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ACT TOURISM STRATEGY 2023-2030



ACT
Government



Acknowledgement of Country

We acknowledge the Ngunnawal People, the Traditional Custodians of this beautiful region we have the privilege to call home. We pay our respects to their Elders, past and present, and the contribution they make to the life of this city.

We recognise the land known as the Australian Capital Territory has been occupied, used and enjoyed since time immemorial by Aboriginal peoples, and they continue to be interconnected with it today.

We acknowledge that visitors from across Australia and around the world are made welcome on these lands by the Traditional Custodians.

We recognise the importance of the stories of First Nations people and cultural experiences to the development and promotion of the ACT visitor economy.

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Message from the Chief Minister

Our tourism industry brings out the best of Canberra. Tourism provides an opportunity to introduce who we are. Tourism connects people. It enables human interactions that leave lasting impressions, inspires creativity, learning, ideas and new perspectives.

Our visitor economy is diverse, with people travelling to Canberra for holidays, to visit friends and relatives, business, education and many other forms of engagement. This supports a resilient industry and ensures tourism is a key enabler for education, trade, investment and business opportunities.

This strategy outlines how the ACT Government, business and all stakeholders connected to the visitor economy, can align effort to realise Canberra's potential as a place that ignites curiosity and creative thinking.

The strategy builds on the ACT's economic development priorities. As we recover from the impacts of the COVID-19 pandemic, new challenges have emerged through global economic uncertainty, labour shortages and cost of living constraints. The strategy will provide the platform for developing solutions, opportunities to collaborate and making the right investments in the years ahead.



Our tourism sector contributes to our city's economic growth, and to the wellbeing of our community. We want visitors to our city to leave with a greater appreciation for Canberra and to feel fulfilled, educated and wanting to tell others about the quality, diverse experiences on offer. We also want visitors to think about our city and region as a great place to live, study, work and invest, with a reputation as progressive, inclusive and welcoming to all.

Andrew Barr MLA

ACT Chief Minister
December 2022





The journey to date





**September
2022**

BUILD

Community and industry feedback on the Discussion Paper received.

Input from the interviews and feedback used to design the Tourism 2030 draft strategy.

**October
2022**

EARLY OCTOBER VISION

Visioning workshop held with 60+ tourism industry participants, to provide feed back and input into the draft strategy.

LATE OCTOBER ENGAGE

Community engagement regarding tourism and the role of the sector measured through a sentiment survey of Canberrans.

**November
2022**

MODEL

Economic modelling of the 2030 visitor economy finalised.

**December
2022**

LAUNCH

T2030: Visitor Economy Priorities for the ACT 2023-2030 launched.

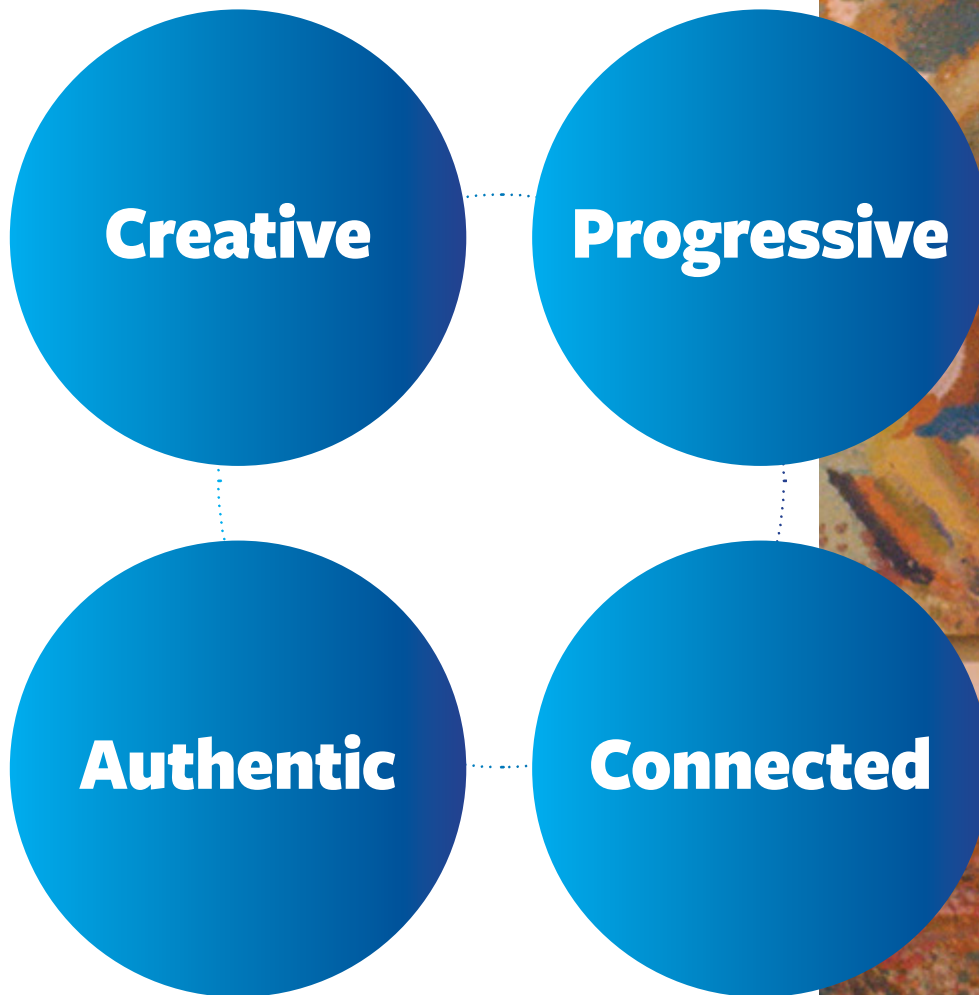
Our vision

A thriving,
sustainable
destination
that
benefits
Canberrans.





