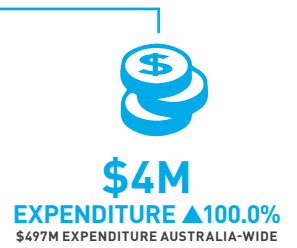
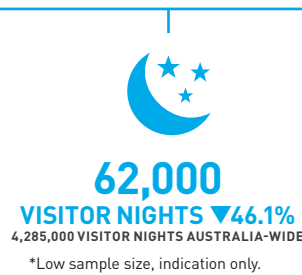


Malaysia

In 2018 Malaysia remained a steady market for inbound arrivals into Canberra, and saw growth in leisure expenditure.



VISITORS ARRIVING FOR LEISURE* (HOLIDAY & VFR)

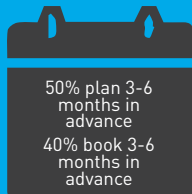


*Low sample size, indication only.

DRIVERS OF DESTINATION CHOICE



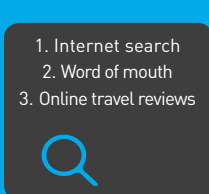
PLANNING & BOOKING



PEAK TRAVEL PERIOD



SOURCES FOR PLANNING



SOURCES FOR BOOKING

- Airline (online)
- Accommodation (online)
- Travel agent (offline)



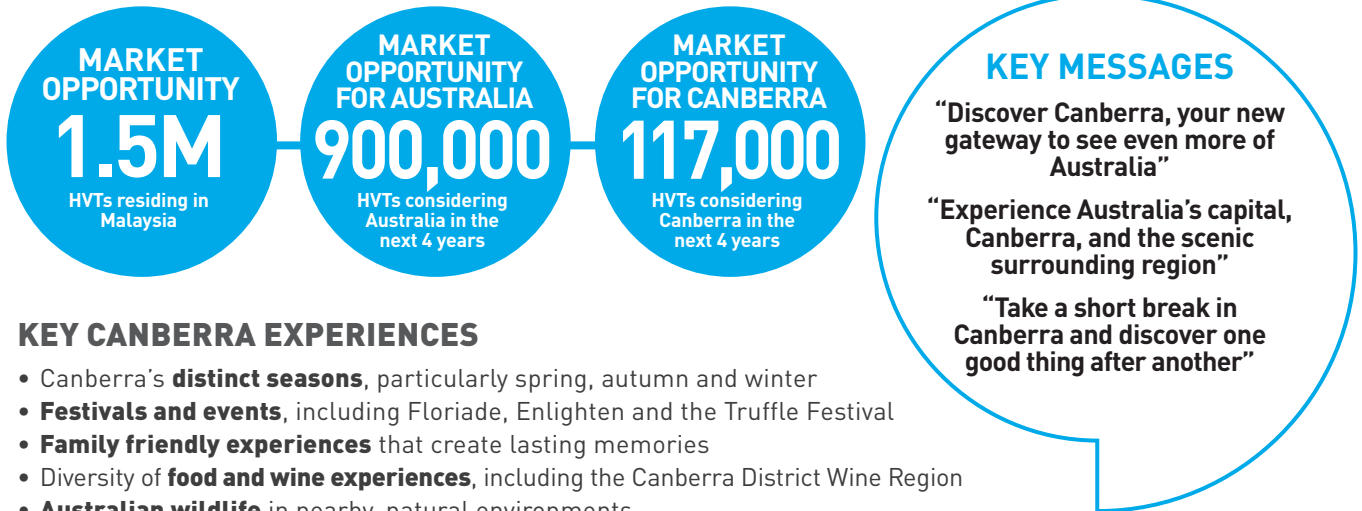
Singapore Airlines flies daily between Singapore and Canberra with very convenient connectivity with Malaysia.

Working with Malaysia

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



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



KEY CANBERRA EXPERIENCES

- Canberra’s **distinct seasons**, particularly spring, autumn and winter
- **Festivals and events**, including Floriade, Enlighten and the Truffle Festival
- **Family friendly experiences** that create lasting memories
- Diversity of **food and wine experiences**, including the Canberra District Wine Region
- **Australian wildlife** in nearby, natural environments
- Canberra’s proximity to the South Coast and Snowy Mountains for a **self-drive holiday**

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 SEA, 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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