

Industry Briefing

26 June 2019



Domestic Marketing

1. Who are we, what do we do and why?
2. What happened in FY18/19?
3. What's next?



All about us:



As Canberra's destination marketing body our role is to promote Canberra to domestic and international visitors as a fantastic short break destination.



We have a goal... to grow the value of overnight visitor expenditure in the ACT to \$2.5Billion by 2020.

Our part in meeting this goal is to *raise awareness* of Canberra, *increase overnight expenditure* in Canberra and *grow advocacy* for Canberra as a short break destination.



All about us (still):



How do we do it?

Owned | Earned | Paid

- Keeping the lights on
 - Always on search & content generation and distribution through our owned channels and through the CRVC
- Campaign activity
 - plan, deliver and evaluate 30+ campaigns to promote the destination including major and community events to international, domestic and local audiences. (14 domestic and 16 international in FY18)



What did we do in FY18?



significantly grew audiences across each of the 5 websites and 12 social media channels we [manage](#).



Ran 14 domestic campaigns to promote the destination and events

- 7 [destination](#)
- 2 major event and
- 4 community event.



changed our approach to search marketing with broader and more relevant terms and leveraged our content partnerships to create 3rd party endorsements of our brand.



Provided \$1m to support 5 major events and exhibitions which has resulted in 111 million economic benefit to the ACT economy *



Continued market research efforts to refine marketing activity including campaign tracking research, audience segment profiling and media consumption research.

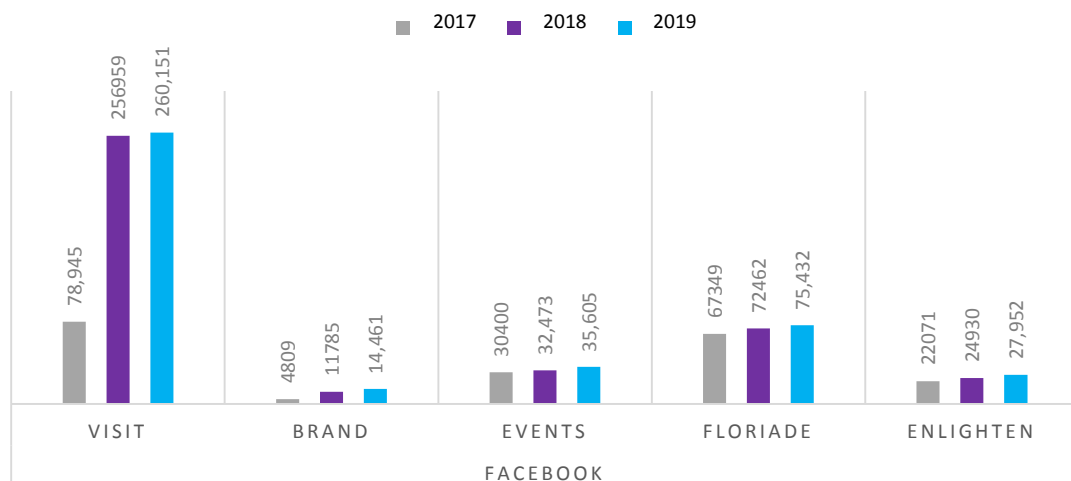


Finalised planning and development of FY19 major campaign and destination marketing [activity](#)

