

A hiker with a backpack walking on a rocky trail at sunset. The hiker is wearing a pink puffer jacket, a brown beanie, and a blue backpack. They are walking on a rocky path with some green and yellow vegetation. The background shows a sunset with warm orange and yellow light, and some bare trees.

VISITCANBERRA

**DESTINATION**

**MARKETING**

**STRATEGY**

2022-23



VISIT  
CANBERRA



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## Acknowledgement of Country

**We acknowledge and respect the continuing contribution of the Traditional Custodians of this region, the Ngunnawal Peoples, and all Aboriginal and Torres Strait Islander communities in the ACT.**

The ACT Government and community partners are committed to self-determination as the guiding principle in the delivery of programs and services and are working in partnership with Aboriginal and Torres Strait Islander communities to address matters that are important to them.







# Introduction

## You can tell a lot about a destination from its tourism offerings.

VisitCanberra is here to:

- showcase Canberra's unique personality
- challenge beliefs and perceptions about our city
- lead the ACT and capital region tourism industry to create unforgettable experiences
- let curious travellers from near and far know that Canberra and our region is open for business, ready to explore, and to convince them to come and stay for a few nights.

You could say we're in the business of promoting fun; but ultimately everything we do is geared towards increasing the economic return from domestic and international visitation, supporting jobs and industry growth across our city.

This destination marketing strategy provides a framework to inform and support our domestic marketing approach for 2022-2023.

This strategy aims to support our tourism sector, local businesses, and Canberrans by:

- growing demand in key markets with a focus on overnight visitation to support business and restore employment
- placing Canberra front of mind for the domestic travel market by maximising awareness of Canberra as a destination and highlighting our unique points of difference
- showcasing Canberra's unique personality by bringing to life our whole of city brand to tell Australia and the world the story of our city, why we're unique and relevant.



# Opportunity

By leveraging our strengths set out in the Framework we have an opportunity to reframe our thinking and consider how the work we do contributes to Canberra's economic recovery.

The Framework sets the focus areas for activity to attract visitors, increase spend in local businesses, drive overnight stays and support local employment to the end of 2023.

## The key priority of the Framework is:

Increasing visitation to Canberra and encouraging spend in local businesses.

### Our strengths



**WE OFFER  
HIGH-QUALITY  
EXPERIENCES  
FOR VISITORS**



**A DIVERSE  
CALENDAR  
OF EVENTS  
PROVIDES  
COMPELLING  
REASONS TO  
VISIT AND  
ENHANCES THE  
PROFILE OF  
THE CANBERRA  
REGION.**



**CANBERRA  
REMAINS  
A SAFE  
DESTINATION**



**OUR COMMUNITY  
IS SUPPORTIVE  
OF LOCAL  
BUSINESS AND  
TOURISM**



**WE HAVE A STRONG  
DOMESTIC VISITOR  
MARKET**



# Marketing challenge

- 1** Develop an integrated destination brand and marketing campaign which operates across paid, owned and earned channels to promote what's unique about our city and why you should visit it.
- 2** Deliver a highly tailored campaign which takes into account the geographic location of the audience in which it is being delivered, key motivators for short break leisure travel and community insights regarding sentiment to travel to the ACT or for the ACT to receive interstate visitors.
- 3** Ensure the campaign can be applied across other key economic pillars such as education and business promotion.
- 4** Bring the values of **Brand Canberra** to life through all aspects of our marketing and communication, nationally and internationally.

## The challenges we face



### PURPOSES OF VISITATION

Traditionally, a strength of Canberra's visitor economy is the range of purposes for visiting — business travel, business events, holidays, study, school trips and visiting friends and relatives. All these activities have been impacted.



### AVIATION ACCESS

Aviation access routes are critical to support business activity and attract travellers from regions that aren't easily accessible by road. Confidence in travelling by air for business and leisure may take time to rebuild.



### COMPETITION FOR DOMESTIC TRAVELLERS

Canberra as a destination is competing against all other states and territories for the attention of domestic and international visitors.