Our values



In developing this strategy, industry, community and government stakeholders were asked about the values that would underpin the success of the visitor economy.

Their input was distilled into four values that reflect our city brand and destination strengths.

These values represent our unique point of difference — what makes our destination stand out from the rest.





Our brand

What makes us who we are? As a place, and as an industry? What is it about Canberra that's true for this city and nowhere else?

Place branding helps to shape a community and increase economic opportunities for citizens, and for business of all sizes. It can create competitive commercial advantages, communicating why people should visit, open a business in a place or invest money there. It helps to future proof our city, ensuring success now and for decades to come.

The Canberra brand will guide initiatives across government. From city renewal, placemaking and destination marketing, arts infrastructure, event development, transport modification and development and evolution of our parks, gardens and natural areas plus more.

Canberra's tourism industry is a fundamental part of this effort. The stories the industry tells, the experiences they curate and the products they make say something about Canberra and Canberrans. They convey a sense of who we are and what we value.

And so, with you, we will uncover Canberra's tourism brand — our story — and build a shared cultural expression for us all to own and express.

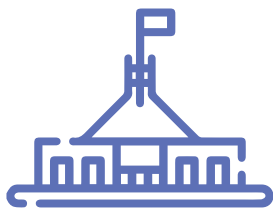




The ACT tourism industry will be united by our Canberra brand and use it to inspire action.

Our strengths

In the process of developing this strategy, many industry stakeholders told us that opportunities for tourism in Canberra and the region lie in embracing the destination strengths that are already owned:



Home of national attractions and holder of the nation's stories



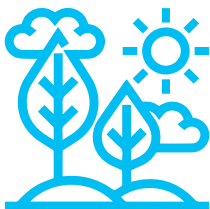
Known for sustainability and a progressive environmental agenda



A place of thought leadership, driving the knowledge economy and innovation



The hub for a diverse region — capital to the coast, mountains to the tablelands




Home to stunning natural landscapes, with a city in close proximity to nature



Offers a range of easily accessible experiences



A group of four people are sitting on a grey motorboat labeled 'GOBOAT' on a body of water. They are silhouetted against a bright sunset sky with orange and yellow clouds. The water reflects the sunset light. The boat is in the foreground, and the people are looking towards the horizon.

Our destination strengths are the foundation we draw on to imagine the visitor economy of 2030.

In addition to our current strengths, a solid pipeline of large-scale developments in our city will see Canberra develop new strengths as a tourist destination.

These include:

- A \$500 million upgrade and expansion to the Australian War Memorial
- Development of the Ngurra Cultural Precinct at Reconciliation Place
- Redevelopment of the Canberra Theatre Centre, centrepiece of new arts and cultural precinct in Civic
- The development of a new arts and culture precinct in Kingston

“You don’t have to reinvent Canberra’s strengths. They are already here in the cultural collections – you just need to leverage them.”

– Nick Mitzevich, Director,
National Gallery of Australia



A sustainable and holistic visitor economy

The long-term outcomes of this strategy extend beyond economic growth.

Achieving our vision requires a focus that considers our community (cultural and social), our place (environmental), our economy and our visitors.

Canberra is recognised as a progressive, sustainable and innovative city that values people and ideas: these are the attributes we showcase to the world.

To achieve lasting tourism value means sustainable growth of our visitor economy, ensuring that Canberrans continue to benefit from increased tourism and the city and its stunning natural assets are preserved or improved for future use. It means that the tourism products and

experiences of our industry should align to our values and balance economic benefits with the contribution they make to the liveability of our city and enhancements to social connections and belonging of individuals within our community.

People, place and prosperity remain embedded in the culture of our region — who we are and how we want visitors to view Canberra. The experience of visitors to our city in 2030 must respect residents' quality of life and honour the Traditional Owners of our Country.

Tourism's net impact must be a positive one where results of visitation make Canberra a better place to live for all residents.



The four tenets of our visitor economy

Place

- The visitor economy will be a major contributor to Canberra's journey to net zero
- Tourism plays a role in supporting government policy (electrification of economy, responsible investment, nature and experience development)
- Alignment with the ACT's broader plans for urban renewal and development

Community

- The visitor economy's journey to 2030 will be shaped by community sentiment on the value of tourism
- The ACT will be known as an accessible and inclusive tourist destination
- Our actions will align with the ACT Wellbeing Framework

Economy

- Sustainable growth and responsible investment
- Workforce development, training, retention and attraction of staff
- Future jobs for future talents, meaningful careers in tourism

Visitor

- Projecting our brand to visitors, sharing who we are as a city
- Fostering a visitor connection to local arts and culture
- Memorable experiences
- Consistent service across all areas of the visitor economy



“Beyond the economic value that supports hotels and the tourism sector, business events play an important role in ideas exchange and connecting thought leadership that accelerates innovation. Attracting more international business events supports our goal of Canberra becoming a truly global city.”

