

United Kingdom

In 2018, the United Kingdom was Canberra's second largest inbound market for visitor arrivals. The market is supported by twice-daily international flights, making it a key market for potential inbound growth to Canberra.



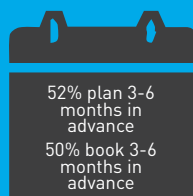
VISITORS ARRIVING FOR LEISURE (HOLIDAY & VFR)



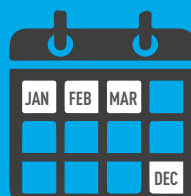
DRIVERS OF DESTINATION CHOICE



PLANNING & BOOKING



PEAK TRAVEL PERIOD



SOURCES FOR PLANNING

1. Internet search
2. Word of mouth
3. Online travel reviews
4. Visited before

SOURCES FOR BOOKING

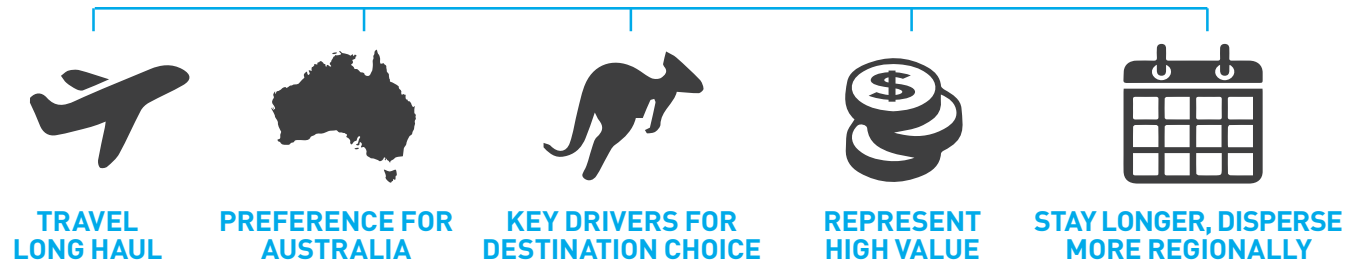
1. Airline (online) / travel agent (offline)
2. Accommodation (online)
3. Travel agent (online)



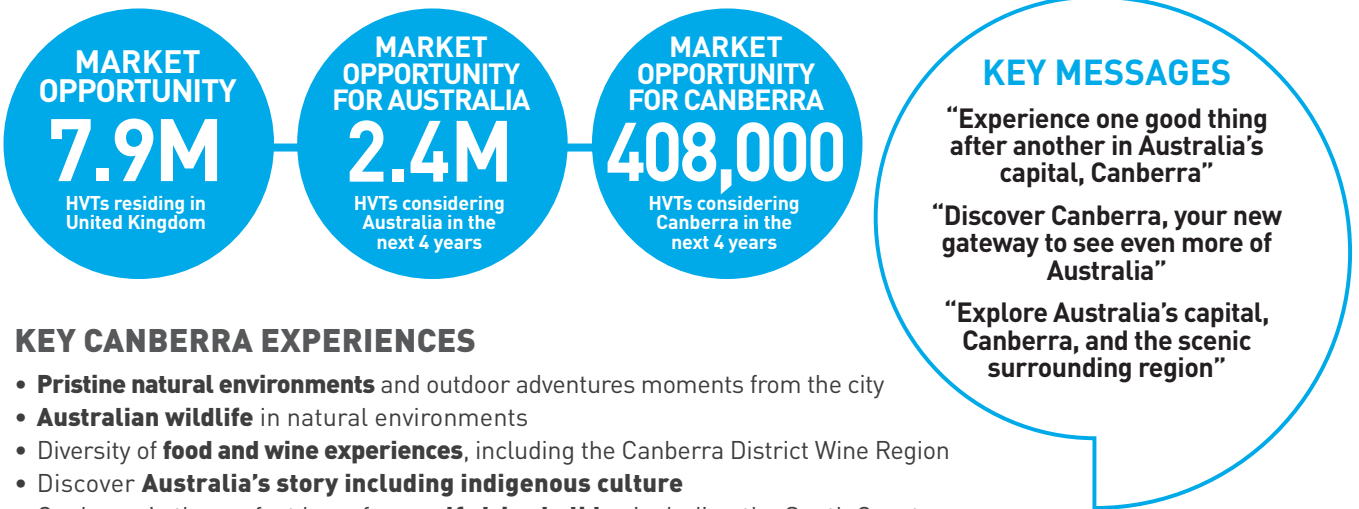
Singapore Airlines flies daily between Singapore and Canberra, and Qatar Airways flies daily between Doha and Canberra, both providing convenient connectivity with the United Kingdom.

Working with United Kingdom

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



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



KEY CANBERRA EXPERIENCES

- **Pristine natural environments** and outdoor adventures moments from the city
- **Australian wildlife** in natural environments
- Diversity of **food and wine experiences**, including the Canberra District Wine Region
- Discover **Australia's story including indigenous culture**
- Canberra is the perfect base for a **self-drive holiday** including the South Coast

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 UK/Europe, and Corroboree West - 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
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