### LENGTH OF STAY AND SPEND

Uncertainty regarding the economy will impact the use of disposable income, which may impact consumer expenditure on travel and the length of stay in destinations. Hybrid working and changes in workplace culture will impact the frequency and length of business trips.



### CONSUMER CONFIDENCE

Some travellers are hesitant to plan and take journeys due to fear of catching COVID-19 or uncertainty of their future economic situation.



# Our market

## DOMESTIC MARKET

Traditionally, 90 per cent of our visitor market comprises domestic travellers. Of those domestic visitors, approximately 65 per cent come from regional or metropolitan NSW.

As the aviation sector rebuilds, the domestic drive market poses a key opportunity for Canberra. We are positioned within a 3 hour drive of regional cities and towns that play home to close to 950,000 people, and the metropolitan population of Sydney of more than 4,925,000 people. Canberra is ideally placed for day trips and weekends for those travellers looking to get away on a short break.

Our marketing efforts seek to leverage the anticipated strong drive market as well as supporting development of new aviation routes and access from key markets.

Over the next 12 to 18 months we will deliver a range of consumer-led and cooperative campaigns into the markets identified on the map. We will also continue to support new aviation routes flying directly into Canberra.

## INTERNATIONAL MARKET

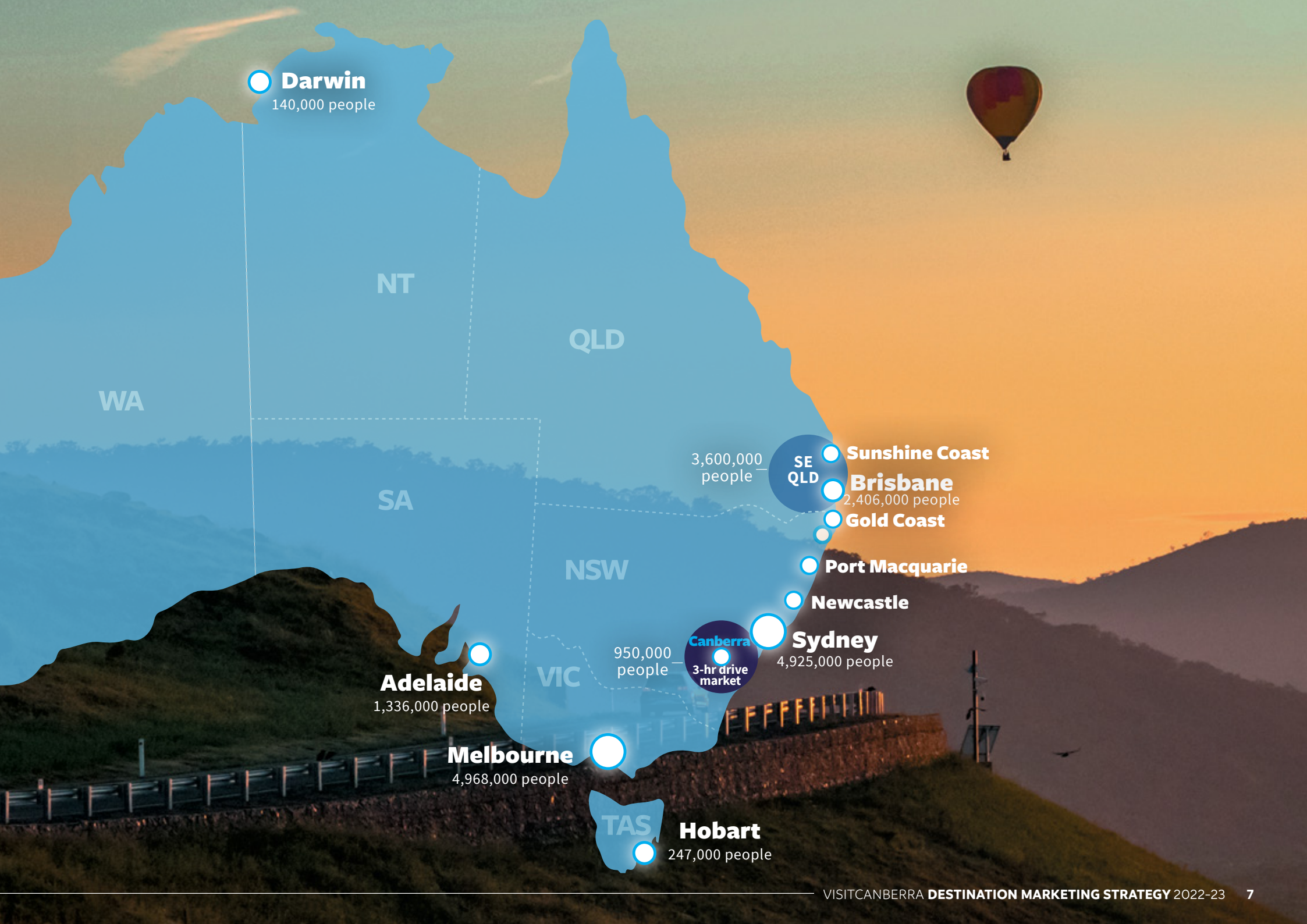
Canberra is ideally placed within a 3-hour drive from a major gateway, Sydney, or short flight from both Sydney and Melbourne. It is the perfect addition to an East Coast itinerary for international travellers and showcases a unique capital city experience, that is different to Sydney and Melbourne.

