

## Event Eligibility Criteria

Our websites use **Australian Tourism Data Warehouse (ATDW) content and booking systems**. ATDW is a database for Australia's tourism operators to use to easily promote their business or events across numerous digital platforms. Without an ATDW listing, your information can't appear on our websites.

The ATDW is a national database with each listing quality assured to ensure high quality content. Not only will your event be seen on our websites, it may also appear on other travel and tourism websites such as [Australia.com](http://Australia.com). Once listed, our content team will be able to view your event and promote it across our various channels such as:

- Annual printed Visitor Guide
- Canberra and Region Visitors Centre touchscreens
- VisitCanberra blog posts
- VisitCanberra and Events ACT consumer newsletter feature

Events must have a leisure tourism focus with the best potential to stimulate interstate visitation to appear on the VisitCanberra website. If your event does not have a leisure tourist focus or is more of a community event, then it will appear on the [eventsact.gov.au](http://eventsact.gov.au) site only\*

*\*Any event listed on [VisitCanberra.com.au](http://VisitCanberra.com.au) will automatically be listed on [events.act.gov.au](http://events.act.gov.au) as well. We quality assure each listing and reserve the right to decide where the listing should appear.*

Events located outside of Canberra will not be seen on either of our websites. The exception to this are visitation driving events located in our region, e.g. Murrumbateman or Tarago that promote wine or truffle festivals.\*\*

*\*\*You will need to notify us of these events so we can tag them as they don't appear in our feed automatically. If they have a NSW address the listing will go directly to the NSW ATDW team.*

If your event is not suitable for either of our sites you may wish to try the following promotional avenues:

- [communitiesonline.org.au](http://communitiesonline.org.au) for fundraising, community and smaller events
- [1047.com.au](http://1047.com.au) and/or [mix106.com.au](http://mix106.com.au) for their Community Switchboards
- email [fridgedoor@canberratimes.com.au](mailto:fridgedoor@canberratimes.com.au) for listings on the back page of the Canberra Times
- [outincanberra.com.au](http://outincanberra.com.au) for local Canberra events
- [www.hercanberra.com.au](http://www.hercanberra.com.au) for arts, food, health, events, architecture and lifestyle

Visit [atdw-online.com.au](http://atdw-online.com.au) to create your listing.

### Classes, Lessons, Workshops and Talks

List one off educational events here like art workshops, cooking classes/lessons and motivational/inspirational speakers. These events must highlight experiences specific to Canberra and the region. Classes that run over several weeks are not appropriate for our visitors.

## **Community Event**

Eligible community events must be open to the general public, in a public venue. They must specially target audiences or attendances from the broader community and interested visitors.

Events for special interest groups or specific demographics are not eligible.

## **Concert or Performance**

A concert or performance may include plays, musical theatre shows, opera, stand-up comedy, circus performances, puppetry, music concerts of any genre, dance, one-off film screenings and live shows e.g. *The Wiggles Live, Disney on Ice, Top Gear Live*.

## **Exhibitions and Shows**

Exhibitions and/or display events listed here cannot be permanently available at a venue. Information on permanent exhibitions can be included within a venue description. List temporary or one-off exhibits e.g. *Open Gardens, French Impressionism*.

Eligible show events include Easter Shows, Royal Shows, Agricultural Shows, Lifestyle Shows e.g. Caravan and Camping/Craft/Health & Wellness/Food & Wine Expos etc. Show events are not referring musical shows – list those under Concert/Performance. A launch does not constitute an event and should not be included in the description.

## **Festivals and Celebrations**

A festival event may include: film festivals, seasonal festivals e.g. Floriade, arts festivals, food and wine festivals, multicultural festivals etc.

A celebration or commemoration event may include Australia Day activities, ANZAC Day, New Year's Eve, Easter Egg hunt, Olympic Athletes Welcome Home Parade, Open Days etc.

