



VISITCANBERRA

**DESTINATION**

**MARKETING**

**STRATEGY**

2023-24



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## Acknowledgement of Country

We acknowledge the Ngunnawal people as traditional custodians of the ACT and recognise any other people or families with connection to the lands of the ACT and region. We acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.





# Introduction

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

VisitCanberra is here to:

- promote Canberra's strengths and celebrate the city's distinct character
- challenge beliefs and perceptions about our city
- lead the ACT and capital region tourism industry to create unforgettable experiences
- promote experiences that bring our iconic offerings to life and exceed visitor expectations
- grow the international profile of our city and region and increase international visitation.

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

Visitors and the businesses that serve them make a crucial contribution to the economic and social wellbeing of the ACT. Ultimately, our activity contributes to the wellbeing of our community, making a positive contribution to all who call Canberra home.

This destination marketing strategy provides a framework to inform and support our marketing approach for 2023-2024, and aligns with *T2030: ACT Tourism Strategy 2023-2030*.

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 and international travel markets 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

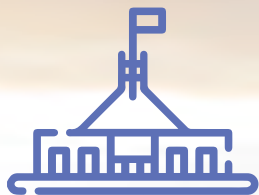
The opportunity to grow the value of tourism in Canberra and the region lies in embracing the destination strengths that are already owned.

Our destination strengths are the foundation we draw on to imagine the visitor economy of 2030. By 2030, our visitor economy will be worth \$4 billion in annual expenditure of domestic and international visitors.

## The vision:

A thriving, sustainable destination that benefits Canberrans.

## Our strengths



**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**

# 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 aims to achieve cut-through in a domestic market that wants to travel overseas now, as well as new markets overseas that have a limited understanding and awareness of Canberra.
- 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.





# 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 the 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 a 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 2023-24 are: Singapore, Malaysia, India, NZ, UK, and US. Other than holiday travellers from these countries, we will also look to target VFR travellers (Visiting Friends and Relatives).

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

THERE IS SIGNIFICANT  
OPPORTUNITY TO BUILD  
ON CANBERRA'S UNIQUE  
ADVANTAGES AND GROW  
OUR INTERNATIONAL  
PROFILE



NT

QLD

WA

SA

NSW

VIC

TAS

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

**Melbourne**

4,968,000 people

**Hobart**

247,000 people



# Our international audience

VisitCanberra aligns with Tourism Australia's High Yield Traveller target audience in our key international markets of: Singapore, India, Malaysia, UK, USA (East Coast) and New Zealand. Tourism Australia has simplified its global target audience from the High Value Traveller (HVT) definition to be purely focused on targeting those who are willing to travel out of their region and spend more during their trip - the High Yield Traveller (HYT). This move from a global psychographic segment to more specific audience segments by market aligns well with the high yield strategy. This shift from HVT to the HYT has increased the total addressable audience size.

VisitCanberra has adopted the *High Yield 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.

## The High Yield Traveller



### Travel Long Haul

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



### Represent High Value

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

VISITCANBERRA  
HAS ADOPTED  
THE HIGH YIELD  
TRAVELLER  
SEGMENT.



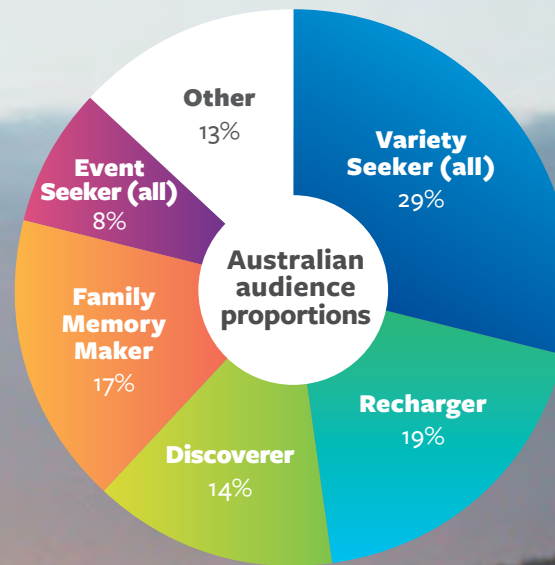
# Our domestic audience

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.

