

2022 Action Plan for Recovery

The events of 2020 had a significant effect on the ACT's visitor economy. Whilst we continue to work toward long-term recovery, our focus is on the activities that will make a difference over the next 18 months. This document contains our goals for recovery of the visitor economy from now to June 2022, and the actions underway to support it.

Updated February 2021

THE GOAL

The aspirational goal is a visitor economy of \$2.5 billion in domestic visitor spend by the end of June 2022¹.

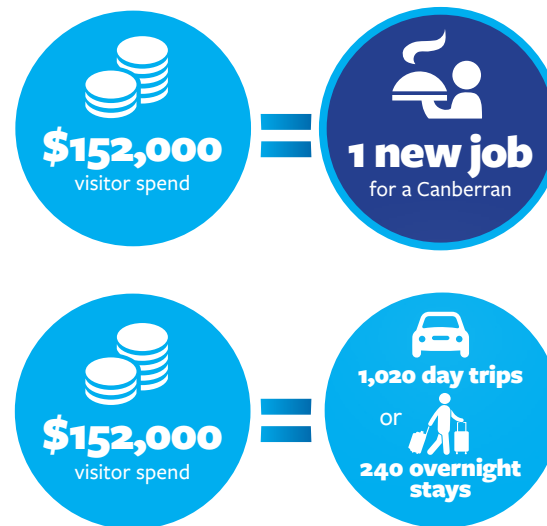
Achieving a \$2.5 billion visitor economy by June 2022 assumes that the ACT will increase its current share of the domestic tourism market, and operates in an environment with minimal disruption to domestic travel. The June 2022 goal also excludes any overnight expenditure from international visitors, given the current uncertainty around the reopening of our international borders.



Focusing on the anticipated increases in domestic travel by Australians, the expenditure goal will be reached through increasing the number of visitors travelling to the ACT for both overnight stays and day trips. Investment will be made in programs that support growing interstate visitation for the purpose leisure short breaks, attending events, business events and conferences and educational tourism.

THE IMPACT

Tourism is critical to economic recovery. Every \$152,000 spent by visitors creates a job for a Canberran¹.



Prior to the COVID-19 pandemic, tourism accounted for an estimated 18,500 jobs². Over the June 2020 quarter, at the height of restrictions on travel and movement, the ACT recorded only 12,600 jobs³.

Achieving our goal of \$2.5 billion in total domestic spend by June 2022 would enable the return of 5,900 jobs lost at the height of the pandemic, and create an additional 1,800 new jobs to meet increased domestic demand for ACT tourism products and experiences¹.

THE OUTLOOK

Research commissioned by VisitCanberra¹ found there are many reasons to be positive about our prospects for recovery.

1. Australians have a more confident economic outlook.

As the pandemic hit Australia consumer confidence dropped. However, at the end of December 2020, consumer confidence was essentially back to pre-COVID levels.

2. Households have been saving during the pandemic.

As Australians spent less during the pandemic, household savings increased across the country. This indicates consumer capacity for recovery.

3. Domestic travel is increasingly seen as safe.

Travel sentiment tends to change in response to COVID outbreaks however, in general, sentiment toward taking domestic holidays and short breaks has increased since July 2020. Many Australian destinations, including the ACT, are considered safe places to travel, further positioning Canberra as an ideal travel choice for Australians.

Achieving the aspirational goal of a \$2.5 billion domestic visitor economy by June 2022 will depend on limited restrictions to domestic travel and effective containment of outbreaks in hotspot areas. It will also rely on a reasonable balance of business, leisure and VFR travel to the ACT.

¹ BDA, *Domestic Market Assessment and Forecasting for the ACT*, December 2020.

² Tourism Research Australia, *State Tourism Satellite Account 2018-19*.

³ ACT Treasury estimates based on the *ABS State Tourism Satellite Account 2018-19*.

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The action plan is intended to be a living document and will be regularly updated to ensure it remains relevant to our industry. The following actions align with the four key priorities identified in the 2020-21 Framework for Recovery of the Visitor Economy, and provide the foundation to achieving our goal \$2.5 billion in total domestic spend by the end of June 2022.

