

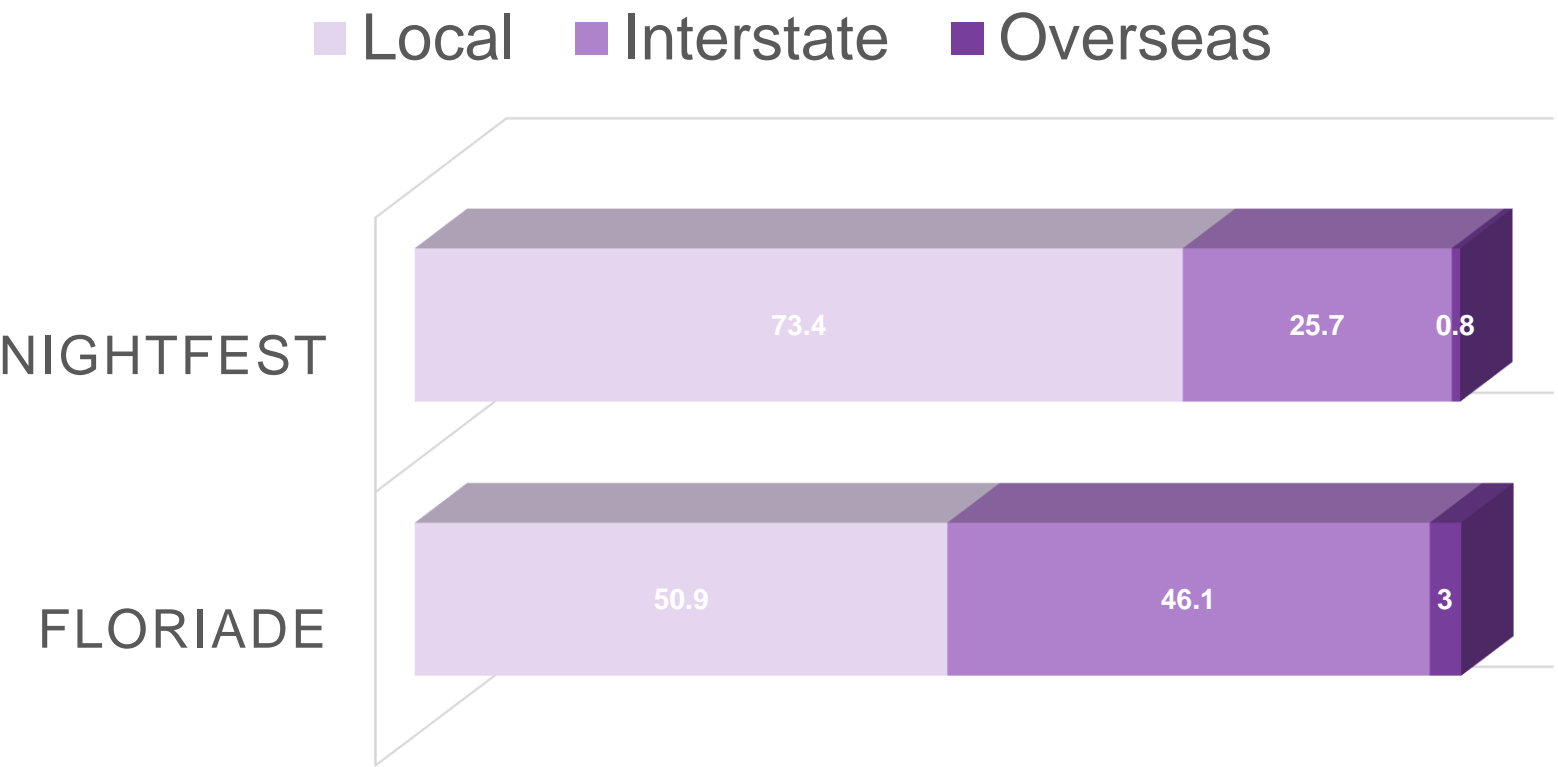
Surveying the landscape



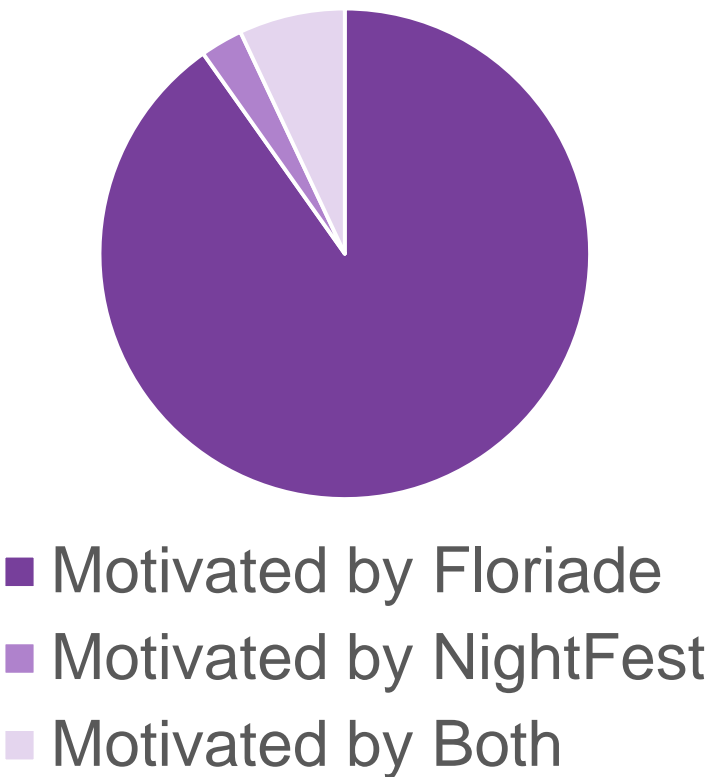
Floriade & NightFest



Attendee Origins



Visitor Motivations



Planning for growth

Floriade

Deliver \$40m to ACT visitor economy



Awareness