Festivals are promoted on the VisitCanberra website, while their associated sub events are generally only listed on eventsact.gov.au.

## **Food and Wine**

Food and wine events listed here will have food, wine or other beverages as the core component of the event e.g. a one off themed dinner/lunch/performance at a winery or a Truffle Hunt. Restaurants who promote a specialised menu for events such as Mother's Day or spring, will not be listed as this does not constitute an event.

## **Markets**

A market event is not a permanently housed, regular market. If your event is permanent it should be listed under Attractions/Shopping and Markets.

Market events include one off, irregular or especially themed markets in temporary locations. Market events may include produce, crafts, special night markets etc.

## **Sporting Events**

Sporting events listed here can either be for participation, viewing or a combination of both. The event needs to have the best potential to attract interstate/overseas visitors e.g. PM's XI, International tournaments, Tour Down Under, Australian Formula 1 Grand Prix, V8 Supercars, World Cup Cricket etc. Interstate matches are permissible for all sporting codes. Events such as Kanga Cup, which are more of a participant rather than spectator event, would be published on [eventsact.gov.au](http://eventsact.gov.au) rather than the VisitCanberra website.

## Accommodation Eligibility Criteria

Eligible accommodation establishments must have an ABN and offer accommodation for leisure tourists that is bookable for short term stays. Only one accommodation listing is allowed within each physical property.

Eligible accommodation properties must fall into one of the following subcategories:

### **Apartment**

Apartments have self-catering facilities (sink, refrigerator, microwave etc). Most have separate bedrooms, fully equipped kitchens, one or more bathrooms, usually a washer and dryer, and sometimes a balcony or patio. Towels and linens are provided. Daily or weekly service and other hotel conveniences are usually available.

### **Backpacker and Hostels**

Backpackers or Hostels provide short-term accommodation to guests, usually dormitory style. These are typically larger communal buildings offering room types ranging from individual rooms to dormitory style. They typically have a shared bathroom, social areas and self-catering facilities. Residential Colleges and University Halls of Residence can be included here.

### **Bed and Breakfasts**

Bed and Breakfasts range from a family residence to a guesthouse, homestead or inn. Guests will have private bedrooms, with or without private bathroom facilities. Rooms may be either in the main house or in a separate building. Breakfast is a component of the tariff and is provided either in the form of daily provisions or is prepared by a host.

### **Caravan, Camping and Holiday Parks**

Caravan, Camping and Holiday Parks are defined areas with shared amenities providing any of the following forms of accommodation or the space for: cabins, tents, touring caravans, motor homes, caravans, holiday homes, chalets and bungalows. They may be with or without central entertainment and sports facilities, shops and restaurants.

### **Cottages**

Cottages are stand-alone dwellings which includes private bathroom facilities and kitchen with cooking facilities. The dwelling may be located within the boundary of an accommodation complex.

## **Farm Stays**

Farm Stays offer guests the opportunity to observe or become involved in farm life on a rural property. The accommodation ranges from self-contained or dormitory style to staying in the homestead with the family.

## **Holiday Houses**

Holiday Houses are stand-alone residences for holiday letting which may have several bedrooms allowing a group of guests to stay there together. Typically the house will include full kitchen facilities, private bathroom facilities and laundry facilities.

## **Hotels**

Hotels provides short-term accommodation to guests and will have a licensed bar onsite. Rooms may include private bathroom facilities and full or limited cooking facilities. All or some meals will be available either in a restaurant located onsite, or through room service. A number of additional guest services may be available, including a swimming pool, games room and/or child care.

## **Motels**

Motels are typically designed to attract motorists and usually offer units or suites for guests and on-site parking. Individual bathroom facilities are available. Breakfast is usually available and units are serviced daily. These rooms may contain limited cooking facilities.