Key international markets of focus for 2022-23 are: Singapore, Malaysia, India, NZ, UK, and US.

VisitCanberra's priority remains to restore direct international services to Canberra.

CANBERRA IS IDEALLY  
PLACED FOR DAY TRIPS  
AND WEEKENDS FOR  
THOSE TRAVELLERS  
LOOKING TO GET AWAY  
ON A SHORT BREAK





**Darwin**  
140,000 people

NT

QLD

WA

SA

NSW

VIC

TAS

**Adelaide**  
1,336,000 people

**Melbourne**  
4,968,000 people

3,600,000 people

SE QLD

**Sunshine Coast**

**Brisbane**  
2,406,000 people

**Gold Coast**

**Port Macquarie**

**Newcastle**

Canberra  
3-hr drive market

**Sydney**  
4,925,000 people

**Hobart**  
247,000 people



# Our international audience

Tourism Australia has embarked on a journey to transition from predominantly demographically defined and based target audiences across markets, to a global based behavioural and attitudinal target audience. This transformation is underpinned by the development of the High Value Traveller (HVT) segment.

VISITCANBERRA  
HAS ADOPTED  
THE HIGH VALUE  
TRAVELLER  
SEGMENT.

VisitCanberra has adopted the *High Value Traveller* segment who:

- are likely to spend more, stay longer and disperse more regionally
- travel long haul (out of region) on a regular basis and have a preference for Australia as a holiday destination
- have distinct key drivers for destination choice such as food and wine, aquatic and coastal and nature and wildlife experiences when choosing a holiday destination; and
- represent high value with above average trip expenditure.



## Travel Long Haul

Travels long haul (out of region) on a regular basis.



## Preference for Australia

Consideration or intention to visit Australia.

## The High Value Traveller



## Key Drivers for Destination Choice

Food and wine, aquatic and coastal, and nature and wildlife experiences are key drivers when choosing a holiday destination.



## Represent High Value

Above average trip expenditure. Higher likelihood to stay longer. Higher likelihood to disperse further.