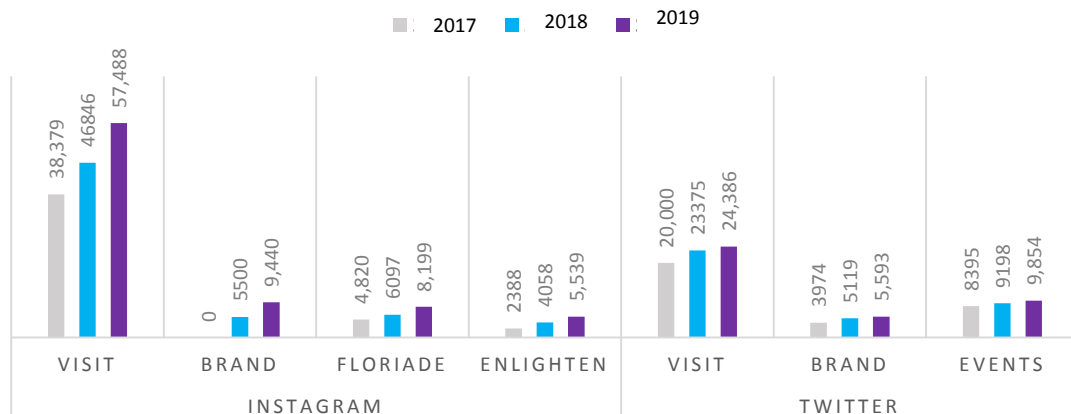


Our Digital & Social footprint

FACEBOOK FOLLOWER GROWTH



INSTAGRAM & TWITTER FOLLOWER GROWTH



Traffic to visitcanberra.com.au up 20% to approx. 2mill pa



[VisitCanberra eDM](#)

31.6% open rate; 4.91% click rate.

[EventsACT eDM](#)

25.7% open rate
4.74% click rate

Domestic Campaign Snapshot

August – October 2018



Floriade
POP CULT
AUSTRALIA'S BIGGEST
CELEBRATION OF SPIRIT
15 SEPTEMBER – 14 OCTOBER
CANBERRA

Floriade
and
NightFest
Campaigns

October – December 2018



[Lonely Planet Extension Campaign](#)

January 18 – January 19



[Summer of Cricket](#)

January – December 2019



[In Canberra Campaign](#)

April 2019



[Tigerair Go Like a Local partnership](#)

February - May 2019



Autumn
Destination
Campaign



[Return to what we did](#)

Tigerair

Go Like a Local Campaign



Over the two-week campaign period the campaign achieved:

- over 17 million impressions across digital channels, generating 54,229 clicks to the Tigerair website resulting in 1,225 seats being sold to Canberra ex. Brisbane and Melbourne.
- The bookings represented a 124% increase in seat sales year on year for the Brisbane Canberra flights and a 10.5% increase year on year Melbourne to Canberra

Lonely Planet Campaign



Results included:

- A [two week sponsorship](#) of the campaign through the *Today Show*
- 706,176 impressions, 548,189 cumulative reach and 146,338 engagements (including video views) through the [social media campaign](#).
- 210,000 video views with a completion rate of 75% through [programmatic digital media buy](#) and
- 278,998 social media impressions and 983,081 display ad impressions through the [TimeOut](#) content partnership.



Summer of Cricket WT20



[Return to Campaign snapshot](#)

Visit Canberra 
@visitcanberra

Following

🏏 To top off a brilliant summer of cricket in Canberra, tickets to the ICC @T20WorldCup 2020 games at @ManukaOval have been released today. Get your 🎟 at bit.ly/2Sbch3F #VisitCanberra #T20WorldCup



