

# How to Work with VisitCanberra

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# Working with VisitCanberra Document

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# Promote Your Business

# Get Trade Ready

- The international team connects with domestic and international tourism trade partners via a multitude of interactive programs and event to encourage them to package and sell Canberra.
- Tourism experiences which are trade-ready can be promoted as part of VisitCanberra's trade engagement activities.

**[tourism.trade@act.gov.au](mailto:tourism.trade@act.gov.au)**



# Support Famils

- VisitCanberra runs two famil programs throughout the year;
  - The Visiting Journalists and Influencer Program
- and
- The Tourism Trade Famil Program.

**For media famils:**

**tourism.media@act.gov.au**

**For trade famils:**

**tourism.trade@act.gov.au**



# Share News & Content

- Use the relevant hashtags and handles on your social media posts to help us and others see your content.
- VisitCanberra is always looking for news and new experiences to include in newsletters, share with partners or to pitch to media and PR agencies.

**Social media tags:**

**#VisitCanberra @VisitCanberra**

**Share your stories:**

**tourism.media@act.gov.au**



In The Drink

## The Canberra District has more than 35 cellar doors. Better stay awhile.



Such and Such

Terra

Story by Alexandra Carlton

"What I love about Canberra wineries is that they're all boutique," says Laura Jallier, a guide with Van du Vin ([vanduvin.com.au](http://vanduvin.com.au)), which offers a range of wine tours. "A lot of them still operate out of tin sheds." The district's cellar doors are the kind where you can have a tasting, a chinwag with the winemaker and a plate of local cheese or charcuterie for under \$20. "Around here," says Jallier, "people are all about the wines, the terroir and connection."

**The wineries**

**Mount Majura Vineyard**  
Sitting on one of the finest blocks of soil in the region – some have compared it to Burgundy's Côte-d'Or – Mount Majura ([mountmajura.com.au](http://mountmajura.com.au)) is a Canberra legend and technically the only winery located in the ACT itself rather than the outskirts of NSW. Famous for tempranillo, the cellar door is open daily for tastings.

**Yarrh Wines**  
A peaceful hideaway at the end of a bush road, this tiny cellar door near Murrumbateman ([yarrhwines.com.au](http://yarrhwines.com.au)) is worth the effort to find. There are several experiences to choose from but the pick is the Winemakers' Tale, a tour that explores the sustainable, low-intervention vision shared by winemaker Fiona Wholohan and farmer Neil McGregor.

**Gundog Estate**  
A Hunter Valley-based label, Gundog ([gundogestate.com.au](http://gundogestate.com.au)) makes plenty of wines using Canberra fruit and serves its range inside a cosy former stables in Gundaroo, about 30 minutes north of the capital's CBD. Pull up a stool, order the pot pie of the day from next door's Grazing restaurant and don't forget to take home a jar of the pinot puttanesca sauce for later.

**The spirits**

**The Canberra Distillery**  
Stop everything. These guys make a bright pink liqueur that tastes just like an old-school musk lolly. "Australians love it," says manager India Brown, laughing. "Americans aren't so sure." It's gimmicky but also wonderfully, playfully nostalgic. You can taste it, along with a range of classic gins, at the distillery's Mitchell HQ ([thecanberradistillery.com.au](http://thecanberradistillery.com.au)), about 15 minutes from the city centre.



# Connect with VisitCanberra

# Canberra and Region Visitors Centre



# The CRVC team



# What's happened in 2022 / 2023

## Visitors surveyed after their visit to CRVC stated that

- 37% stayed longer
- 78% will do more activities / experiences on this trip
- 65% consider returning to Canberra

## Bookeasy

- 3263 tour and accommodation bookings
- Over \$242,000 in revenue for operators

- Retail sales grew to over \$600,000 up 195%

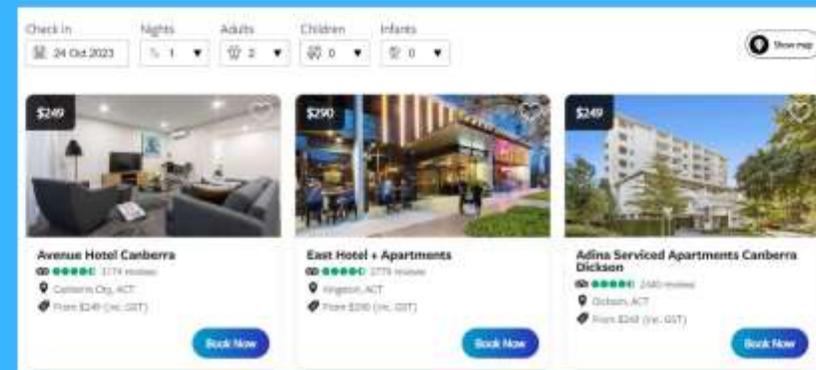
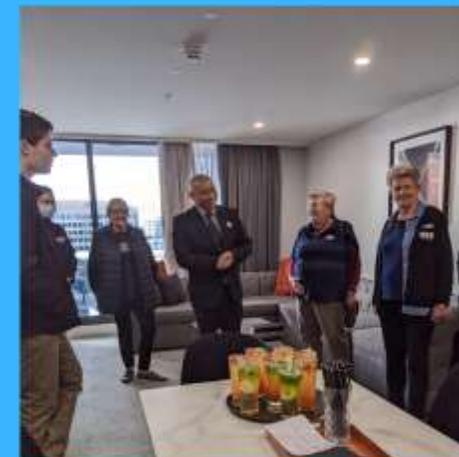
## We welcomed a record