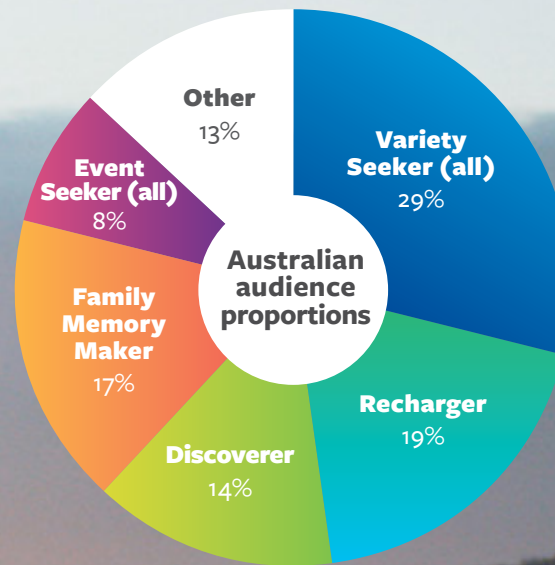
# Our domestic audience

Clear audience segmentation enables us to understand our domestic audiences, ensuring that messages are framed appropriately for each segment. Understanding the media consumption habits of our audience enables us to better guide all elements of our campaign activity across paid, owned and earned channels.

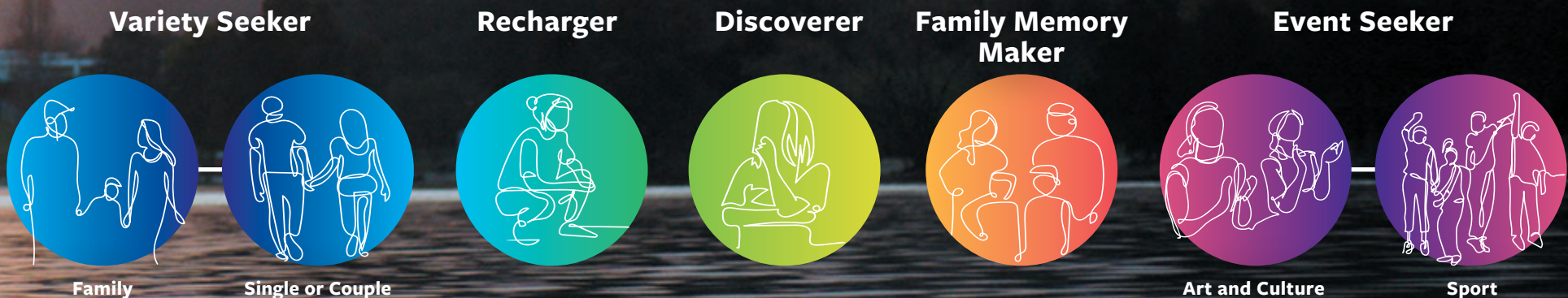
VisitCanberra has developed a series of audience personas to outline the different motivations, behaviours and media consumption of people when they take domestic short break leisure travel. Each persona is based on extensive market research.

Our audience personas are the *Variety Seeker*, *Recharger*, *Discoverer*, *Family Memory Maker*, and *Event Seeker*.

\* Media consumption data is current as of December 2018.



## Our domestic audience personas





# Our domestic audience personas

## Variety Seeker



### Family

*"I want to explore and give my kids incredible childhood experiences"*

**Wants:** family experiences to enjoy together; a variety of discoveries and adventures; the best opportunities for their kids; an enriched life with strong relationships.



### Single or Couple

*"I want to explore and discover new things while I can still do it"*

**Wants:** strong connections and relationships; an enriched life; a variety of experiences; quality food (not always fine dining).

## Recharger



*"I need to get away to recharge and balance the stress of work and life"*

**Wants:** to take a break and decompress; to unplug and recharge their batteries; a relaxing reward for all their hard work; a familiar place they can return to again and again.