9:12 AM - 21 Feb 2019

7 Retweets 13 Likes



2 7 13



Tweet your reply



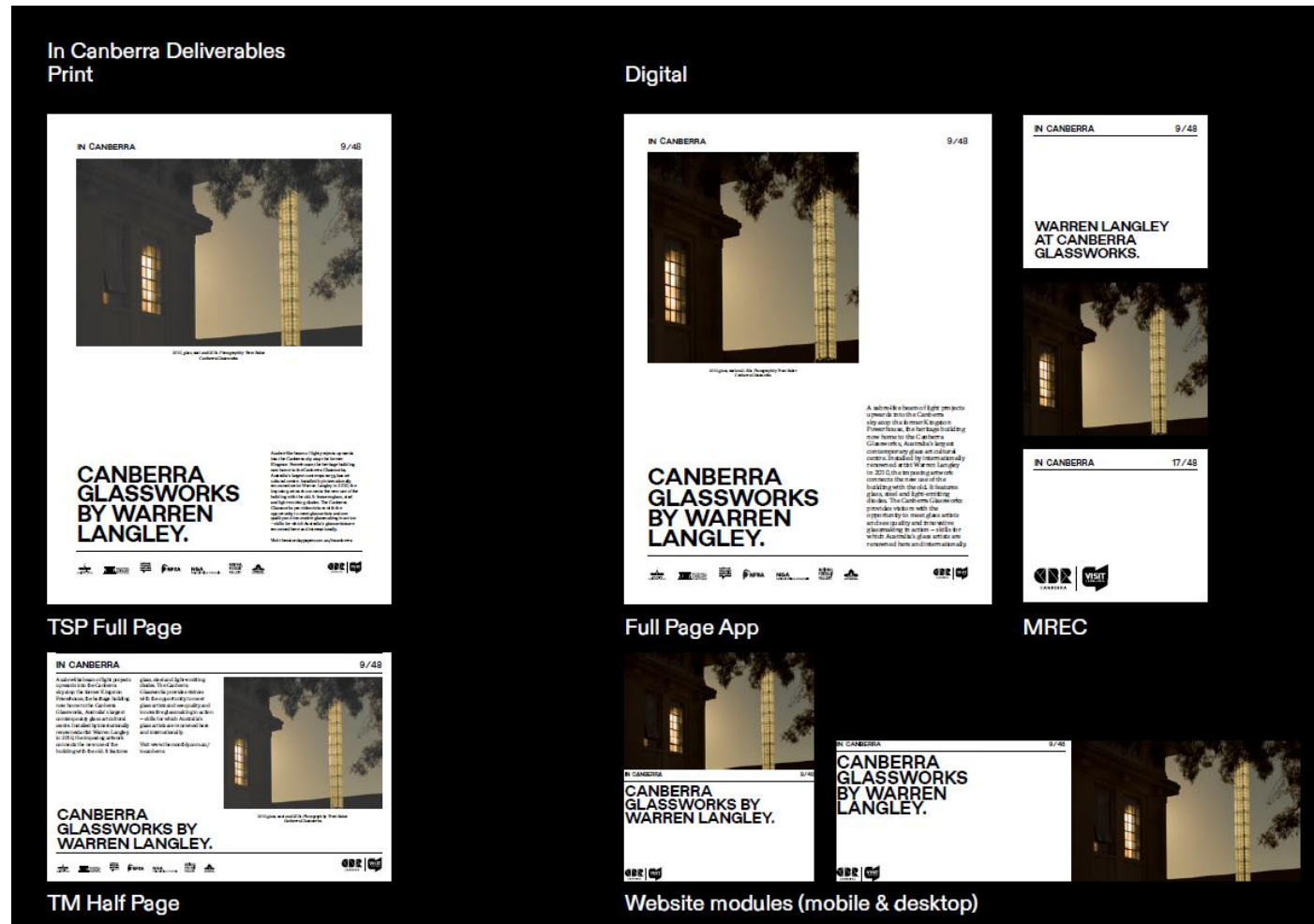
The Richies @The_Richies · Feb 21

Replying to @visitcanberra @CricketACT and 2 others

We can guarantee it's a marvellous day at the cricket at Manuka oval.