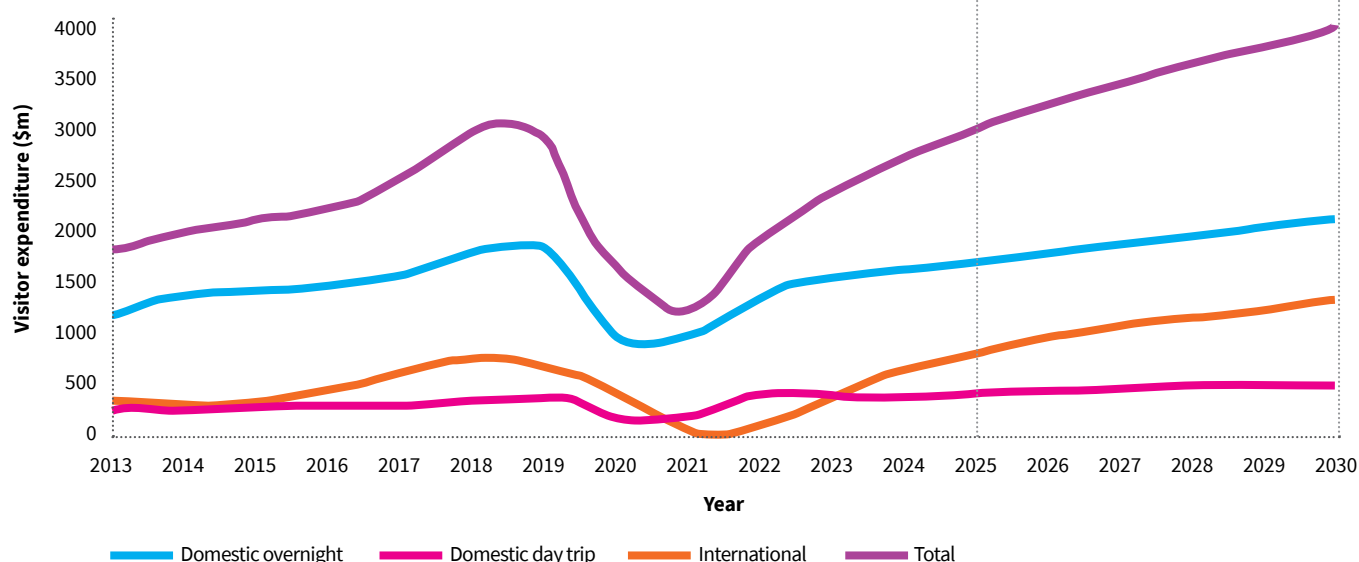
- Michael Matthews,
Canberra Convention Bureau

The visitor economy in 2030

By 2030, our visitor economy will be worth \$4 billion in annual expenditure of domestic and international visitors. Domestic visitor overnight stays are anticipated to rebound to pre-pandemic levels by 2024, while international visitor levels are expected to rebound to pre-pandemic levels by 2026.

By the end of 2025, the visitor economy will be worth \$3.1 billion and 19,640 tourism jobs

By the end of 2030, the visitor economy will be worth \$4 billion and 22,750 tourism jobs



In order to meet this growth target, there are key supply side requirements, including available rooms, aviation passenger seats and labour:



1.76 million additional airline seats (inbound and outbound) at 80% load factors



776 new rooms at 75% occupancy

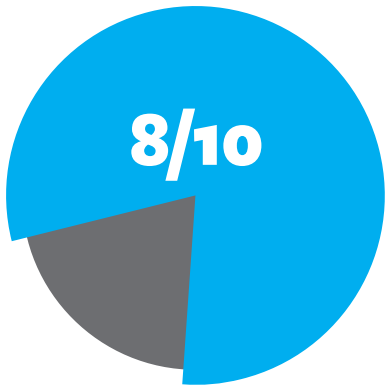


22,750 people employed in the tourism sector

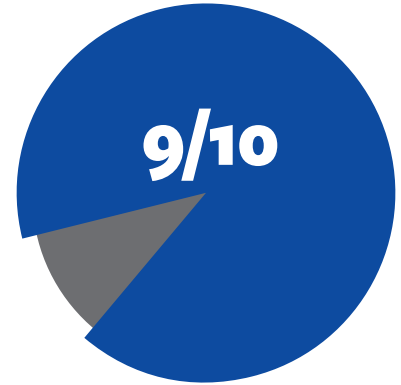
Our target is sustainable growth of our visitor economy — when surveyed in October 2022, 7 in 10 Canberrans believed Canberra attracted too few travellers at the time.

What the Canberra community thinks

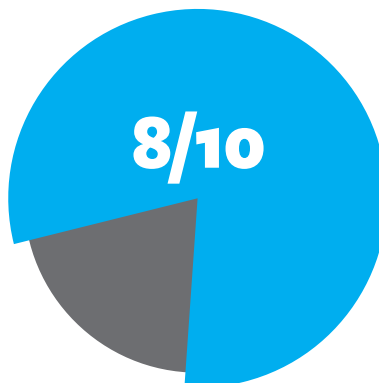
A sustainable visitor economy must take into account community expectations and demonstrate benefit to host communities. In October 2022, Canberrans were asked for their views on tourism.



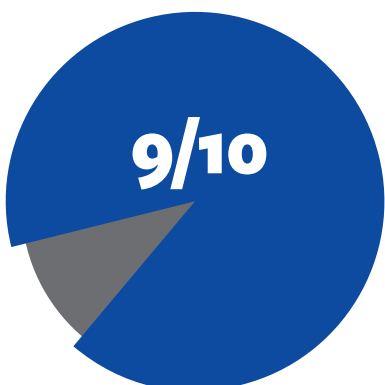
Canberrans support Canberra being actively promoted as a tourism destination



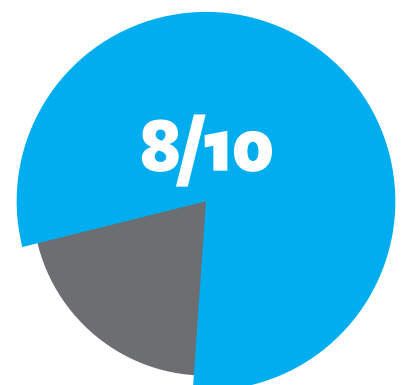
Canberrans believe tourism has a positive impact on Canberra



Canberrans agree Canberra is an attractive place for travellers to visit



Canberrans believe Canberra is a great place to live



Canberrans are proud of Canberra being promoted as a tourism destination

* Canberra community sentiment survey, representative sample of ACT residents aged over 18 = 822, October 2022.