Increase awareness of Canberra and Floriade & NightFest amongst target markets.



Event Attendance

Increase attendance of Floriade to 460,000 - 480,000.



Ticket Sales

Increase ticket sales for NightFest to 40,000.

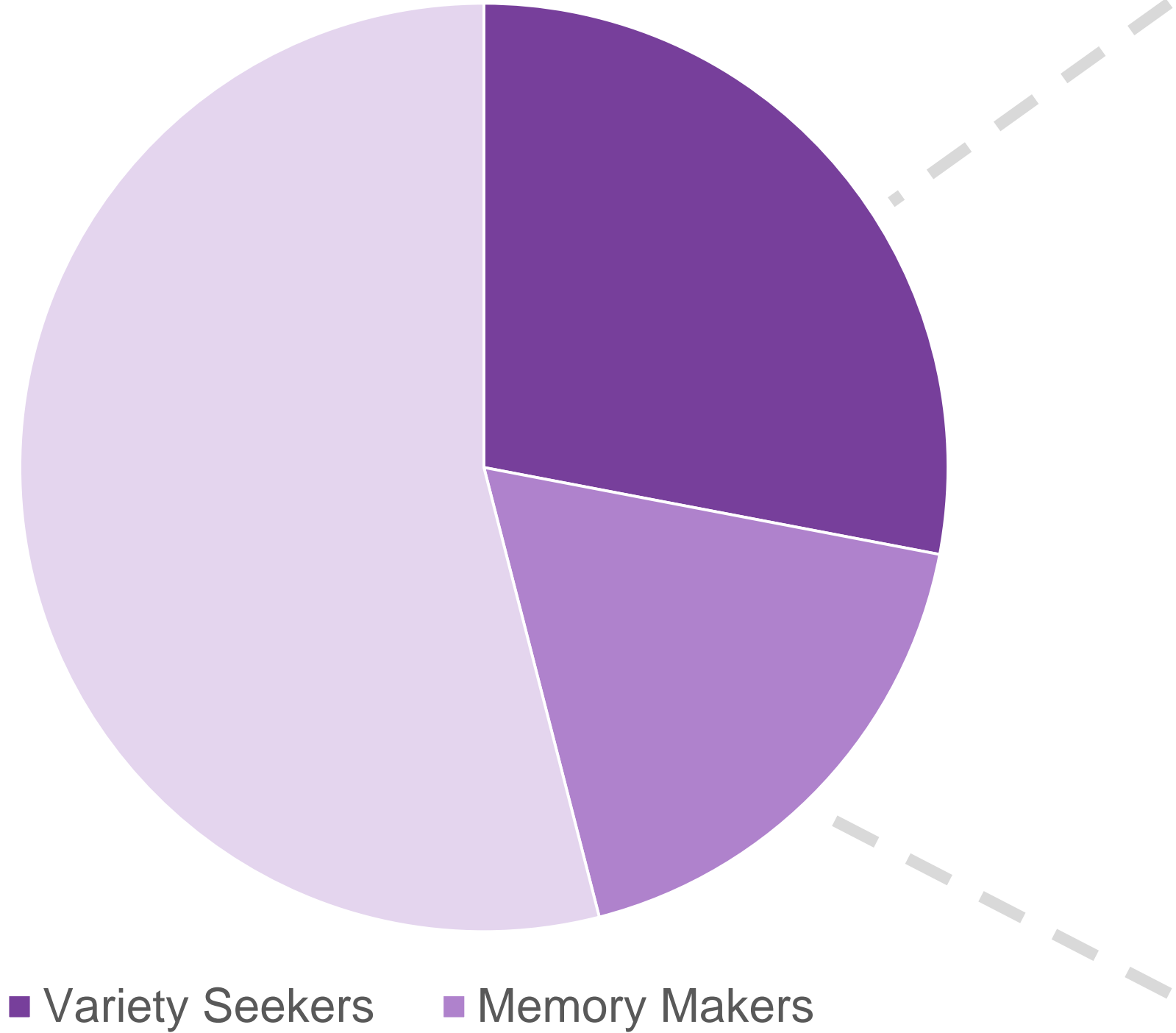


Overnight Visitation

Increase Spring overnight visitation.