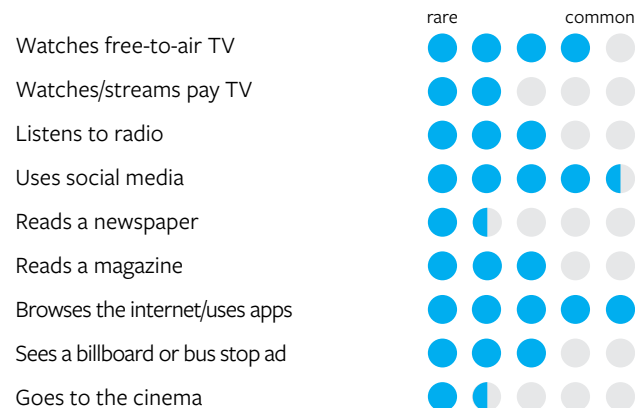
## Discoverer



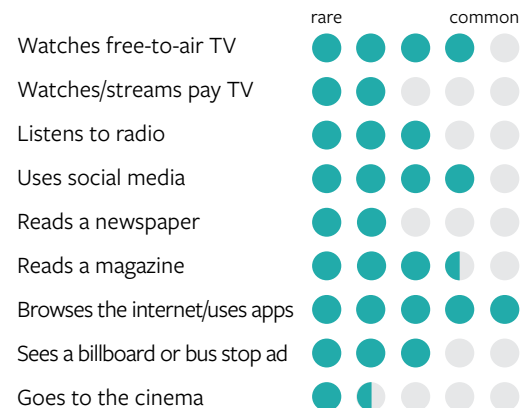
*"I want to indulge in new experiences to feed my thirst for knowledge"*

**Wants:** to travel to experience new and unique things; to feed their thirst for knowledge; to engage with the world and understand the people in it through travel; to save money so they can indulge in the experiences they want; to get away from daily life routine.

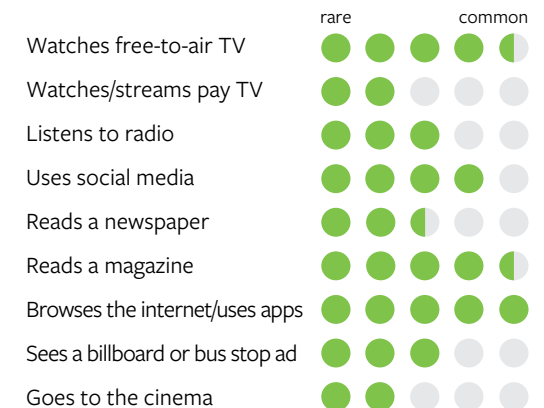
### At least once a week



### At least once a week



### At least once a week





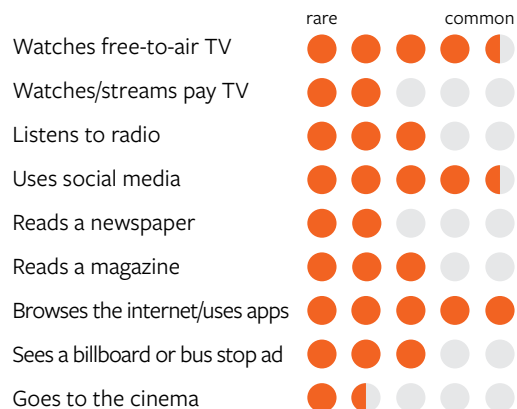
## Family Memory Maker



*"I want to give my kids happy memories they'll cherish for the rest of their lives"*

**Wants:** children to have happy, fun-filled childhoods; to stop and spend quality time with their family, like they did when they were kids; memories they can talk about when the kids are grown up; children who value family experiences over 'stuff'.

### At least once a week



## Event Seeker

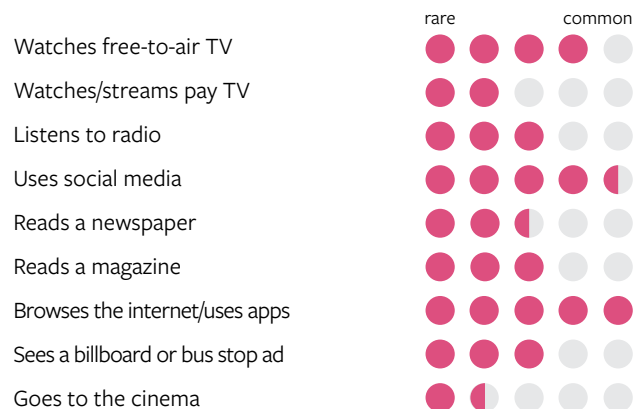


### Art and Culture

*"I want to see the latest shows and make the most out of my event-based short break"*

**Wants:** a social life filled with a range of experiences and events shared with others; to build a short break around an event; to make the most of the time and money they spend on travelling for an event; time away from work and daily life.

