

International update

How VisitCanberra is targeting international visitors

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Meet the International and Partnerships team



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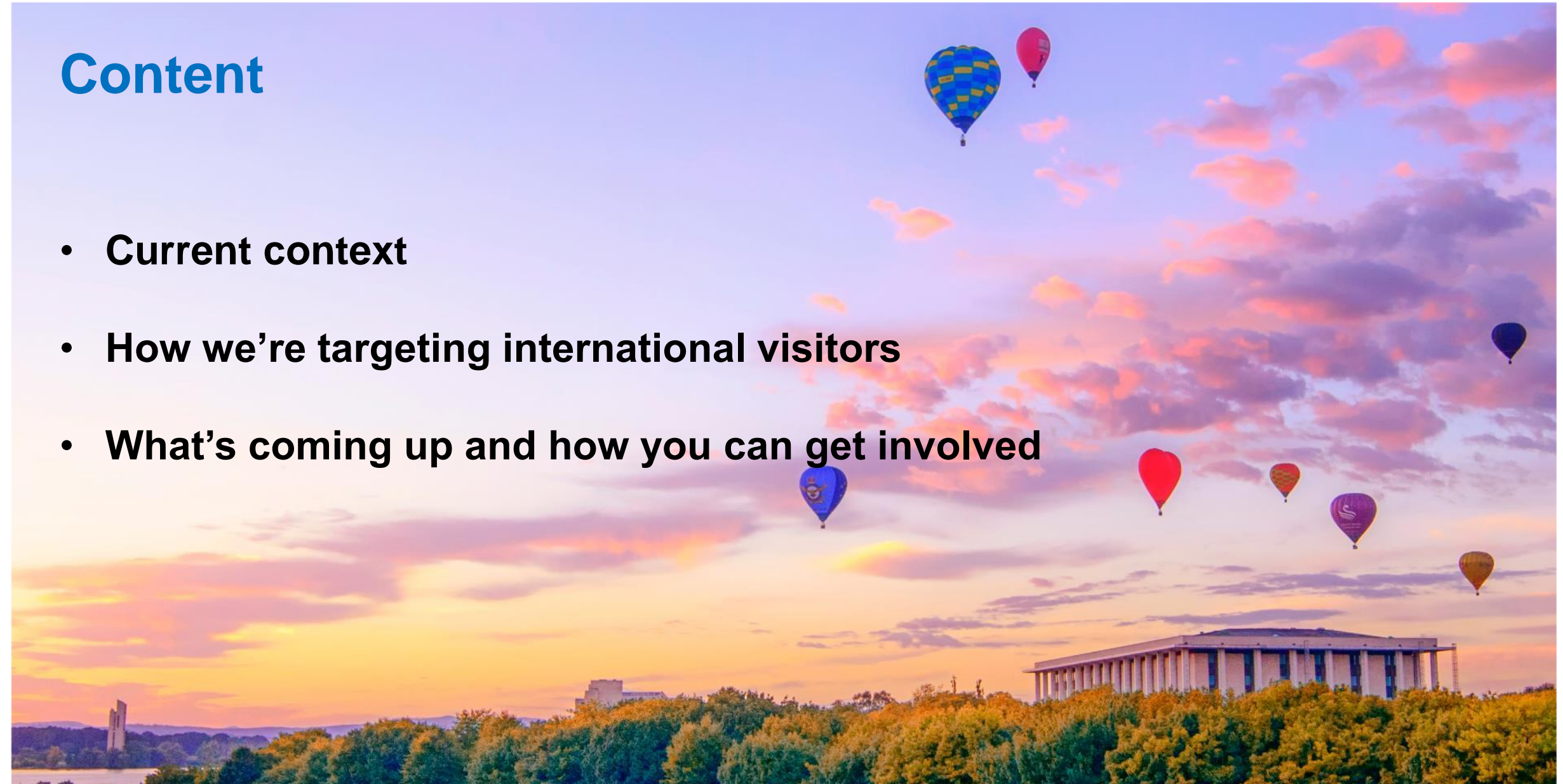
Samantha Rutter
Partnerships and Distribution
Officer



Riley O'Shaughnessy-Rudd
Partnerships and Events Officer

Content

- **Current context**
- **How we're targeting international visitors**
- **What's coming up and how you can get involved**