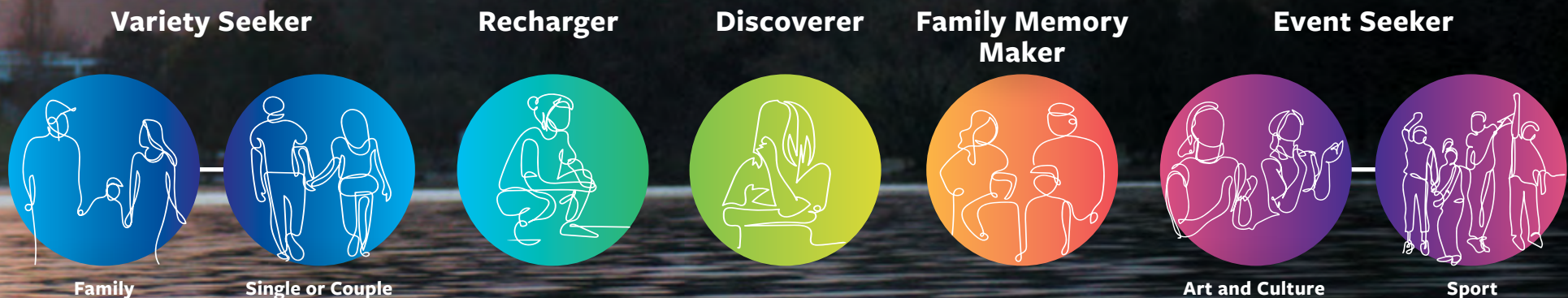
VisitCanberra has developed a series of audience personas to outline the different motivations, behaviours and media consumption of people when they take domestic short break leisure travel. Each persona is based on extensive market research.

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.

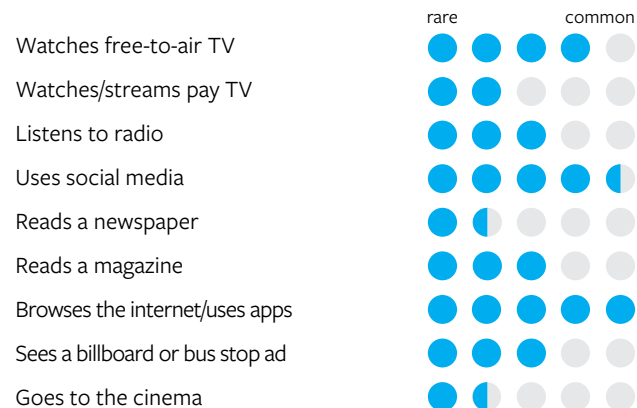
## Discoverer



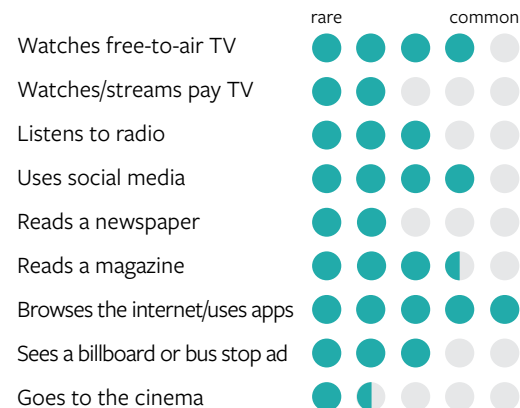
*"I want to indulge in new experiences to feed my thirst for knowledge"*