Choosing our blooms

Target Market



Profiling

- Range of experiences
- Quality over quantity
- Provide a sense of fulfilment

Media consumption

- In last 7 days: 98.7% used internet, 82.9% FTA, 82.9% outdoor advertising, 82.6% radio

Messaging

- Inspire, inspire, inspire
- Unique experiences

Profiling

- Create shared experiences
- Everyone in family unit must enjoy it
- Well-planned

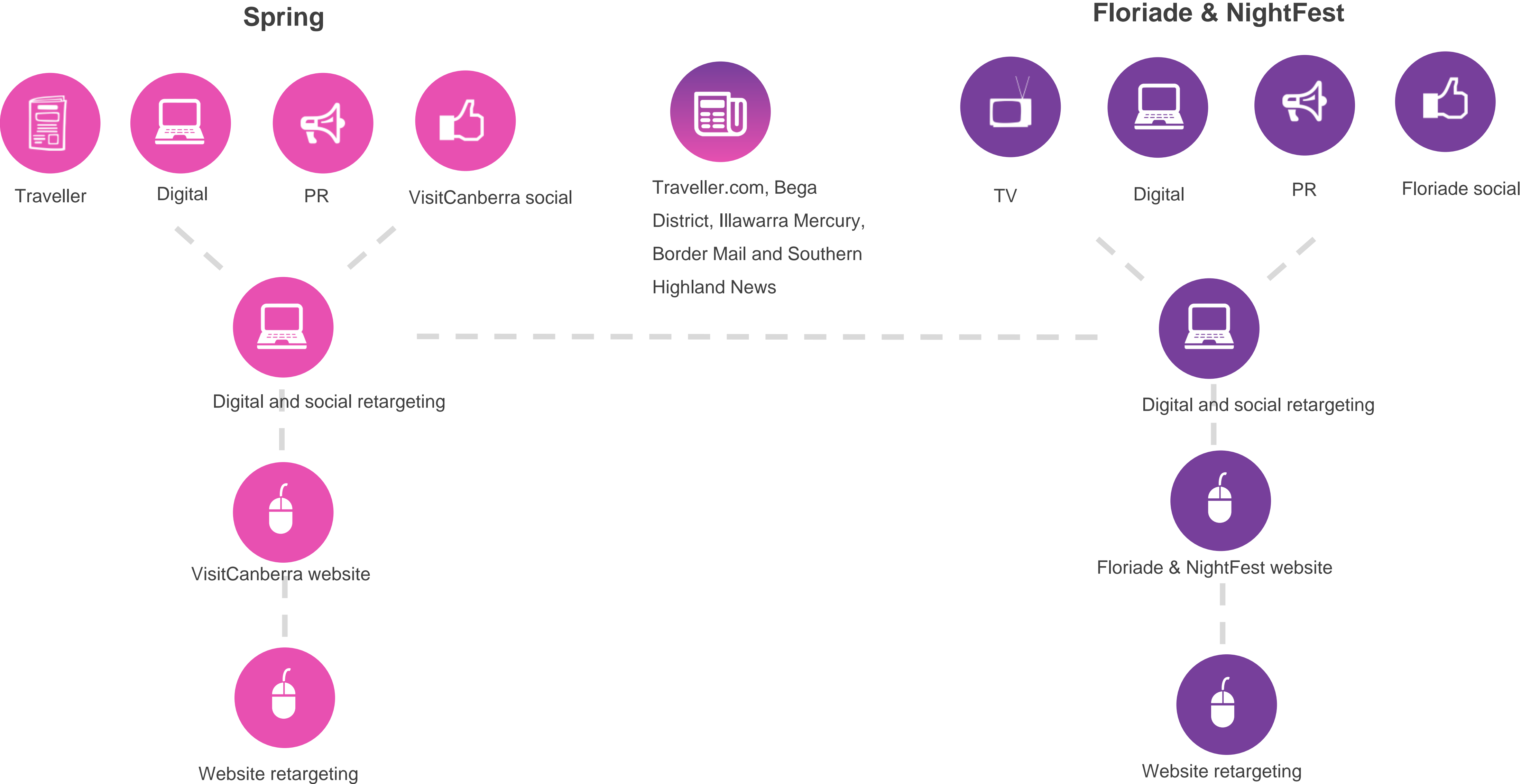
Media consumption

- In last 7 days: 99.4% used internet, 83.9% FTA, 83% radio, 78.1% outdoor advertising

Messaging

- Emphasise family friendly activities
- Emotion of spending time together

Planting the seed – Sydney & regional NSW



Planting the seed – Canberra



Floriade & NightFest



Floriade