### At least once a week



### Sport

*"I want to be at the big game and make the most out of my sport-based short break"*

**Wants:** a social life filled with attending a range of big and small sporting events; to build a short break around a sporting event; to make the most of the time and money they spend on travelling for an event; to join their team in sporting tournaments; time away from work and daily life.

\* Media consumption data is current as of December 2018.

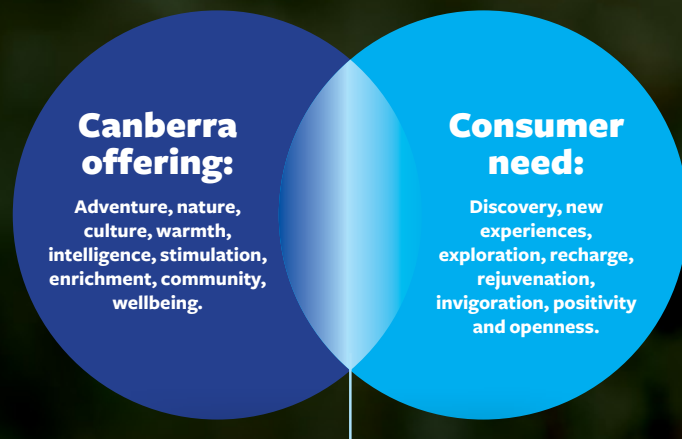


# Our approach

Our annual program of concept development benchmarking and tracking research across our campaign and marketing activity tells us that visitors come here for what they know, then discover more than they expected.

An opportunity to recharge, be challenged and explore nature. Here, we have hikes that finish at wineries, museums that make you laugh or cry and bars that can only be found by curious travellers.

Our established campaign celebrates our surprising city. From the recognised icons to the rejuvenating discoveries that await. Canberra is a place where you can *discover **more than** you expected*.



## Campaign opportunity

*Canberra, a place of unexpected enrichment.*

Linking to our **whole of city brand** *Canberra is an open, engaging and welcoming city worth discovering.*

From a tourism perspective this translates to our campaign tagline **more than**.

**more than** aims to deliver a highly tailored campaign which takes into consideration the market in which it is being delivered, key motivators for short break leisure travel, and community insights around sentiment to travel during these challenging times.

The campaign will:

- highlight Canberra's unique personality, distinguishing it in a crowded domestic tourism market by reflecting our confidence, pride and authenticity
- establish an emotional connection with Canberra, challenging stereotypes and creating ambassadors among visitors and locals alike
- demonstrate that Canberra and our surrounding region are open for business, to increase tourism engagement and drive growth across our city, promote Canberra as a destination for overnight stays and drive conversion among our key audiences.

Our integrated approach connects with audiences at each stage of the consumer journey via a mix of paid, owned and earned marketing activity. It addresses barriers and motivators to action and leads the audience to dream, plan and book their trip, guides their experiences and encourages advocacy through sharing.

The **more than** campaign reveals the unexpected layers Canberra has to offer:

- the perfect place for invigoration and relaxation
- a weekend away here can deliver diverse experiences that exceed expectations.

VisitCanberra will work on developing our approach for an international audience and adapting the **more than** campaign.