**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.

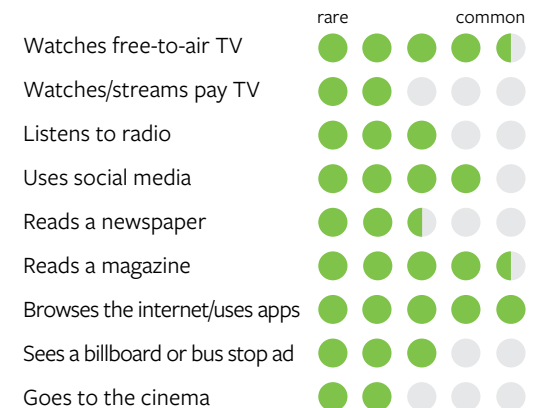
### At least once a week



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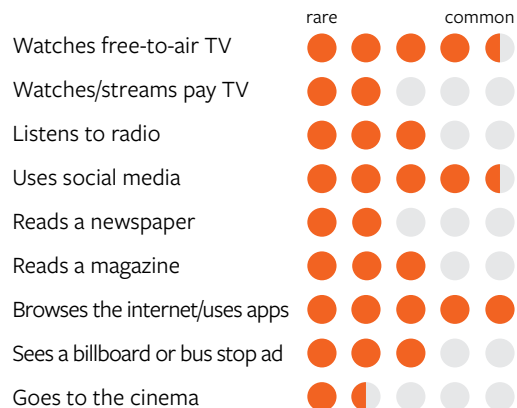
## Family Memory Maker



*"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

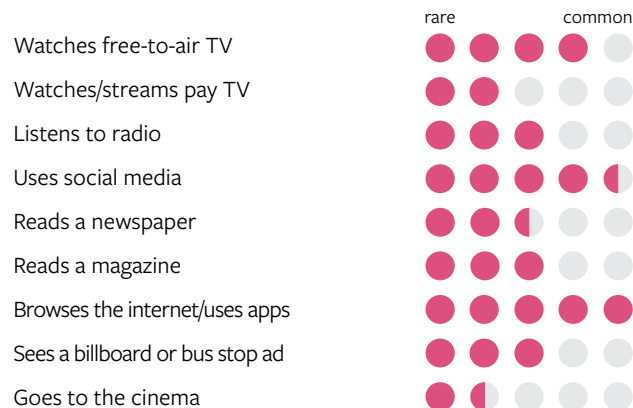


### Art and Culture

*"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.

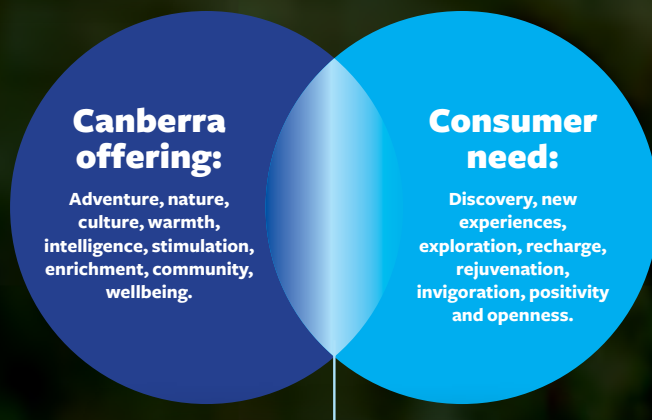
\* Media consumption data is current as of December 2018.

# 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: **There's more than they're telling us.**

**There's more than they're telling us** 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 ability to cut-through in a highly competitive tourism market.

The campaign will:

- highlight Canberra's unique personality, distinguishing it in a crowded domestic tourism market. By showcasing distinctive local attractions, the campaign masterfully captures the genuine warmth, charm, and eccentricities of real life Canberrans — the very people who shape the city, and the experiences of its visitors
- establish an emotional connection with Canberra, challenging stereotypes and creating ambassadors among visitors and locals alike
- increase tourism engagement and drive growth across our city, promote Canberra as a short break destination 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.

**There's more than they're telling us** reveals the unexpected layers Canberra has to offer:

- the perfect place for a surprising and invigorating short break
- a weekend here can deliver diverse experiences that exceed expectations.