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▶ RESTORING MAJOR ACCESS ROUTES

Actions	Key stakeholders
Work with Canberra Airport to support the reestablishment of a network of key routes and to develop new domestic routes and trans-Tasman services.	VisitCanberra, Canberra Airport Group
Invest in cooperative marketing activity with airlines to grow capacity and support new route start-ups.	VisitCanberra, Canberra Airport Group
Maintain relationships with key international aviation partners and Tourism Australia, positioning Canberra as a compelling gateway destination for Australians.	VisitCanberra, Singapore Airlines, Qatar
Identify and support opportunities for alternative transport routes for visitors to Canberra, including bus and rail.	VisitCanberra, Murrays Australia, Greyhound, NSW TrainLink
Promote opportunities to attract new carriers and establish new routes under the Aviation Fund.	VisitCanberra, Canberra Airport Group

▶ GROWING SPEND AND VISITATION

Actions	Key stakeholders
Deliver destination marketing activities under the 2021 Destination Marketing Strategy.	VisitCanberra, local tourism industry
Implement the <i>More Than</i> domestic marketing campaign in key markets to encourage overnight visitation to the Canberra region.	VisitCanberra, EventsACT, local tourism industry
Leverage content partnerships with external agencies to drive awareness of Canberra and to assist visitors to plan their stay.	VisitCanberra, content partners, local tourism industry
Continue proactive public relations activity, focussing on our target audience segments in key markets, and continue our Visiting Journalists and Influencer Program.	VisitCanberra, local tourism industry, publications and media
Leverage conversion partnerships (e.g. in accommodation or aviation) and partnerships with Tourism Australia to convert interest from potential visitors into bookings.	VisitCanberra, conversion partners, local tourism industry
Redevelop the VisitCanberra website and enhance the content, including visitor guides, itineraries, ADTW listings and articles.	VisitCanberra, local tourism industry
Implement a program of research to monitor the impact of marketing campaign activity and inform future creative development.	VisitCanberra
Embed Brand Canberra into the promotion of Canberra across all areas that drive destination spend, including higher education, vocational education, business and investment.	Brand Canberra, VisitCanberra, Study Canberra, Skills Canberra
Continue to support the activities of the Canberra Convention Bureau (CCB) in attracting business events to Canberra.	VisitCanberra, CCB
Continue to support the National Capital Educational Tourism Project (NCETP) in returning interstate primary and secondary school groups to Canberra.	VisitCanberra, NCETP
Support the staging of major exhibitions and events through the Major Event Fund.	VisitCanberra, Events ACT

▶ OFFERING QUALITY EVENTS & EXPERIENCES

Actions	Key stakeholders
Continue to work with the Office of the Chief Health Officer and events sector around options to deliver safe events and experiences in Canberra.	EventsACT, Officer of the Chief Health Officer
Provide strategic support and advice to event organisers around impediments in planning and delivering future events.	EventsACT, local events sector
Implement the 2021 calendar of community and major events, with specific focus on the involvement of local business and local talent. Explore opportunities to expand or reimagine existing events to drive broader appeal, enhance local community involvement, and economic benefits.	EventsACT, local events sector, Canberra Business Chamber (CBC), Canberra Region Tourism Advisory Forum
Encourage the development of new and innovative events in the calendar to attract visitation, with the support of EventsACT and VisitCanberra.	EventsACT, VisitCanberra, local events sector, cultural attractions, local business
Establish the Business Events Fund, under the Major Event Fund framework, to enable attraction of significant conferences and business events.	VisitCanberra, Canberra Convention Bureau
Launch Tourism Cooperative Marketing Fund to encourage new product and experience development opportunities.	VisitCanberra
Support new business product and experiences through the launch of the COVID-Safe Tourism Demand Program.	VisitCanberra
Continue to support the implementation of Stage 2 of the ACT Cycle Tourism Strategy.	VisitCanberra, EventsACT, ACT Parks and Conservation Service, Venues Canberra, Active Travel Office
Leverage Tourism Australia's industry and marketing programs which support new product and experience development, including the promotion of domestic touring/drive market experiences.	VisitCanberra, Destination Southern NSW
Work with the Canberra Convention Bureau to encourage a return to business travel by attracting business events and conferences and promote the value of face-to-face meetings/working.	VisitCanberra, Canberra Convention Bureau

▶ SUPPORTING CANBERRA BUSINESSES

Actions	Key stakeholders
Work closely with the tourism and events industry to identify practical ways to support local business and alleviate the pressures resulting from COVID-19 disruption.	VisitCanberra, Canberra Region Tourism Advisory Forum
Launch the industry development program, Tourism Reboot, to support the enhancement of existing, and implementation of new, tourism experiences.	VisitCanberra, National Capital Attractions Association (NCAA)
Support the implementation of the Choose Canberra trial to encourage Canberrans to spend with local businesses.	Economic Development Division
Proactive engagement with key industry bodies to disseminate information and understand the issues affecting entities in those areas.	NCAA, CBC, Australasian Hotels Association
Under Brand Canberra, support the promotion of local business activity and promote their success through storytelling.	Brand Canberra, VisitCanberra
Tourism will be among the priority industries targeted by Skills Canberra's programs in 2021, to support training, education and employment needs.	Skills Canberra, registered training organisations, industry employers