1 5

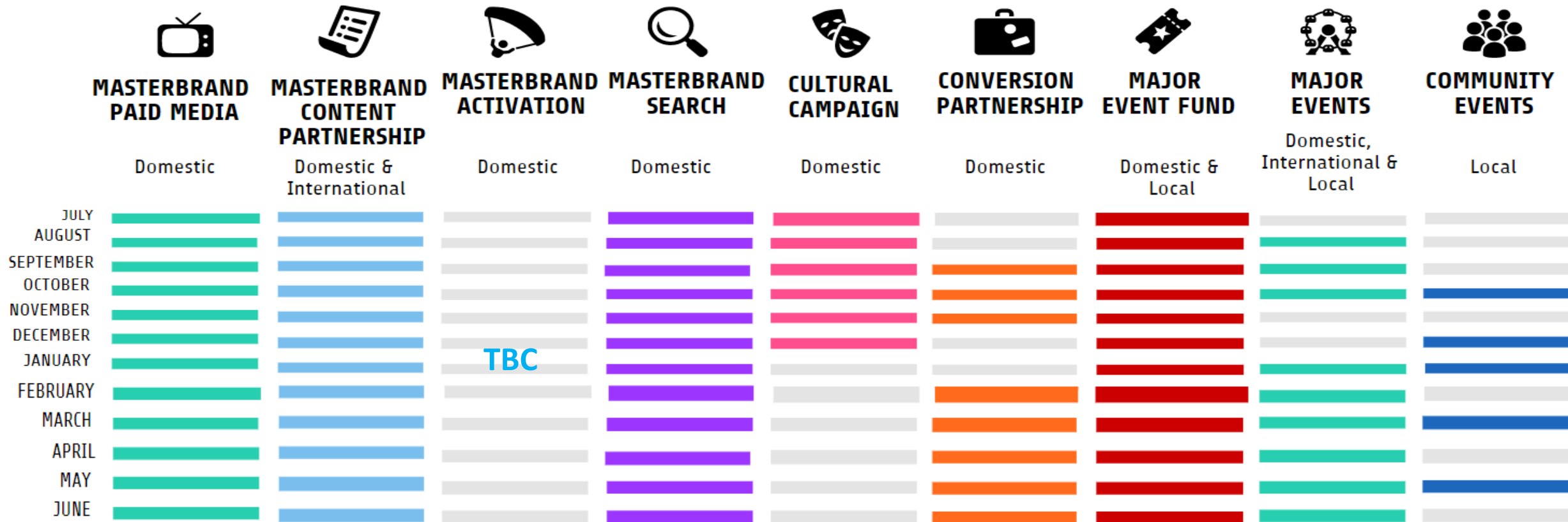
In Canberra Campaign



As of May the campaign had achieved:

- circulation of 4,374,000 across *The Saturday Paper* and *The Monthly*
- online syndication of the print elements had garnered more than 267,000 views
- the dedicated *In Canberra* microsite had reached 4,330 users, growing month on month with the 1,886 users alone accessing the site in April and
- the e-newsletters distributed to an average of 234,000 subscribers have an open rate on average of 41.27%, surpassing industry bench mark open rates.

Domestic marketing activity FY19



VisitCanberra Masterbrand Campaign



Masterbrand

The evolution of VisitCanberra's
'always-on' marketing strategy

Brand
tracking
research








Audience
segmentation



Our audience segmentation

We invested in research to understand why domestic travellers take short breaks. We identified 5 key audience segments each representing a different short break motivation.

				
Variety Seekers	Memory Makers	Discoverers	Rechargers	Event Seekers
<i>"Life is action packed but there's always an excuse to get away. A short break for us is often jumping in the car and spending a weekend seeing and doing fun and interesting things"</i>	<i>"A short break is for family bonding"</i>	<i>"All forms of travel – long haul and short-breaks – help to fulfil our strong and innate sense of curiosity and our almost continual need to experiencing and understanding the world and the people in it"</i>	<i>"Short breaks are a time to decompress and escape from real life"</i>	<i>"Events are how we pursue interests and passions, and we'll often build short breaks around them"</i>
28%	18%	13%	20%	8%