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

The campaign is about stories. About the unique people and experiences people will find in the Canberra area. The campaign is built around the locals being fantastic at what they do, (and keen to share with visitors), but not necessarily the loudest salespeople — hence, they haven't been telling the world what their experiences have to offer. Visitors to Canberra will soon discover

**There's more than they're telling us.**

# There's **more than** they're telling us

VisitCanberra has developed an international campaign to increase awareness of Canberra as the capital city of Australia and will target high yield travellers who have demonstrated intent to visit Australia. The campaign aims to increase consideration to include Canberra on their itinerary when planning to visit Sydney or Melbourne. The campaign first launched in India, followed by Singapore with more markets to come.

## Some examples of our domestic campaign activity



Visit the next big thing. Canberra

start planning

Gallery of Small Things

There's **more than** they're telling us

**VISIT CANBERRA**



Discover 44,000 rare trees, and some giant acorns

start planning

National Arboretum Canberra

There's **more than** they're telling us

**VISIT CANBERRA**



Explore the ACT: Australian Capital of Truffles

start planning

Padlago Truffles

There's **more than** they're telling us

**VISIT CANBERRA**



There's more than they're telling us

Sign up now to see for yourself

sign up

Namadji National Park

**VISIT CANBERRA**



## Some examples of our domestic campaign activity

### This ad is too big

At 152 cm tall and 101cm wide, this ad would barely squeeze inside the Gallery Of Small Things. That's because the entire gallery is less than six metres squared. So you could fit 10,100 of these galleries into The Louvre. Everything about it is small. The building. The exhibits. Even the crowds. So you might not have heard of it. In the art world they'd call it 'exclusive'. Filled with tiny works from makers and designers who love texture, form, and all things small, the gallery brings international, interstate and local artists to one of Canberra's many unique cultural experiences, proving that bigger isn't always better. There's room for you though. And maybe just the one friend.



Gallery of Small Things

There's **more than** they're telling us



### There are no giant squirrels

Speculation is circulating that the giant acorns at the National Arboretum's award-winning POD Playground contain giant squirrels. But this is simply a rumour created by 9-year-old Olivia in an attempt to scare other kids away so she can keep them to herself. You see, the top pod has amazing views of Canberra, family biking trails and more than 44,000 rare trees from around the world, making it one of Canberra's many exciting outdoor experiences. It's also where the slide is. So don't worry, the only thing hiding in the pods when you visit will be kids. Mainly so their parents can't make them leave.



National Arboretum Canberra

There's **more than** they're telling us



### You probably don't speak dog

But if you did, you'd know that Jonathan here is saying Canberra's Pialligo Truffles offers 'a deliciously unforgettable experience'. Impressively, a dog's sense of smell can be up to 100,000 times more sensitive than ours. So no wonder Jonathan is Australia's premier truffle farmer, and his owner Alice is more like an assistant. You may not have heard of them as Alice doesn't like to brag. Jonathan, on the other hand, is all over it. He'd like you to know that they're surrounded by spectacular wineries, with an award-winning chef and 5-star dining. But in reality it sounds more like woof woof woof, woof woof. And unfortunately not everyone speaks dog.



Pialligo Truffles

There's **more than** they're telling us



## Some examples of our domestic campaign activity



**Visit the next big thing. Canberra**

[start planning](#)

There's **more than** they're telling us

 VISIT CANBERRA

Gallery of Small Things



**Discover 44,000 rare trees, and some giant acorns**

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There's **more than** they're telling us

 VISIT CANBERRA

National Arboretum Canberra



**Explore the ACT: Australian Capital of Truffles**

[start planning](#)