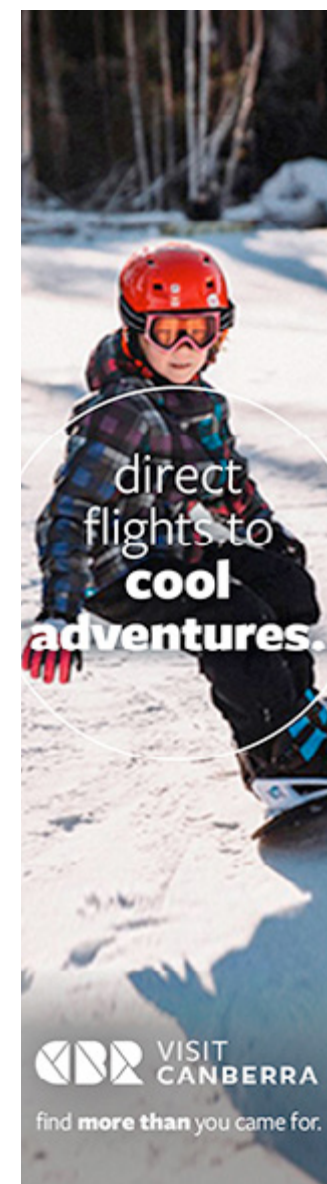
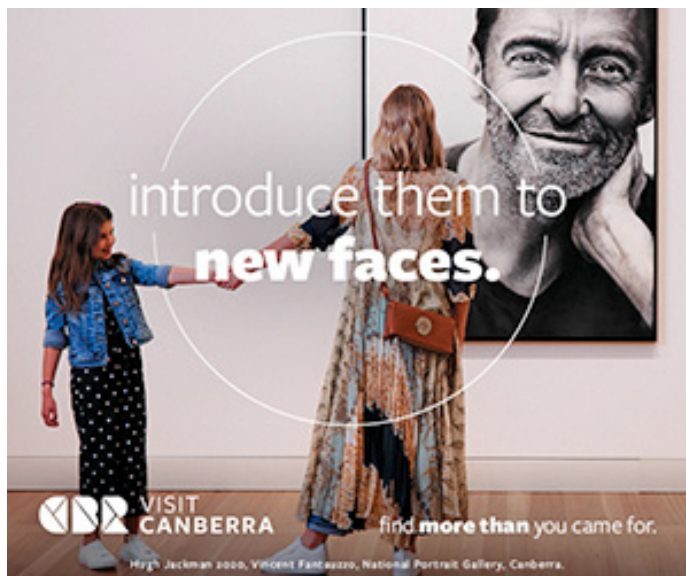
By telling the story of Canberra our campaign will grow tourism, business, innovation, community engagement, academic prowess, diversity, investment and more.

Our campaign uses tourism as a way of introducing who we are. A place of warm, welcoming and intelligent people. A place that is different by design, where visitors find **more than** they came for.