Target audience: Variety Seekers

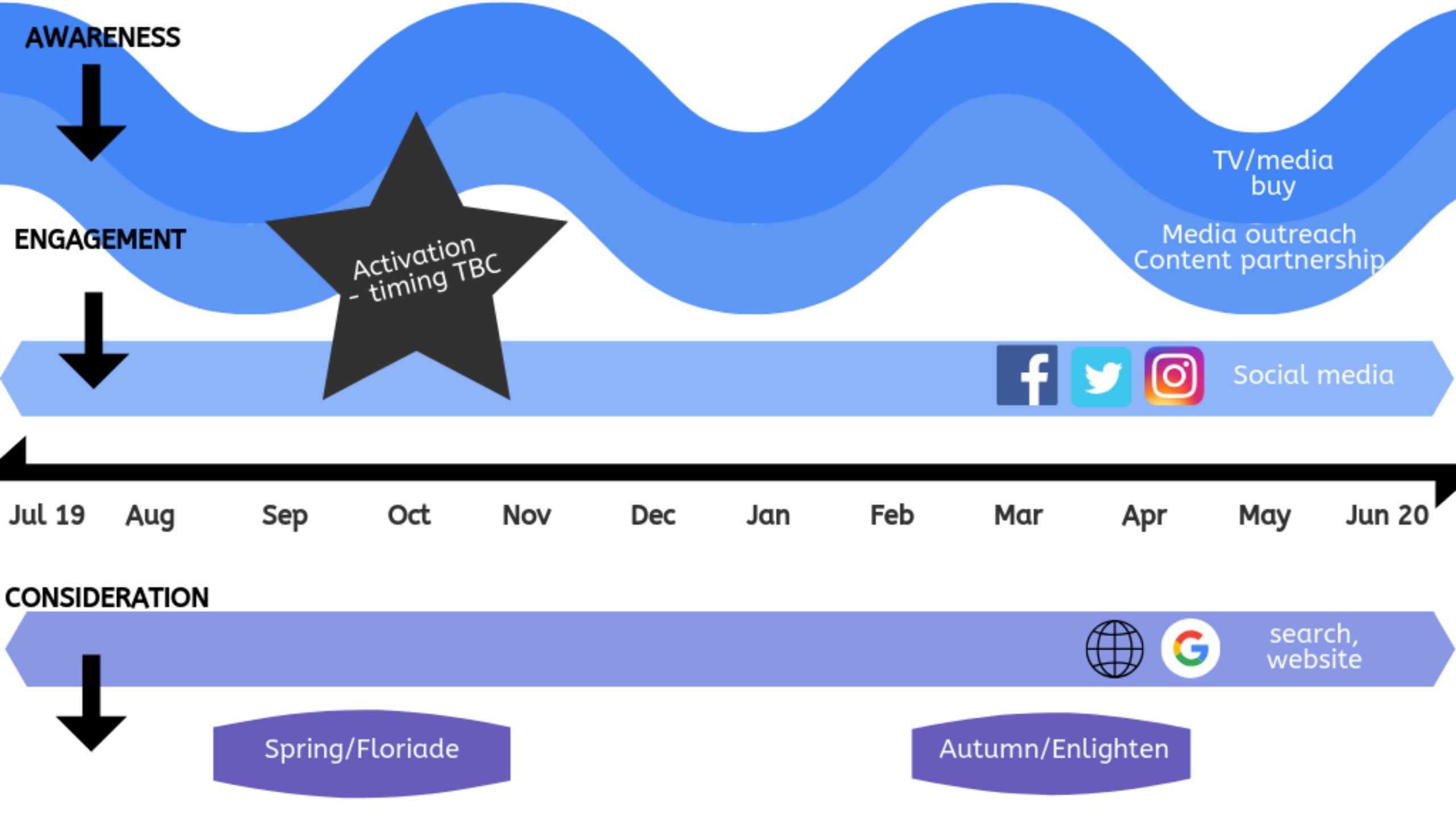
“We don’t always need to be highly active on a break – it’s not about **cramming lots in** – it’s about having a **range of experiences** that provide us with a **sense of fulfilment.**”



Objectives

- Grow awareness of Canberra as a short break destination
- Grow awareness of *One Good Thing After Another* and its association with Canberra
- Increase appeal and intention to visit
- Increase domestic visitation





Media buy: The Tilt Agency

The Monday
Inspiration

Highly
targeted
placements

TV + digital





Refreshed creative

Cut through



Brand Link



Take-Out



Bonding



EVERY DAY, TENS OF
THOUSANDS OF AUSTRALIANS
EAT, DRINK, SEE & DO THINGS
BECAUSE THEY READ ABOUT
THEM FIRST ON CONCRETE
PLAYGROUND





CONCRETE PLAYGROUND X VISIT CANBERRA

55% OF CONCRETE PLAYGROUND
READERS GO ON SHORT
GETAWAYS 4+ TIMES A YEAR.