There's **more than** they're telling us

 VISIT CANBERRA

Pialligo Truffles



## Some examples of our domestic campaign activity

**Visit the next big thing. Canberra**



**start planning**


Gallery of Small Things

There's **more than** they're telling us

 **VISIT CANBERRA**


**Discover 44,000 rare trees, and some giant acorns**

**start planning**



National Arboretum Canberra

There's **more than** they're telling us

 **VISIT CANBERRA**

**Explore the ACT: Australian Capital of Truffles**

**start planning**



Pinaligo Truffles


There's **more than** they're telling us

 **VISIT CANBERRA**


**There's more than they're telling us**

Sign up now to see for yourself

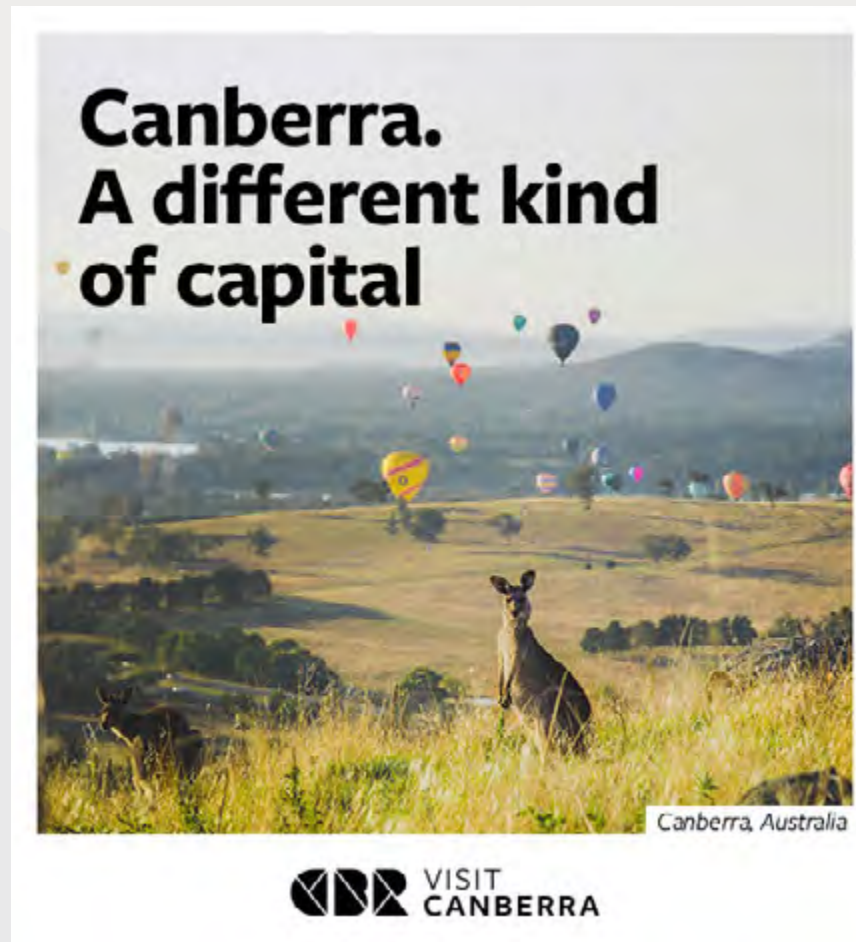
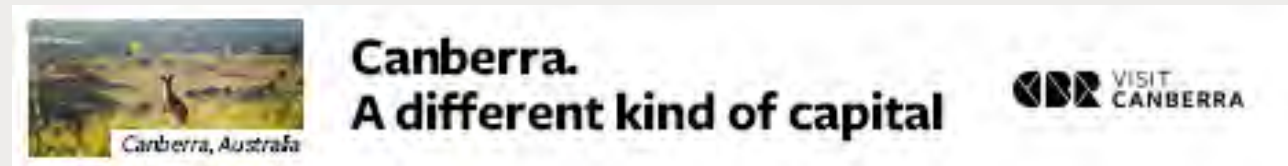
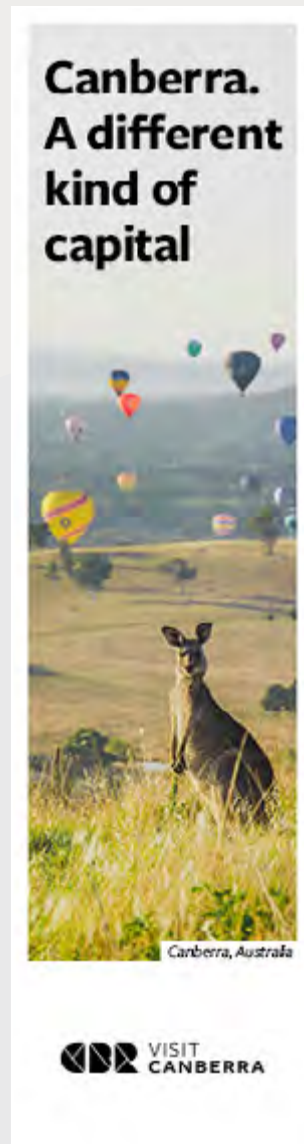
**sign up**