“T2030 will only be achieved through collaborative industry efforts. Our monthly Tourism Advisory Forums continue to bring the industry closer together, and The Tourism Leaders Forum looks forward to playing a major role on this journey.”

- Dr David Marshall,
Canberra Region Tourism Leaders Forum

Visitor economy targets

The success of this strategy depends on more than economic growth. There are four targets that measure our future success, aligned to the four key tenets of our visitor economy.

	Success Measure	Data source	Baseline	Interim goal (2025)	2030 target
Economy	Growth in the size of the visitor economy, as measured by domestic and international visitor expenditure (\$)	National Visitor Survey (NVS) and International Visitor Survey (IVS) — Tourism Research Australia	\$1.7 billion (in the year ending June 2022)	\$3.1 billion	\$4.0 billion ¹
Community	Maintain perception of tourism's positive impact on Canberra	VisitCanberra local sentiment research	87% believe tourism has a positive impact on Canberra	87%	87%
Place	Increase perception that there is always something happening in Canberra (% agreement among key domestic markets)	VisitCanberra market and campaign evaluation	47% (Jul 2022) ²	49%	52%
Visitor	Maintain visitor satisfaction with the destination	Industry and commissioned research	Baseline to be set ³	Maintain baseline	Maintain baseline

¹ Visitor expenditure includes day trip visitor expenditure

² Key markets – Sydney, Regional NSW, Melbourne, Regional VIC and Brisbane

³ Data will be collected from surveys of attendees at Canberra major events, including Floriade and Enlighten, and surveys of visitors to the Canberra and Region Visitors Centre, asking satisfaction with the destination

A mission-led strategy

To achieve our 2030 vision are four missions that create an ambitious and shared future for our visitor economy.

01

Develop our city as a global destination

Build on Canberra and the region's unique advantages and grow our international profile and visitation

02

Promote Canberra's strengths and celebrate our distinct character

Embrace the destination's owned strengths to create new opportunities

03

Contribute to the wellbeing of our community

Make a positive contribution to all those who call Canberra home

04

Develop iconic destination experiences

Provide experiences that bring our iconic offerings to life and exceed visitor expectations

Our top priorities

We have identified priority actions for the tourism industry and government to work on over the next seven years, keeping the visitor economy on track to achieve the missions set out in this strategy. More detail on the priorities and associated actions across Phase 1 and Phase 2 will be set out in VisitCanberra's annual action plan, available in early 2023.

- 1. International aviation connectivity to priority markets**
- 2. Build awareness of Canberra and the region internationally and feature local tourism product in international markets**
- 3. Expand collaboration between stakeholders across the visitor economy and wider ecosystem**
- 4. Promote the experiences within and the importance of our national attractions**
- 5. Leverage the cooperation of national governments and industry bodies to address key supply side challenges**
- 6. Ensure our whole of city brand is understood and supported across the visitor economy**
- 7. Support the development of local arts and cultural experiences**
- 8. Work nationally and locally to support and grow tourism jobs and create employment pathways into the sector**
- 9. Develop, attract and promote a calendar of quality events, including business events, and our key anchor events**
- 10. Seek investment opportunities in signature or 'hero' experiences**
- 11. Indigenous business support and experience development**
- 12. Support development of Canberra's cycle and nature tourism strengths through aligned delivery of cycle and nature strategies**



Mission 01

Develop our city as a global destination

Canberra is a globally-connected city with a clear commitment to building enduring international relationships for the economic, cultural and social

benefit of the ACT. We have significant opportunities in front of us to continue to build on our unique advantages and grow our international profile.



Aviation access

Aviation access routes are critical to support growth of our visitor economy and diversify our visitor base to ensure the destination is more resilient. Direct air access creates focus for where to invest effort and resources. Connectivity supports trade, investment and education opportunities. It provides benefits to community and local business with access to destination and business opportunities. With a focus on forging more domestic and international airline partnerships, aviation access to Canberra will grow between now and 2030, providing more visitors with an easy way to visit Canberra and the region and experience a wide variety of tourism products and experiences.

Canberra will expand its reach into connected markets, the ACT Government will work with Canberra Airport and industry partners to ensure aligned interest and collaborative effort and investment.

9 out of 10 of
Canberrans rate
growing airline routes to
make it easier and cheaper
to travel to Canberra as an
important area of focus for
the tourism industry.

Canberra community
sentiment survey.

Awareness of Canberra and the region internationally

A priority is to build awareness of Canberra and the region in international markets as an attractive place to visit and study. We will identify key markets with the greatest potential to grow overnight visitation and expenditure and target their high-yielding travellers. VisitCanberra will work to raise awareness and consideration in these markets of Canberra and the broader region's experiences, positioning a visit to Australia's capital as an ideal way to enhance an itinerary for those already considering a trip to Australia. We will also focus on attracting those repeat leisure visitors to Australia to experience its capital.

Feature local tourism products in international markets

While building awareness of Canberra and the region in international markets, we will also focus on supporting conversion to bookings. To do so, tourism businesses must have the necessary prerequisites to be bookable in overseas markets and provide tourism products and experiences with global appeal.