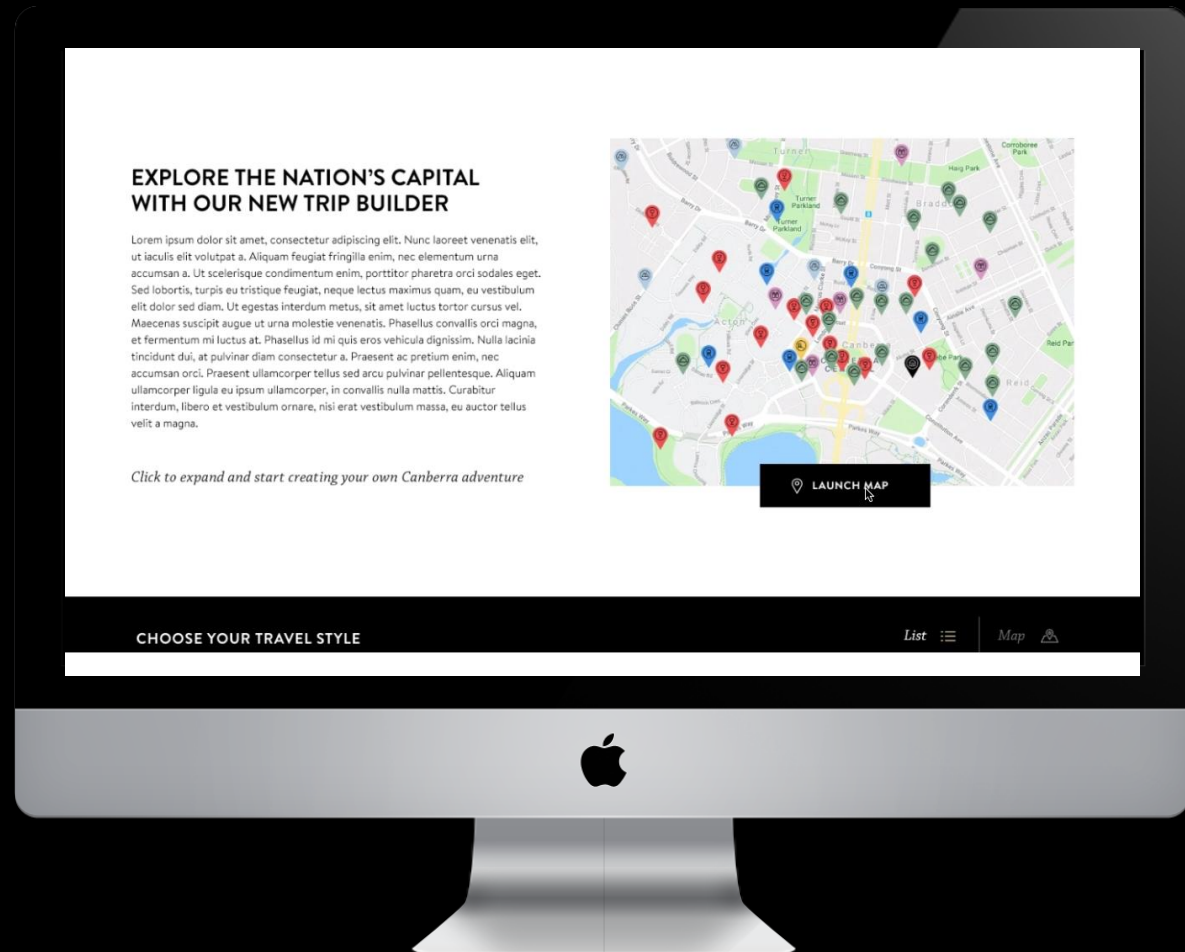
Tapping into the different ways readers typically discover & plan travel content, the partnership will allow them to navigate the best of Canberra based off:

- THEIR PARTICULAR TRAVEL STYLE
6 x Thematic Guides to Canberra
- THEIR TRAVEL MOMENT
6 x Moment-Based Itineraries to Canberra
- A SPECIAL EVENT THEY WANT TO
CHECK OUT
12 x Featured Event Posts
- A PARTICULAR VENUE/EXPERIENCE
60+ x Organic Listings on Concrete
Playground's Directory

INTRODUCING THE TRIP BUILDER

Many of our readers are variety seekers and want to 'pick & mix' their travel experiences.

The Trip Builder will enable readers to build their own personalised Canberra itinerary — ultimately shifting their mindset from inspiration and consideration, to planning and booking.



PARTNER INTEGRATION

Concrete Playground will ensure Visit Canberra's key affiliate partners are integrated into the content strategy, via:

- ORGANIC LISTINGS & REVIEWS
- VENUE CARDS LIVING IN TRIP BUILDER
- HYPERLINKED PARTNER OFFERS
- CUSTOM CALLS TO ACTION
- TRACKABLE BOOKING WIDGETS



DISCOUNTED INDUSTRY PACKAGES

To assist the ACT tourism industry to further leverage the partnership with Concrete Playground, we will extend a 50% discount to all partners, which may include:

- EVENT POSTS
- FEATURE ARTICLES
- COMPETITIONS
- DISPLAY ADVERTISING
- NEWSLETTER TAKEOVERS
- BESPOKE PHOTOGRAPHY
- VIDEO CONTENT



Thank you!