Namadji National Park

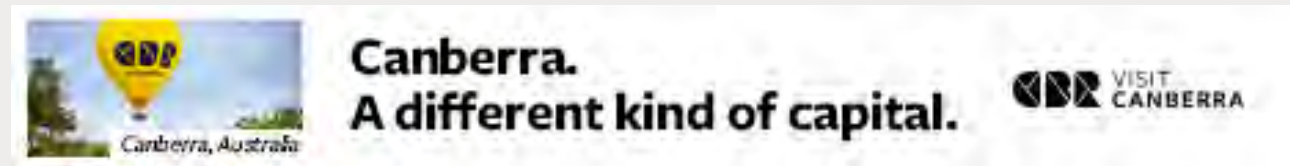
 **VISIT CANBERRA**

## Some examples of our international campaign activity





## Some examples of our international campaign activity



# PR, Social and Content

VisitCanberra's public relations strategy combines domestic and international public relations outreach, broadcast and media hosting activities. Working with the local tourism industry to generate stories and conversation through publicity and word-of-mouth advocacy that builds awareness of Canberra's tourism offerings, products, events and experiences via traditional, online and social media channels.

## PR objective

Through a diverse range of PR tactics, we aim to change domestic perceptions of the city while creating and raising awareness of Canberra and the region amongst our target audience in key international markets.

An always-on press office approach extends beyond the VisitCanberra PR team through agencies based in Australia, UK and India.





### **Media outreach / press office**

Working closely with the PR agencies, we develop an annual calendar of stories and media releases. The proactive press office broadens the reach of VisitCanberra's marketing messages through targeted pitches to relevant media outlets.



### **Visiting Journalist & Influencer Program**

A strong media hosting program builds on our press office activities to create opportunities for journalists or influencers to immerse themselves in Canberra and create more in-depth stories reflecting their own experience of what the Canberra region has to offer.



### **Broadcast**

To maximise messaging reach, VisitCanberra work on a range of domestic and international broadcast opportunities each year. Recent successes have included: Channel 7 — Sunrise, Channel Nine — Country House Hunters, SBS — Adam & Poh, Mediacorp Singapore — Shero, and Seven — Sydney Weekender.



### **Content Partnerships**

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.



### **Social Media**

VisitCanberra's social media channels play a key role in raising awareness and driving consideration for Canberra as a must-visit leisure destination, connecting potential domestic and international visitors with Canberra's story.

Combining a user-generated and owned content creator strategy, VisitCanberra's presence on key social media platforms stimulates positive conversation and allows us to stay relevant and top-of-mind.



# Partner programs

**There's more than they're telling us** 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 **There's more than they're telling us** 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 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 the 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 **There's more than they're telling us** 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.