VisitCanberra will work with Tourism Australia, industry bodies and partners to support development of tourism products and experiences that can be promoted and sold through the international distribution system. We will also work with our national attractions to develop commissionable tours and experiences.





Modelling shows that international visitor levels to the ACT are expected to rebound to 2019 levels by 2026, and increase by 363,000 visitors per year by 2030.

A hub for business events

From a national and global perspective, Canberra is uniquely placed to offer business events that attract delegates from around the world. Working with industry partners, we will leverage our knowledge economy strengths to host business events that leave a lasting impact and create a legacy. We will look to opportunities to grow these events, while also supporting the acceleration of business in key sectors.

Responsible investment

To develop as a global destination, we will look to attract investment in new tourism products and experiences and boost our value proposition by leveraging future investment in major new projects. For tourism, this means attracting investors that can provide signature accommodation or ‘hero’ experiences.

We need to ensure that aviation and accommodation supply can meet future demand. This may include international investors, including new international hotel brands and new international carriers with routes into Canberra Airport.

With a clearly stated brand, ACT Government will prioritise investment in markets and tourism products that embody our commitment to climate action, the environment, sustainable development and the circular economy.

Collaboration across industry

Government and industry will work together on tourism product development and promotion efforts. Where there are opportunities for cross-collaboration between industry players, our value proposition will be strengthened in both domestic and international markets.

Canberra as hub with access to a diverse region

Working with our regional partners, Canberra will continue to grow as the hub and gateway to the region. The Canberra region offers unparalleled diversity of experience from the capital to tablelands, snowy mountains, and the south coast. Effective partnering with Destination Southern NSW, councils and businesses will open opportunities to position Canberra and the region on the global stage.

Work nationally to address supply side constraints

In the post-pandemic Australian visitor economy, there are considerable constraints to sustainable growth. The ACT Government will continue to work with other jurisdictions and at the national level to address key challenges in the tourism sector.

This includes labour shortages felt across the tourism and hospitality sectors, with a limited available workforce and a reliance on skilled migrant workers and temporary visitors.

Growth of the ACT visitor economy also relies on demand in international markets. The changing composition of international visitation, as well as increased competition globally for travellers, could impact our ability to meet our economic forecasts.

The ACT Government has committed its support to the Australian Government's plan, *The Re-imagined Visitor Economy (THRIVE 2030)*. VisitCanberra will work with tourism counterparts at a Federal level and in other states and territories to deliver the associated workplan, which includes actions around sustainability, accessible tourism, Indigenous tourism and aviation.



Case Study: Canberra Airport

International gateway to our national capital region

Canberra Airport welcomes approximately 3.3 million passengers and a further 2 million meet-and-greeters annually. Built to grow with our nation's capital, the Airport is future-proofed to serve over 9 million people annually.

The most carbon-friendly airport in Australia

The Airport is committed to minimising its environmental footprint whilst maintaining its role as an industry leader in environmental sustainability. The Airport has both responsible and achievable measures to reduce its operations' environmental impact, including technologies such as trigeneration, solar technology, and recycling systems for food, waste and water.

Internationally recognised design, efficiency and customer service

The experience at Canberra Airport is like no other, with world-class art installations, beautifully landscaped grounds, architecturally designed buildings and high quality amenities for travellers. Understanding that 'a minute matters', the Airport's exceptional customer service ensures travellers disembark quickly and are on their way to experience the wonders of Canberra sooner.

A major role in the region's economic growth

Not only as a transport gateway but also through the delivery of new businesses and jobs. The Airport is home to over 300 businesses and 22,000 workers — making the Airport the second biggest single-site employment precinct in Canberra.

In 2022, even our most optimistic forecasts were exceeded

The Airport has almost doubled the number of domestic destinations served and has secured more airline partners than ever, providing travellers with both choice and competition. We will turn our focus to reconnecting Canberra to the world with services to South East Asia, the Middle East, South Pacific, New Zealand and beyond.



Mission 02

Promote Canberra's strengths and celebrate our distinct character

In the process of developing this strategy, many industry stakeholders told us that opportunities for tourism

in Canberra and the region lie in embracing the destination strengths that are already owned.



Raise the profile of our national attractions

Our national attractions hold the collections and interpret the stories about Australia's past, present and future. They provide an educational experience that inspires, and benefits all who engage. The success of our attractions boosts our reputation, drives visitation and benefits all those connected with the visitor economy.

Investment in promoting our national attractions, recognising their significant role as visitor drawcards, will remain a priority. Government will continue to work in partnership with these institutions and support them to connect with the broader tourism industry and local community to develop tourism products and attract events that appeal to domestic and international markets.

“Having a thoughtful and well-conceived strategic plan toward 2030 is crucial not just in navigating the immediate challenges, but in developing, enhancing and sustaining our destination's attractiveness and competitiveness.”

- Dr Naomi Dale,
Canberra Region Tourism Industry Council

A city that leads on sustainability

The visitor economy will be a major contributor to Canberra's journey to net zero. Being a sustainable city is central to Canberra's prosperity and wellbeing: Canberra is known as a place where a healthier, smarter future is possible.

By 2045, Canberra will be a net zero emissions city. The visitor economy will support this, identifying ways that tourism can accelerate the ACT's sustainability journey and showcase our city as a clean green destination.

We will look for ways to measure and benchmark our performance in sustainability, to understand what we're doing well and how we can further improve.

Tourism will support existing ACT Government plans for a city that leads on sustainability, including being powered by 100% renewable energy, electrification of the economy, and responsible investment. We will also partner with industry to develop new sustainable product offerings.

