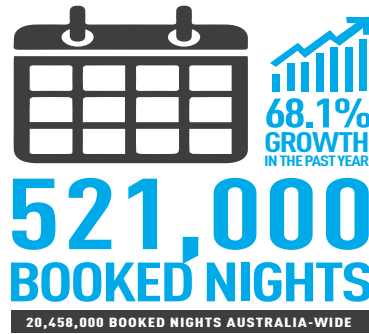


India

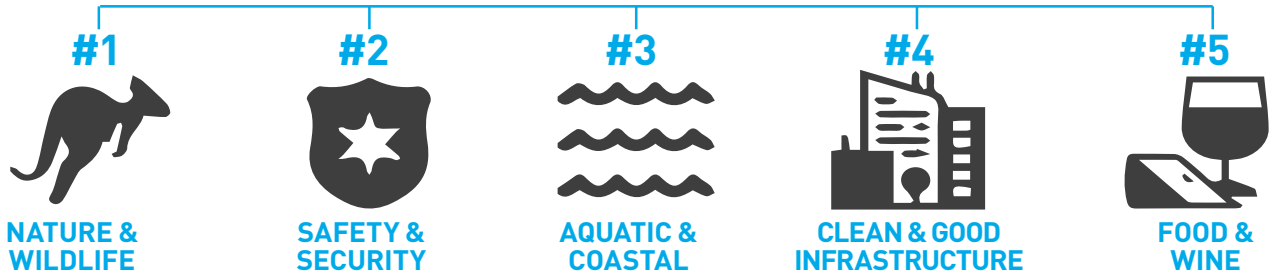
In 2018, India was Canberra's fastest growing inbound market for visitor arrivals (up 25%), total visitor expenditure (up 68%) and total nights spent in Canberra (up 77%), making it one of Canberra's most important source markets.



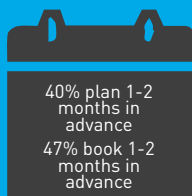
VISITORS ARRIVING FOR LEISURE (HOLIDAY & VFR)



DRIVERS OF DESTINATION CHOICE



PLANNING & BOOKING



PEAK TRAVEL PERIOD



SOURCES FOR PLANNING

1. Online hotel & flight-booking sites
2. Internet search
3. Online travel reviews

SOURCES FOR BOOKING

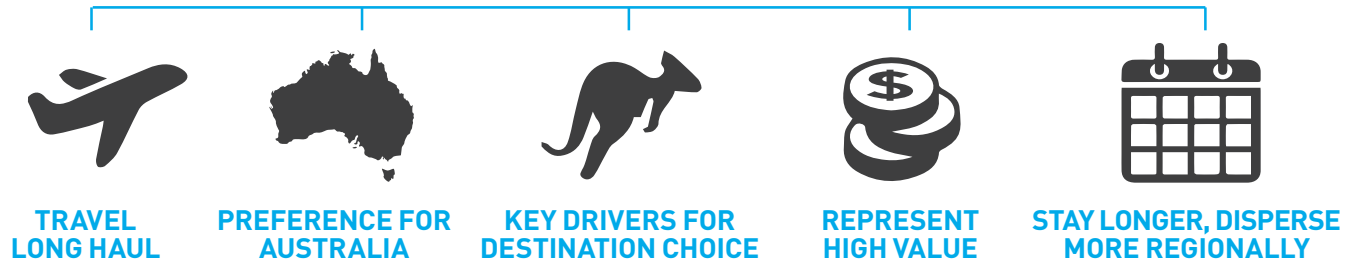
1. Online travel agent
2. Airline (online)
3. Accommodation (online)



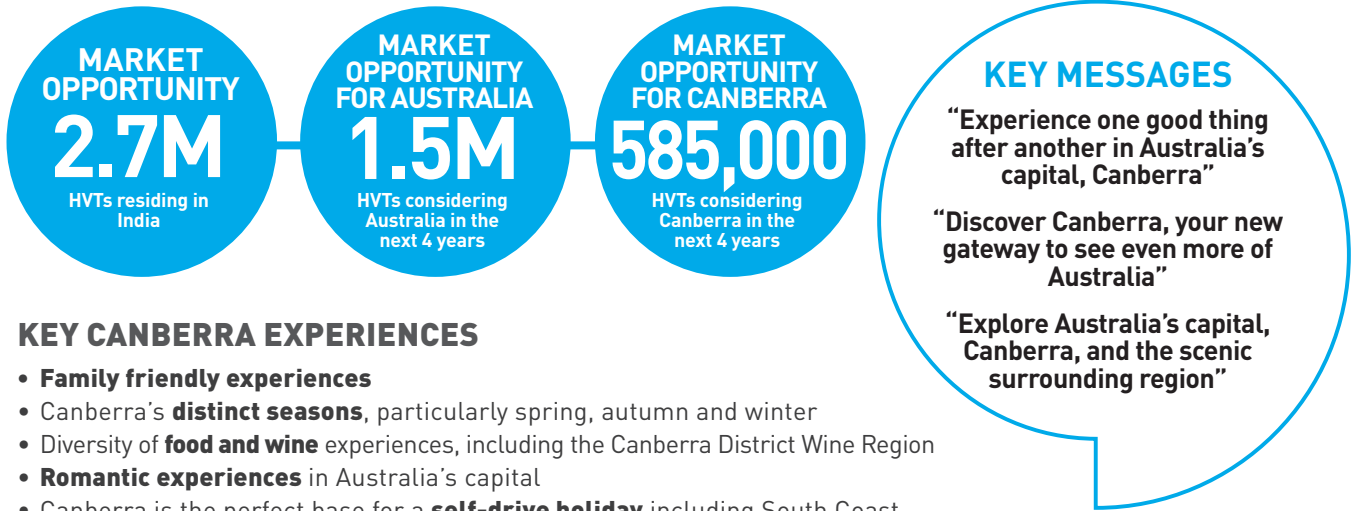
Singapore Airlines flies daily between Singapore and Canberra providing convenient connectivity with ports across India, including major cities of Mumbai and New Delhi.

Working with India

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



See: Tourism Australia's High Value Traveller (HVT) Profile for India.



KEY CANNBERRA EXPERIENCES

- **Family friendly experiences**
- Canberra's **distinct seasons**, particularly spring, autumn and winter
- Diversity of **food and wine** experiences, including the Canberra District Wine Region
- **Romantic experiences** in Australia's capital
- Canberra is the perfect base for a **self-drive holiday** including South Coast, Snowy Mountains and Southern Highlands (Bowral)

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 India, and Corroboree Asia - Arranging famil visits for key travel trade including wholesalers, inbound tour operators and travel agents - Managing the Aussie Specialist Program including a dedicated ACT training module for travel agents - Ongoing engagement with travel trade including referrals for internationally-ready Canberra tourism experiences, led by dedicated Business Development Manager based in Singapore
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