## Grants

### **Major Event Fund**

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

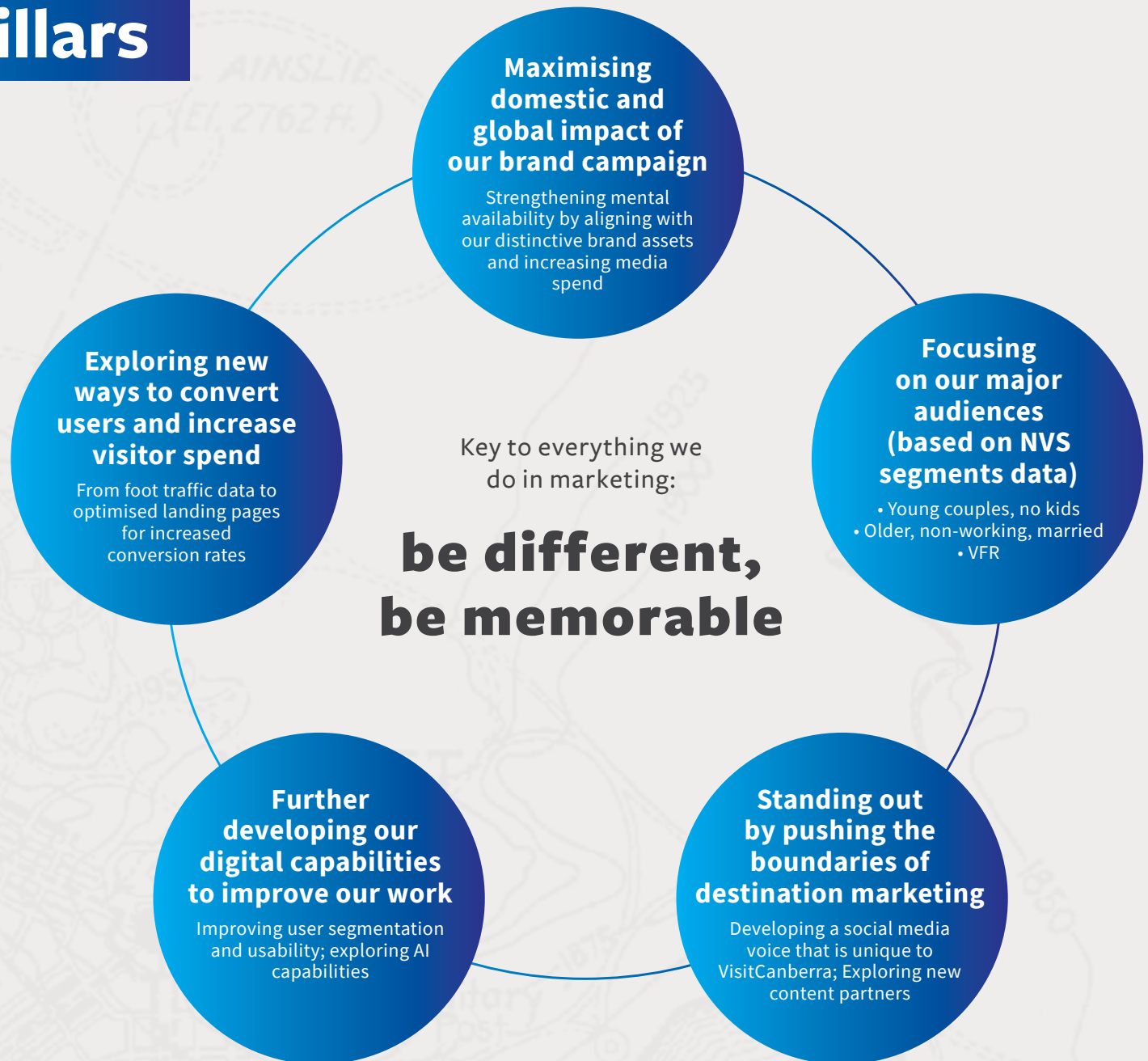
### **Tourism Product Development Fund**

Continue to invest in industry-led projects that drive economic growth and job creation in the ACT through increased visitor numbers and increased visitor expenditure by delivering improved visitor experiences and new and innovative products and experiences.

# Strategic pillars

## Our mission:

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











Chief Minister, Treasury and Economic Development Directorate | ACT Government

For further information

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