New tourism products and experiences will align to the ACT Government's broader plans for urban renewal and development. This includes nature experience development, which will adhere to regenerative practices and support preservation of our natural assets.



Case Study: Capital Brewing Co.

In February 2022, Capital Brewing Co became the first brewery in Australia to be certified carbon neutral for its entire organisation and all its products under the rigorous Climate Active program. Capital Brewing is a leading figure in the Canberra's circular economy with 100% of brewery by-products diverted to create organic compost and cattle feed. In 2019, Capital Brewing pioneered a bio-plastic trial with fellow Fyshwick-based food waste innovators Goterra to enable all events in the ACT to go plastic free. All food and organic waste from the brewery's spectacular 1000-person tap room is now fed to Goterra's insects to create sustainable protein and fertiliser. The brewery is only the third in Australia to achieve B Corp certification demonstrating its commitment to its people, purpose and the planet. For more information on what drives Capital Brewing Co. visit: capitalbrewing.co/ourpurpose/



Importance of a strong place brand

Our destination's character and personality is expressed through the people — the tourism products they create and the experiences they deliver. Our brand will showcase all the things that are distinctly Canberra. But to do this we must describe who we are — the stories of the people, the makers, the growers, artists, tour guides. The people are making the city what it is, the food, wine, beverages, and artisan products, the experiences delivered through our local attractions and businesses.

Canberra is a city with a deep history in world-leading innovation and has always been a place for people who embrace arts, culture and creativity. Our progressive values and lifestyle make Canberra a vibrant and beautiful place to visit, live, work, study, do business and invest in. We are a proudly multicultural city and the most LGBTIQ+ welcoming and inclusive city in Australia.

Canberra's reputation by the end of the decade will be forged by those shaping and making the brand — those individuals and businesses that make Canberra their home and invite visitors to share in it.



9 out of 10
Canberrans feel
tourism positively
impacts on the city's
offering of high quality
cultural experiences
and events.

Canberra community
sentiment survey.



Support the development of local arts and cultural experiences

Visitors to Canberra have an opportunity to encounter a thriving arts scene and creative endeavours that reflect our city's distinct character. A new Canberra Theatre Centre, which will attract world-class stage productions, this new cultural precinct in Civic will harness opportunities to support thriving local talent and creative minds.

Increased visitor interaction with local arts will support realising the goals of the Statement of Ambition for the Arts. The ACT Government will support the creation of amazing art and culture, developing the local arts industry and promoting local arts and culture.

Promote our food and wine

Canberra is paradise for foodies with a truly eclectic mix of dining styles, cuisines and experiences. With award-winning restaurants, winery cellar doors and coffee culture, plus legendary dishes people come to Canberra for, this characteristic of Canberra and the region will continue to attract visitors and provide exceptional experiences.

VisitCanberra will work with industry and regional partners to showcase unique food and wine experiences to domestic and international audiences.

Market what makes us distinctive

Destination marketing will harness our strengths and celebrate our distinct character, making Canberra more understandable for visitors.

As an industry, we will strengthen the Canberra brand across a diverse range of channels and platforms, to ensure strong visibility in a competitive market. This will be supported by VisitCanberra creating memorable campaigns that avoid 'sameness'. Campaign activity will be driven by data insights and evidence based decision making to get closer to our audiences, learning about their unique preference and tailoring accurate marketing messages for them.

All international and domestic marketing will align to our city brand – we seek to tell unique and differentiated stories that will attract like-minded people and investment to our city. Our activities will include: consumer campaigns, partnership marketing campaigns, trade engagement activities, content partnerships, proactive public relations and media hosting.

As an industry, increased collaboration across stakeholders will maximise the impact of our shared marketing goals. We believe that locals are the destination and therefore should be more prominent in our destination marketing activities going forward.

Partnerships will be critical to increasing our reach to our target customer and drive yield, increasing broader investment in promoting Canberra, enabling conversion to booking and facilitating distribution development. VisitCanberra's partners may include Tourism Australia, airlines, key distribution partners, other state tourism bodies, the Australian Tourism Export Council and Sydney Melbourne Touring.



Canberra's key markets

Our resources will be focused on the markets that provide the best return on investment and support our aviation connectivity objectives. These markets may change in response to global events and emerging tourism markets.

Domestic	International (2023-2025)
Sydney	NZ
Regional NSW	Singapore
Melbourne	UK
Regional VIC	USA
Brisbane & south-east QLD	India
	<i>Other key Asian markets will be reassessed as COVID-19 restrictions ease</i>



Mission 03

Contribute to the wellbeing of our community

Visitors and the businesses that serve them make a crucial contribution to the economic and social wellbeing of the ACT. The impact of visitors to our

city from now to 2030 must continue to be a positive one, where the results of tourism make Canberra a better place to live for all Canberrans.



Skills and employment

A thriving and sustainable tourism sector will provide quality employment opportunities for Canberrans. In 2030, the ambition is for more than 22,000 people to be working in the sector. Jobs and business opportunities will keep young people in our city. The sector will provide a range of meaningful work opportunities that support locals to find careers in tourism, hotels, and hospitality.

A strong visitor economy creates opportunities for all Canberrans to share in the wealth of our city. The ACT's Wellbeing Framework highlights the importance of factors such as employment, income equality, business performance and economic diversity in measuring wellbeing. In our visitor economy, every \$152,000 in visitor spend generates a job — achievable from 240 overnight stays.