- 224,000 visitors
- 2,510 online chats
- 5,403 phone calls
- 1,308 emails

- Participated in 57 famils
- Supported 7 community / industry workshops held in the centre
- Attended 5 community events
- Hosted Cabbies Breakfast

# How to work with us

- **Advertising opportunities**
  - Brochure display
  - Inhouse and other various locations of digital signage
  - Display cabinets
  - Vinyl decals
  - Event space
- **Booking platform – Bookeasy**
- **Cabbies Breakfast / Floriade / Community events**
- **Teleportivity / QR code**
- **Famils**
- **ATDW**



# Australian Tourism Data Warehouse

- **The most important tool in the kit**

Australia's national tourism database and distribution platform.

- Increased visibility
- Efficient promotion
- Broad audience reach

- **Everyone who is anyone**

- 55,000+ Tourism Business Profiles
- 18 million in virtual reach
- 87% of the entire accommodation sector
- “Makes it easier for people to find you”

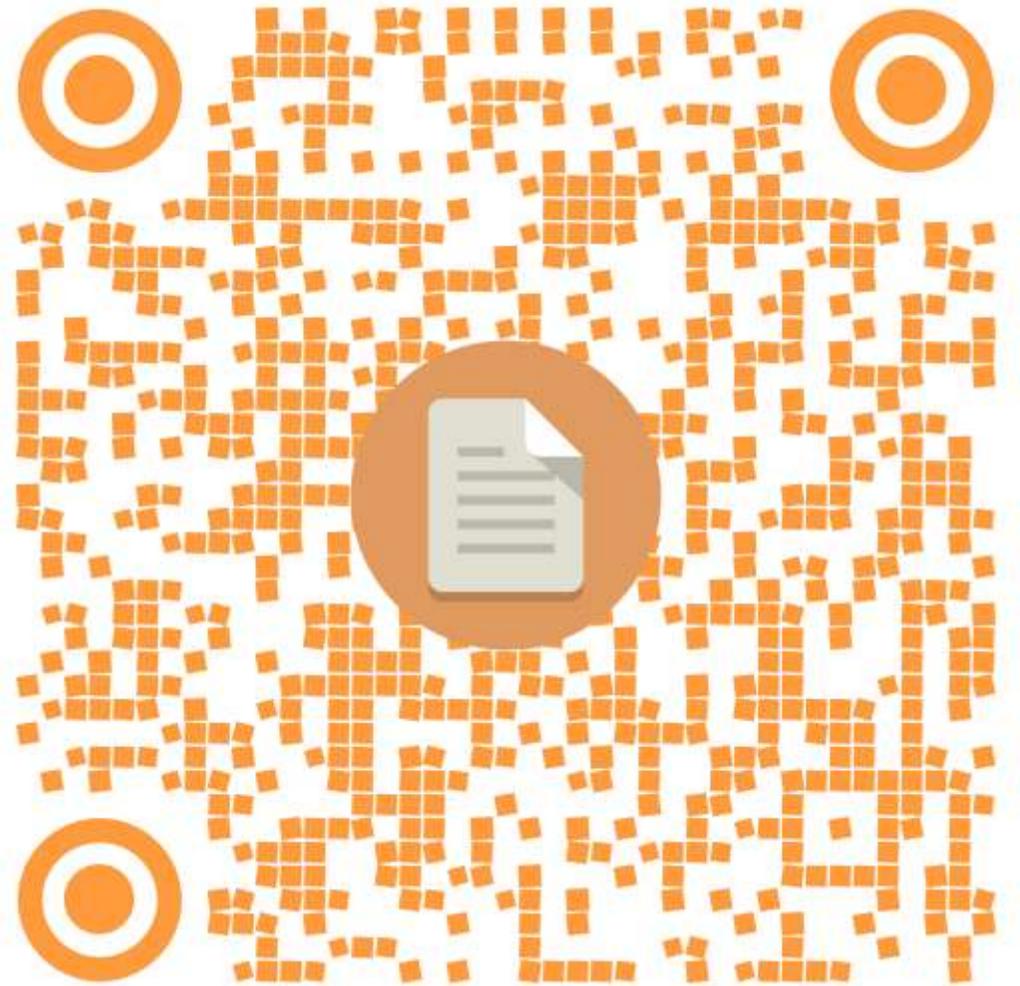


# Hit The Links

- LinkedIn



- Industry Link



[act.gov.au/business](https://act.gov.au/business)



