

# Holiday here, Canberra

## Background

Off the back of projected downturns in the face of recent bushfires and lingering smoke haze, we are calling on Canberrans to support our tourism industry.

With approximately one in 20 Canberrans employed by a tourism business, most of our community is feeling the impact of this devastating fire season in some way.

VisitCanberra is following in the footsteps of Tourism Australia and leveraging off their existing campaign, Holiday Here This Year.

For further information on this campaign, and the ACT Holiday Here This Year logo, please review Tourism Australia's [Holiday Here This Year toolkit](#).

Our social media-led campaign calls on locals to share ways in which they will support Canberra's tourism industry by using the hashtag #holidayhereCBR.

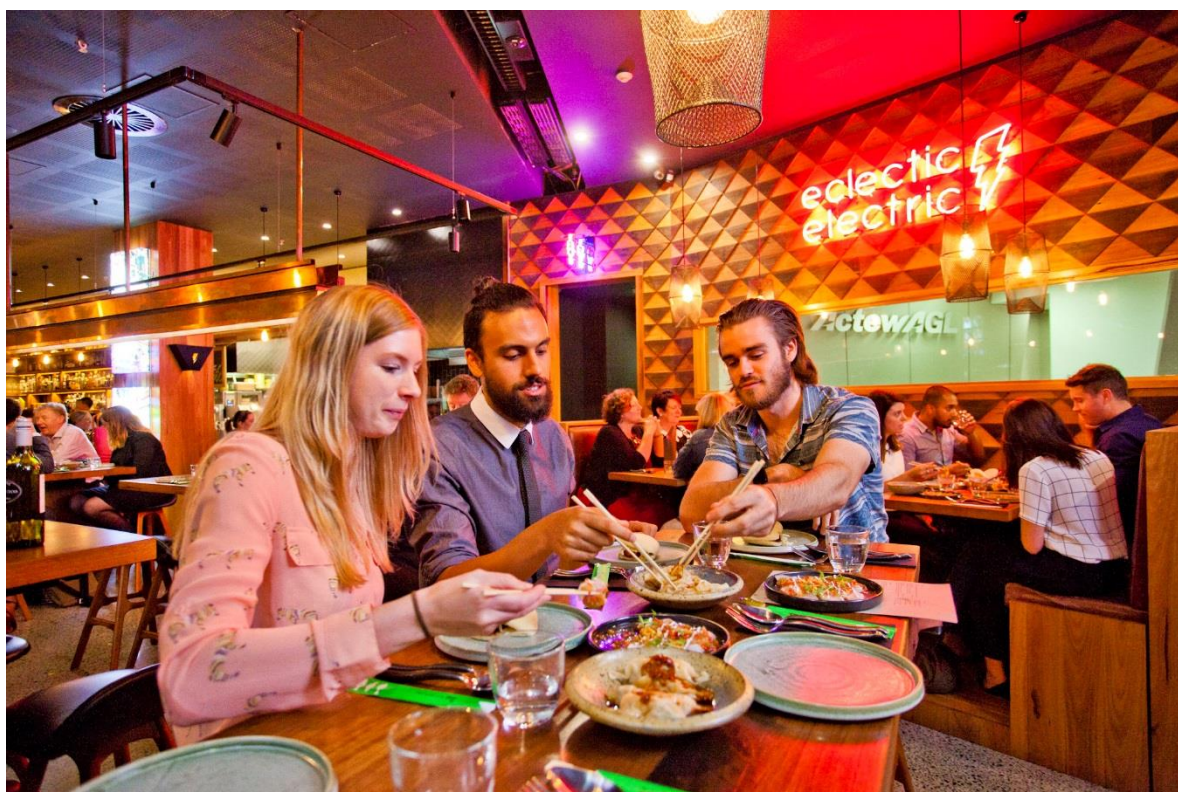
You, as a valued VisitCanberra partner, can help us spread the word by creating content built around our central message of "holiday here".

The below wording and examples are designed to provide some inspiration for the ways in which you can reach out to your community.



## Key Messages

Key message	Call to action
Canberra, we need your help. After the devastating fire season, businesses and communities across Australia are suffering. For Canberra, that means businesses shutting their doors, jobs being lost, and an impact being felt across the city. Our restaurants, our hotels, our attractions and more need your help.	Support the Canberra region who is doing it tough. Ditch online shopping. Do your groceries at the local IGA or the Farmers Markets. Support your local business community by buying Canberra products, visiting Canberra venues and spending in Canberra businesses. Make every night gourmet. Holiday here, Canberra.
There are so many Canberrans who rely on tourists to survive, with one in 20 employed by the tourism sector.	Play tourist in your own city. Invite your family and friends to visit. Explore hidden gems. Discover somewhere new. Holiday here, Canberra.
Holiday here in Canberra and explore parts of Canberra you've never seen before, tick something off your bucket list, hit up something you've been 'meaning to get around to' and experience something new.	Show us how you can live like a local. Discover a side to Canberra you haven't seen before. Cross the bridge, guys, and visit those friends in Tuggeranong or Crace. Holiday here, Canberra.
Holiday here and encourage your community to do the same.	Head to <a href="https://visitcanberra.com.au/holiday-here">visitcanberra.com.au/holiday-here</a> Share your favourite holiday here moments with us at #holidayherecbr and tag @visitcanberra.



## Five things you can do to support Canberra's tourism industry:

### 1. Get it off your bucket list

What's the one thing you've always wanted to do in Canberra? From the freefall to dinosaurs, hot air balloon to hot glass blowing, now's the time to be crossing activities off your Canberra bucket list.

### 2. Book in a staycation

Have a celebration coming up? Anniversary, birthday, Valentine's Day? Book in a stay at one of our local hotels, and treat yourself.

### 3. Play tourist in your own city

Head to the hot spots and hidden gems in a new way. Join in on a tour and discover a little more about your own backyard, from the parliamentary zone to the wine region. Get in contact with the Canberra and Region Visitors Centre for their suggestions.

### 4. Give up online shopping

Your dollar goes a lot further when it's reinvested in the local economy. Purchase your groceries from your local Spar or IGA. Buy local gifts. Support local makers.

### 5. Try somewhere new

Yes, Southsiders – that might mean venturing north. Northsiders, we promise crossing the bridge will be worth your while. Instead of heading to your local coffee joint this weekend, perhaps give somewhere new a go – who knows, you might just find a new favourite.

Head to [visitcanberra.com.au/holiday-here](https://visitcanberra.com.au/holiday-here) for ideas, and don't forget to share your favourite holiday here moments with us at #holidayhereCBR and tag @visitcanberra.





## Industry Examples

Here are a couple of examples of the ways in which the above messaging can be used in your social media posts and beyond. Don't forget to #holidayherecbr and tag @visitcanberra, where you can!



**capital\_paddle** Haven't stepped foot on a paddleboat since your first date with your high school sweetheart in 1998? Now's the time to change that. Looking forward to welcoming all the locals who choose to #holidayhereCBR this long weekend.



**goboatcanberra** Lived in Canberra your whole life and never been on the lake? If you're going to #holidayhereCBR now's the time to gather your crew and tick it off your bucket list with @goboatcanberra

## Social media graphics

VisitCanberra have also prepared a [number of assets](#) that represent our key messages. We'd love for you to share these with your community, across your social and web channels. Be sure to include #holidayherecbr and tag @visitcanberra!





## Key Contacts

For more information on the Holiday Here Canberra campaign, and how to get involved, please reach out to one of our friendly VisitCanberra team members:

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