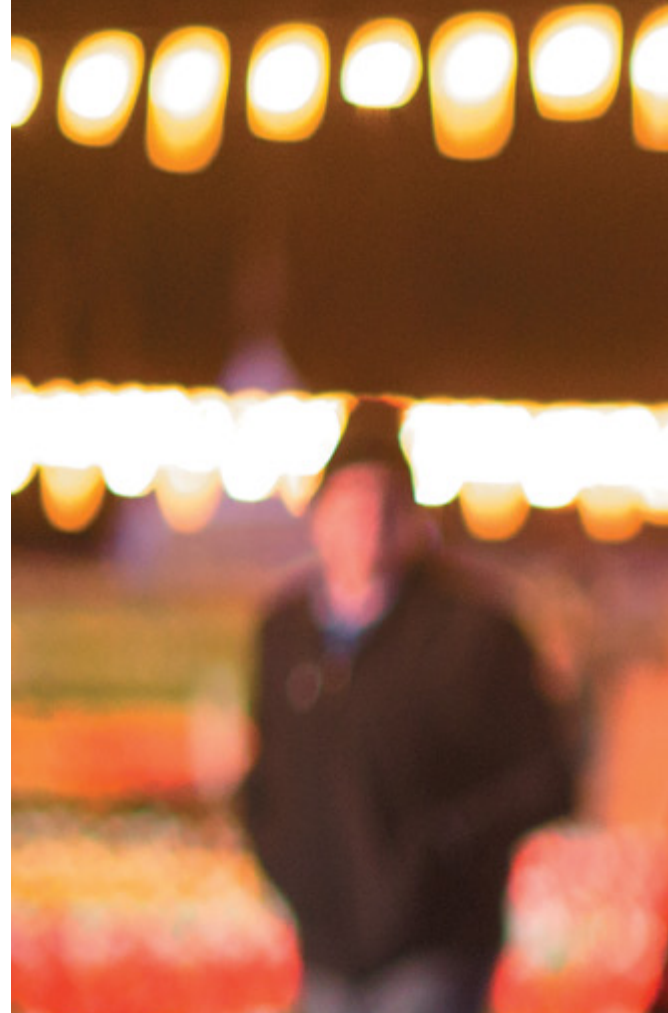
As an industry, we will work nationally and locally to address challenges facing the tourism sector in the attraction and retention of skilled staff. In the short term, this will involve addressing skills shortages and identifying initiatives to attract people to Canberra to work, such as holders of working holiday visas. Longer term, challenges may be related to training, education, accreditation, or retention. We will identify opportunities for our university students to find jobs in tourism, and ensure tourism career pathways are created. The ACT Government will work with the vocational sector to promote opportunities in tourism and hospitality training.

These initiatives will support the ACT Government's commitment to work in partnership with local businesses and the community to create local jobs and reach a target of 250,000 jobs in the Territory economy by 2025.

An accessible and inclusive tourism sector

Building on Canberra existing strengths as a destination and its strong reputation as an open-minded and inclusive community, by 2030 we will be considered a leading city in accessible and inclusive tourism. We will support The Capital of Equality Strategy improving LGBTIQ+ inclusion, promoting Canberra as a city open and welcoming to all.

Canberra will work to improve the visitor experience of people with a disability, who are currently under-served in the tourism market. Increasing access and inclusion for visitors with a disability will provide the added benefit of enhancing the experiences and infrastructure for people with a disability who live in the ACT.



Case Study: GetAboutAble


In 2008, GetAboutAble Founder Yasmine Gray started imagining a service that would empower people with mobility, vision, hearing and other access needs to participate more in travel, tourism, hospitality and leisure activities. Everyone, regardless of their accessibility needs, should be able to enjoy their free time easily and intuitively. Her ideas came together after talking with a friend with similar needs about their frustration in finding accessible and inclusive activities, and were pushed further with seed funding from an MS Go for Gold Scholarship in 2014. Yasmine founded GetAboutAble in 2015 to:

- Empower travellers with disability by providing information about accessible and inclusive venues and activities
- Work with operators and destination marketers to attract and cater to this under-served market

As GetAboutAble has grown, they have expanded from their Canberra base to focus nationally and throughout the Asia-Pacific Region. GetAboutAble now hosts the annual Accessible & Inclusive Tourism Conference in the Asia Pacific (AITCAP) and a bi-monthly webinar series profiling good practice in accessible and inclusive tourism. GetAboutAble maintains a strong base in the Canberra region, highlighted by the 'More Than Inclusive, More Than Accessible' tourism marketing campaign funded by Visit Canberra.

Moving towards 2030, GetAboutAble will continue to provide and expand consulting and information exchange services to contribute to the recovery, growth and sustainability of the tourism sector. This will build on the ACT's existing strengths as a tourism destination and its strong reputation as an open-minded and inclusive community.





Importance of a quality calendar of events

A thriving events sector attracts visitors, creates employment opportunities for locals, supports businesses, and contributes to the vibrancy of the city. When asked about the impact of tourism on a range of liveability indicators, residents responded most positively to tourism's impact on Canberra's ability to offer high quality cultural experiences and events. Our anchor events Floriade and Enlighten remain the pillars of our events calendar.

Major events are demand drivers for visitation, however rely on community support to be sustainable. The ACT Government will work with partners to deliver events that both attract visitation and are supported by the community.

Community and national team sport

Having major sporting venues in close proximity to hotels and entertainment precincts will provide Canberra with opportunities to attract more people to participate in and watch sport. We will work with the industry for opportunities to harness the visitor potential of participation-based sports. We will promote our national sporting teams across a range of codes and seek to attract international standard sporting events that provide value and return on investment.