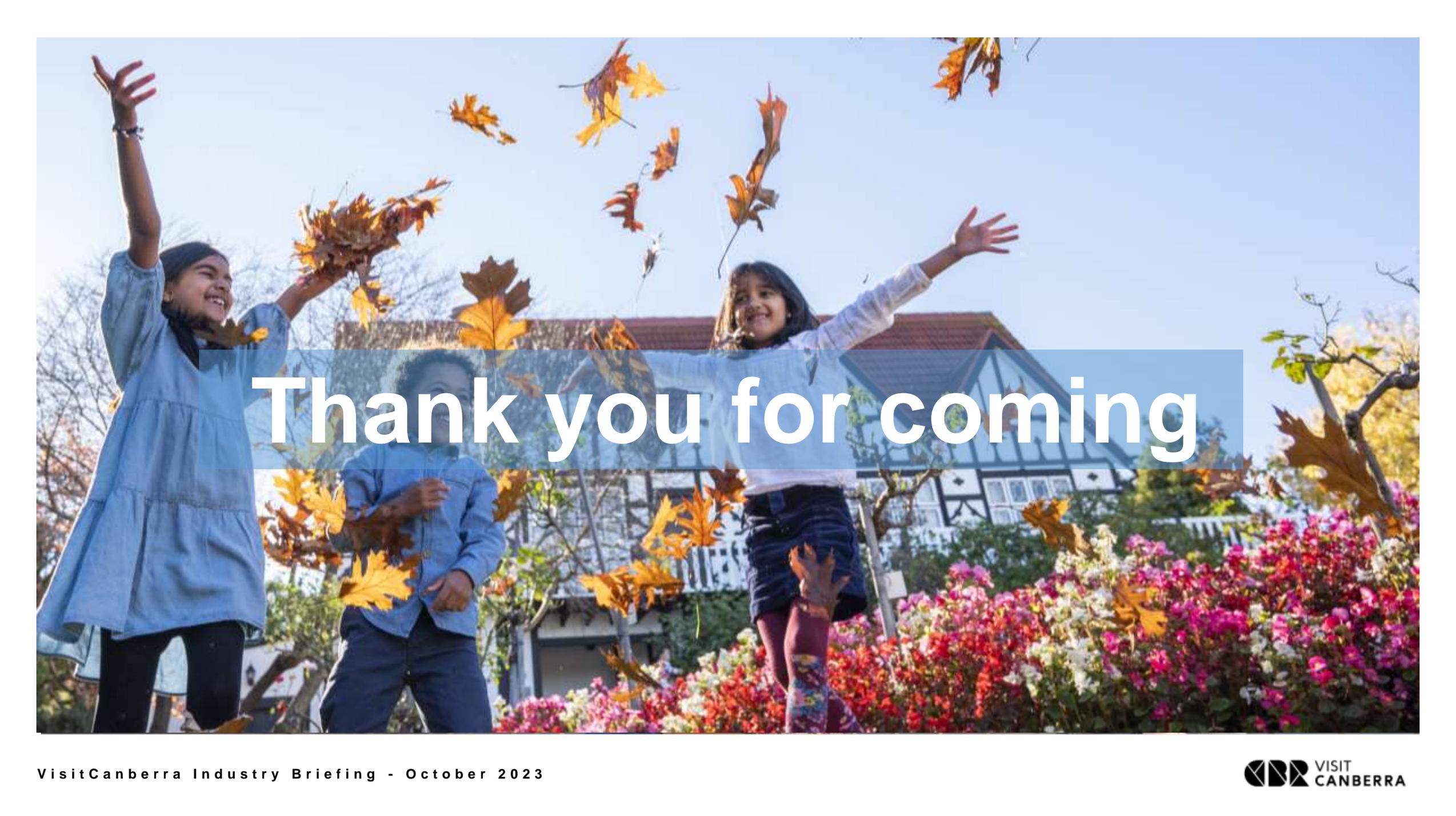
# Help the ACT Government to better understand the needs of businesses in Canberra.

Take the ACT Business Survey 2023 now.



[yoursaypanel.act.gov.au/c/r/actbusinesssurvey](https://yoursaypanel.act.gov.au/c/r/actbusinesssurvey)



A photograph of three children playing in a garden filled with autumn leaves. The children are laughing and jumping, with their arms raised. The background features a Tudor-style house with a red roof and white walls. The scene is bright and sunny, with a clear blue sky. The text "Thank you for coming" is overlaid in white on a semi-transparent blue background across the middle of the image.

**Thank you for coming**