESSAGES

“Visit Canberra and find one good thing after another”

“Discover Australia’s capital, an educated and innovative destination”

“Experience Australia’s rich and unique culture in its capital city, Canberra”

KEY CANBERRA EXPERIENCES

- Canberra’s **national attractions** that hold and share the Australian story
- Diversity of **food and wine experiences**, including the Canberra District Wine Region
- **Family friendly experiences** that create lasting memories
- Canberra’s **distinct seasons**, particularly spring, autumn and winter
- **Festivals and events**, including Floriade, Enlighten and the Truffle Festival
- Canberra’s **proximity to the South Coast** and pristine natural environments

VisitCanberra Partnership Marketing

<p>Objectives:</p> <ul style="list-style-type: none"> - Raise awareness and knowledge of key experiences and events in Canberra and the region - Capture and grow the number of travellers considering a visit to the ACT and Canberra region. - Convert potential visitors from consideration to booking - Generate compelling destination content and advocacy for Canberra 	<p>Achieved through:</p> <ul style="list-style-type: none"> - Cooperative marketing campaigns with Singapore Airlines - Cooperative marketing campaigns with key distribution partners - Leveraging Tourism Australia’s campaign activity - Public relations including a visiting journalist program in partnership with Tourism Australia and/or Singapore Airlines
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VisitCanberra Trade and Distribution

<p>Objectives:</p> <ul style="list-style-type: none"> - Improve destination knowledge amongst travel trade for key experiences and events in Canberra and the region - Increase desire and ease for travel trade to develop itineraries including Canberra - Increase desire for travel trade to purchase and package Canberra products 	<p>Achieved through:</p> <ul style="list-style-type: none"> - Participating in trade events such as the Australian Tourism Exchange, Australia Marketplace China, and Corroboree Asia - Arranging famil visits for key travel trade including wholesalers and travel agents - Managing the Aussie Specialist Program including a dedicated ACT training module for travel agents
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