Mission 04

Develop iconic destination experiences

To be globally competitive Canberra needs to provide experiences that bring tourism product strengths to life and meet visitor expectations. Iconic experiences are motivators: they provide reason to book and travel. The whole destination benefits when strong motivators

to travel exist and the destination consistently delivers high quality experiences.

When asked about the unfulfilled potential of Canberra and the region, industry stakeholders named signature experiences, or ‘hero’ experiences as a gap.



The importance of destination development

ACT Government will work with industry to support opportunities to attract new investment. This includes opportunities for new accommodation, tourism products and experiences. Investment will align to our values, including support for sustainability objectives.

ACT Government will work with regional partners and industry to develop experiences that meet visitor needs across art and culture, outdoors and nature, food and wine and events.

Responsible access to nature through quality tourism products and experiences

We will review and update the ACT Nature Tourism Strategy, which was developed pre-pandemic. Longer term, we will look to support tourism product development in immersive nature based educational experiences as a key component of Canberra's nature tourism offering. Where possible, we will create opportunities for commercial operations in natural areas to connect visitors with the beautiful natural surroundings and understand the significance of the land to the Traditional Owners of the region.

Represent our Aboriginal culture and heritage

All visitors are invited to share and connect with Ngunnawal culture. We will work with Ngunnawal Traditional Owners on ways to share knowledge, language and culture with visitors. We will provide support to indigenous tourism businesses to grow capability and expansion to deliver experiences to visitors.

As plans continue to be developed by AIATSIS for the Ngurra Cultural Precinct at Reconciliation Place, we will consult with the relevant stakeholders to find ways to optimise the site and its features for the visitor experience.

Realise Canberra's potential for cycle tourism

Through implementation of the Cycle Tourism Strategy, we will position Canberra as Australia's cycling capital. In particular, we will work with key stakeholders to support development of Canberra's mountain biking experience from promotion, sustainable trail maintenance models, tourism product development, and integrated support for cycle tourism visitors across the whole industry - food, wine and boutique experiences.



A photograph of a man and a woman feeding a giraffe through a large window in a lodge room. The man is on the left, wearing a blue shirt, and the woman is on the right, wearing a grey dress. The giraffe is in the center, looking out the window. The room has a wooden floor, a ceiling fan, and a large window with brown curtains. A giraffe-shaped lamp is visible on the right side of the room.

Case study: Jamala Wildlife Lodge

Jamala Wildlife Lodge at Canberra's National Zoo and Aquarium combines five-star accommodation, animal encounters and gourmet cuisine to provide guests a unique overnight experience with its animals.

A stay in the Giraffe Treehouses allows visitors to watch giraffes grazing outside their window. The Jungle Bungalows offer views of lions, tigers and sun bears.

Guests get close to some of the world's most endangered animals. They also learn about what can be done to save them. A portion of profits supports breeding and education programs.

By offering world class luxury experiences in its mix of offerings, the National Zoo and Aquarium has increased visitor numbers and length of stay. This has made the National Zoo and Aquarium more resilient and cultivated a reputation as a domestically desired and internationally recognised destination for visitors to the Canberra region.

A group of children and adults are gathered in a museum-like setting, looking up at a large, thick plume of white smoke or steam that is rising from the floor. The children are of various ages, and the adults are smiling and looking on. The background shows museum displays, including a large colorful bird sculpture and a display case with a skull. The ceiling has exposed pipes and lights.

“The school excursion market provides sustainability for businesses outside customary tourist seasons and encourages return visits. Providing high quality and engaging educational experiences ensures Canberra continues to be a compelling tourism destination..”

- Garry Watson,
National Capital Educational
Tourism Project



Build our reputation for educational tourism

Pre-pandemic, more than 160,000 school students from across Australia visited Canberra every year, bringing over \$130 million to the ACT economy. The majority of students come from New South Wales, Victoria and South Australia.

The visitor experience for school students to Canberra is one not offered in any other destination. Through the National Capital Educational Tourism Project, we will look for opportunities to expand student visitation and continuously improve the quality of experience for students in Canberra.

When asked to rate their overall satisfaction with their visit to the national capital, the average rating for overall satisfaction among teachers was 8.8 out of 10. We will build on this already exceptional experience of school groups by identifying further opportunities for better infrastructure, learning, and support for school groups.

Who is this strategy for?

This strategy was designed by government and industry, to be delivered collectively and collaboratively: development of this strategy involved extensive industry and community consultation, to align with industry goals, expectations and outputs.

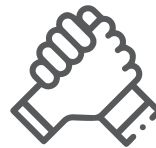
Following consultation, the strategy was authored by VisitCanberra. However, successful delivery of this strategy relies on the contribution of the many players across our visitor economy.

This strategy defines how we — the Canberra and region tourism industry — want Canberra to be positioned as a global destination in the years ahead. We have defined an intent. Now, we invite you to be our partners in sharing and shaping the future of Canberra and fulfilling its ambitions.

For further information on the action plan to support this strategy, please go to: visitcanberra.com.au

How to get involved

As a stakeholder of the ACT visitor economy, there are a number of ways to get involved and play an active part achieving our missions to 2030.



Support local industry groups

Attend meetings, reach out to local industry bodies, and attend the industry's annual conference.



Contribute to destination promotion

Be part of the community that promotes our destination, by sharing and advocating across key platforms, including through VisitCanberra's IndustryLink newsletter and social media.



Ensure your business can be promoted

Sign onto the Australian Tourism Data Warehouse, connect with the Canberra Region Visitor Centre and their BookEasy platform, join the business hub, and feature any new tourism product on VisitCanberra's Hot List.





Produced by VisitCanberra, Chief Minister, Treasury and Economic Development Directorate.



ACT
Government