## **Resorts**

Resorts provide short-term accommodation to guests in a location that encourages an extended on site holiday. Offerings may include swimming pools, day spa, child care, restaurants, licensed bars, tour desk, nightlife and daytime activities. Rooms include private bathroom facilities and may offer some cooking facilities. Meals are available in an onsite restaurant or through room service.

## **Retreat and Lodge**

Lodges are situated in secluded areas ideal for quiet relaxation and immersion into a unique environment setting. Style of accommodation can be from basic to luxury and offer a specific or niche range of activities such as skiing, diving or uniquely Australian nature experiences.

## Attraction Eligibility Criteria

Attractions must be places/areas of interest that offer a distinct visitor experience to the leisure tourist. Eligible attractions must fall into one of following subcategories:

### **Agricultural, Mining and Industry**

Agricultural, Mining or Industry related attractions primarily offer an "experience" to visitors. This can include working farms, open cut mines or agricultural centres.

### **Amusement and Theme Parks**

A theme park, amusement park, water park or maze attraction is an enclosed area or site that provides a variety of experiences, amusements and services often relating to a particular theme. Admission fee usually applies.

### **Entertainment Venues**

Establishment's venues including cinemas, clubs, casinos, theatres, performance centres, licensed clubs and nightclubs.

### **Galleries, Museums and Collections**

Galleries, museum, collections, interpretative and/or science centre listed here must be open with some regularity. They may house arts, crafts or any collection of interest.

### **Historical Sites and Heritage Locations**

A historic or heritage site is a location where pieces of political, military, cultural or social history have been preserved due to their heritage value.

### **Landmarks and Buildings**

Landmarks and buildings listed here will be objects or features that are of interest to visitors. This type can include bridges, buildings, places of worship and lighthouses.

### **National Parks and Reserves**

National Parks and reserves are an area, piece of land, or body of water that is protected by the state for the enjoyment of the general public and/or the preservation of flora and fauna.

### **Natural Attractions**

A natural attraction is one that has been created by nature and can be enjoyed by visitors to your destination. E.g. Lookouts, Nature Walks, Waterfalls, State Forests, Rivers, Lakes and Dams.

## **Observatories and Planetariums**

Observatories and planetarium facilities are designed and equipped to observe astronomical phenomena or they house an instrument/s for projecting the positions of the planets onto a domed ceiling.

## **Parks and Gardens**

Parks and gardens must be open to visitors. They can vary in size and include botanic gardens, arboretums, display gardens and local parks.

## **Shopping & Markets**

Retail shopping outlets may be listed if leisure-tourism forms a significant part of the business. These businesses need to sell local/regional designer/handcrafted wares or goods specific to the area.

Markets include food markets or farmers markets that have a permanent venue and regular opening days. One off pop-up markets are considered Events, not Attractions.

## **Spas and Retreats**

Spas and retreats will provide a variety of services for the purpose of improving health, beauty and relaxation through various treatments and activities. E.g. Day spas, wellness spas, health and wellness retreats.

## **Sports and Recreation Facilities**

These listings must specifically relate to sport and recreation. These can include indoor and outdoor facilities that would add to a visitors experience within the destination .e.g. climbing walls, go karts, gymnasiums, public swimming pools and playgrounds.

## **Zoos, Sanctuaries, Aquariums and Wildlife Parks**

These attractions maintain a collection of wild animals usually in a park or gardens (or tank), for the study, conservation and display for the general public.

## Food & Drink Eligibility Criteria

Eligible establishments in the Canberra Region will target leisure visitors and/or offer a unique dining/tasting experience in close proximity to a wide range of tourist attractions and accommodation.

### Bar

Bars listed will sell beverage products as their primary offering. Suitable bars will be in locations suited to other leisure tourism activities or precincts.

### Breweries and Distilleries

Breweries offer "brewery or distillery related experiences or products" as their primary offering. Suitable businesses must have 'cellar doors' that are open to the public for tastings. Experiences must be suitable for visitors to the area, not just for locals.