find **more than** you came for

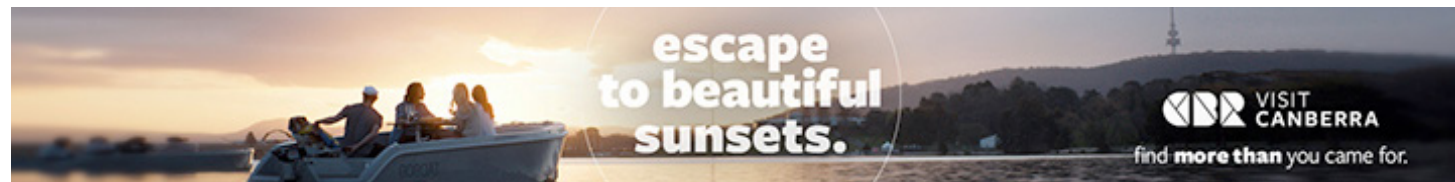


## Some examples of how we bring the campaign to life



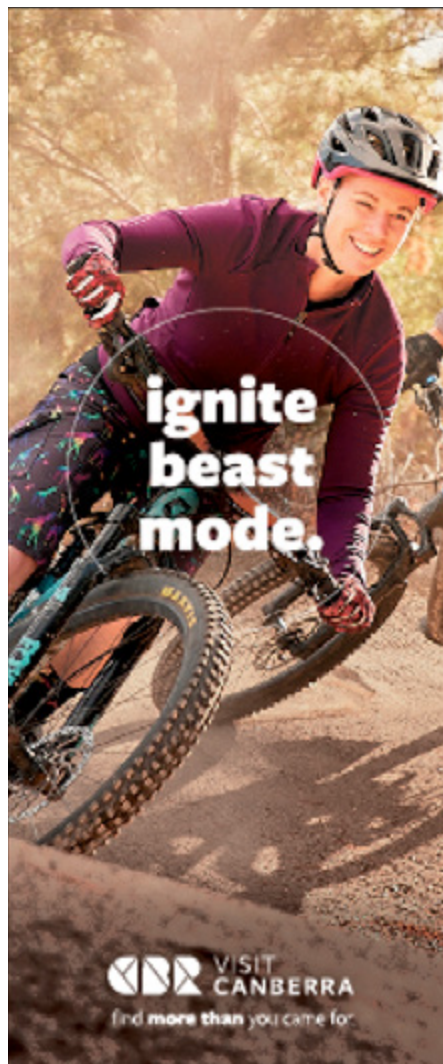


## Some examples of how we bring the campaign to life





## Some examples of how we bring the campaign to life





## Some examples of how we bring the campaign to life





# Partner programs

**more than** campaign activity will be supported and complemented by investment in a number of key partner programs.

People travel to Canberra for many reasons. Our destination message will be enhanced by developing new and maintaining existing partnerships that support our **more than** marketing message and contribute to growing overnight stays. The flexibility of the **more than** approach will enable alignment of marketing campaign activity across creative executions and media buy.

VisitCanberra supports conversion of other segments including the business events and educational markets.

## Business events and conferences

Through funding and support of the of the Canberra Convention Bureau, ensure Brand CBR is used to lead the promotion of Canberra as a business events destination. A conference and business events bid fund will enable targeted pitching for business events that support growth of key economic sectors and provide beyond conference benefits to the city.

## Educational Tourism

We will work with the National Capital Educational Tourism Project to support the return of school groups and assist with development of creative ways to engage with school excursion planners, teachers and tour operators.

## Study Canberra

Opportunity to ensure the essence of the destinations brand and the **more than** campaign can complement the work of our tertiary education sector.





## Partnerships

VisitCanberra invests in cooperative marketing activity with a number of partners to drive urgency for travel and conversion to bookings across domestic and international markets. These partners include airlines, airports, and distribution partners such as online travel agencies, wholesalers and retail travel agencies.

VisitCanberra also partners with media outlets to position Canberra as the cultural capital of Australia and a must-visit for short breaks through content partnerships. Leveraging their credibility, influence and audience, these outlets create a content series that brings together the best cultural experience on offer while also showing a side of Canberra their readers may not expect.

## Grants

### Major Event Fund

Continue to invest in major events and exhibitions that drive significant visitation, enhance the value of the destinations brand and provide an opportunity for more than campaign extension.



# Strategic pillars

## Our mission:

Growing the visitor economy by making Canberra more understandable for visitors.

As a guiding principle, VisitCanberra aim to be different and memorable in everything we do – be it a campaign, a content partnership, or a social media post. These five strategic pillars will guide marketing activities to help make Canberra more understandable for visitors.

### Boosting our brand presence

Strengthening the VisitCanberra brand across a diverse range of channels and platforms, to ensure strong visibility in a competitive market. Creating memorable campaigns that avoid 'sameness'.

### Putting data at the centre

Using data driven insights and evidence based decision making to get closer to our audiences, learn more about their unique preferences, and tailor more accurate marketing messages for them.

### Locals are the destination

Increase collaborations with the local tourism industry and other external stakeholders in order to maximize the impact of our shared marketing goals.





## Build a social empire

Grow our social media presence to reach new audiences and share Canberra's great stories.

## Proactive global outreach

Showcase Canberra to international tourism markets and put Canberra on the map as a place to live, work, invest, and study.





Chief Minister, Treasury and Economic Development Directorate | ACT Government

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