### Cooking School, Lessons, Workshops

Cooking Schools or leisure tourism based establishments that offer food-based lessons and/or workshops are suitable in this classification. Restaurants & Cafes which offer cooking schools, lessons or workshops can be included here. Other examples include may include wine tasting workshops, barista courses etc.

### Produce

A Food or Produce related business with a leisure tourism focus. The business can offer both "experience" and "produce" as their primary product offering, however produce must be available for visitors to purchase.

### Restaurants and Cafes

Restaurants & Cafes offer a dining, food or beverages as their primary offering. Please note: this does not include fast food franchises.

Please note: VisitCanberra does not aim to provide a directory style list of all Canberra restaurants and cafes. [OutinCanberra](#) provide good options for restaurant promotion.

### Wineries

Suitable wineries for this classification must have cellar doors that are open to the public for tastings. They offer "wine" related experiences or products to the leisure tourism market.

## Tour Eligibility Criteria

Eligible tour companies must originate in Canberra and provide a Canberra experience by experienced tour guides. Companies must offer leisure-tourism based, regularly organised excursions. Tours may include a personal guide/ host and commentary. Tour operators must be able to provide current third party liability insurance documentation.

Tour companies must fall into at least one of the following subcategories:

### **Adventure and outdoor tours**

Adventure and outdoor tours are activity based participation tours. Activities could include abseiling, caving, flying fox/zip line, fossicking, rock-climbing, surfing, white water rafting, segway riding, skiing, skydiving, or horse riding.

### **Air, helicopter and balloon tours**

Visitors travel in a helicopter, hot air balloon, blimp, glider, airplane, hang glider, parachute or anything else that can sustain flight.

### **Cruises, sailing and water tours**

These tours are primarily undertaken on or around water. They could include activities such as cruising, canoeing, diving, parasailing, fishing, jet boating/skiing, kayaking and sailing among others.

### **Cultural and theme tours**

Cultural and theme tours include visiting locations such as: art galleries, museums, libraries, performing arts venues and historic attractions and venues.

### **Food and wine tours**

Food and wine tours include visits to vineyards, breweries and restaurants. Experiences range from tastings and education to fine dining offerings.

### **Nature and wildlife**

Nature and wildlife tours give visitors the chance to explore areas of significant natural beauty and view wildlife in their natural habitat. E.g. bird watching.

### **Nightlife tours**

Nightlife tours are specifically for pleasure-seekers at night. Venues may include nightclubs.

### **Shopping tours**

Shopping tours generally visit a number of retail factory outlets or popular shopping precincts.

### **Sightseeing Tours**

Sightseeing tours visit attractions, landmarks and destinations in metropolitan and regional areas. Transport is usually provided in a coach.

### **Sports tours**

Sports tours are based around viewing major sporting events and venues.

### **Walking and biking tours**

Walking/biking tours may be guided or self-guided. They may include bush walking, or travelling on marked tracks in National Parks and reserves.

### **Tour Exceptions**

One-off tours such as those relating to major exhibitions must be listed as Events.

## Hire Eligibility Criteria

Eligible hire companies provide products or services that are hired for a specific period of time and can be used or operated by the leisure tourist.

Please note: Hire operators offering products/services relating to party hire, wedding hire, catering, or purely business hire are ineligible.

Hire companies must fall into at least one of the following subcategories:

- Bicycles
- Boats
- Campervans and Motorhomes
- Cars
- Equipment (e.g. tents, kayaks, skis, snowboards, EPIRBs)
- Four Wheel Drives
- Houseboats
- Motorcycles
- Minibuses and Coaches
- Yachts

## Transport Eligibility Criteria

An eligible transport company provides point to point travel/transfers for the leisure tourist.

Eligible transport companies must fall into one of the following subcategories:

- Air services
- Bus (local services)
- Coach services
- Ferry services
- Train services
- Transfers (Taxis or Ride Sharing)