International visitation – top 10 markets to the ACT

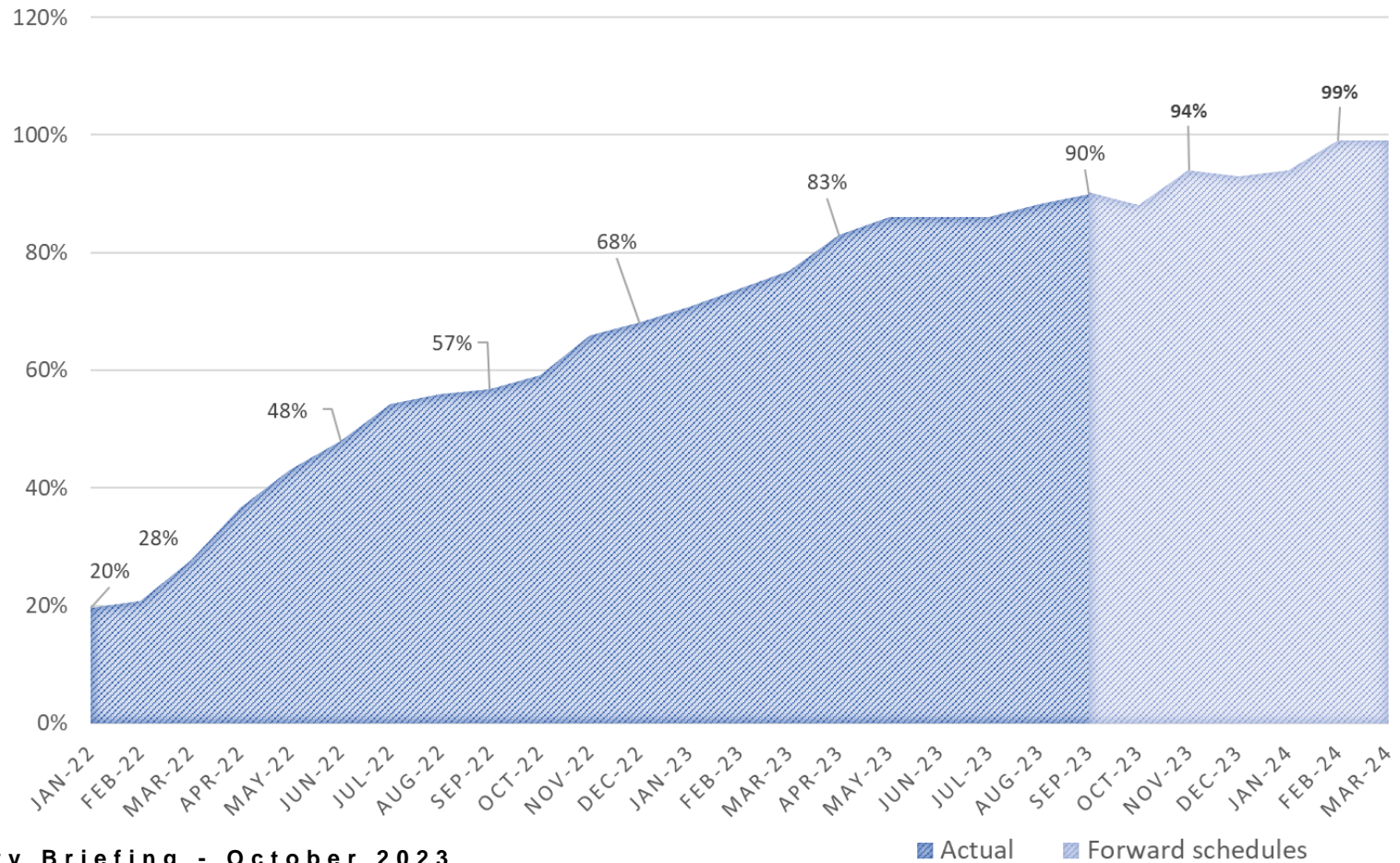
Top markets are India & UK – some markets recovered to pre-Covid levels or are close

ACT top 10 INT markets		Year ending Jun-23	% recovery vs Dec'19
1	India	21,500	130%
2	United Kingdom	20,600	97%
3	United States of America	16,200	69%
4	China	15,600	28%
5	New Zealand	15,600	80%
6	Germany	7,100	73%
7	Vietnam	5,500	103%
8	Philippines	4,700	63%
9	Canada	4,000	45%
10	Korea	3,900	111%
TOTAL ACT INT Visitors		163,700	61%

International expenditure is at 74% of pre-COVID levels (vs. Dec'19)

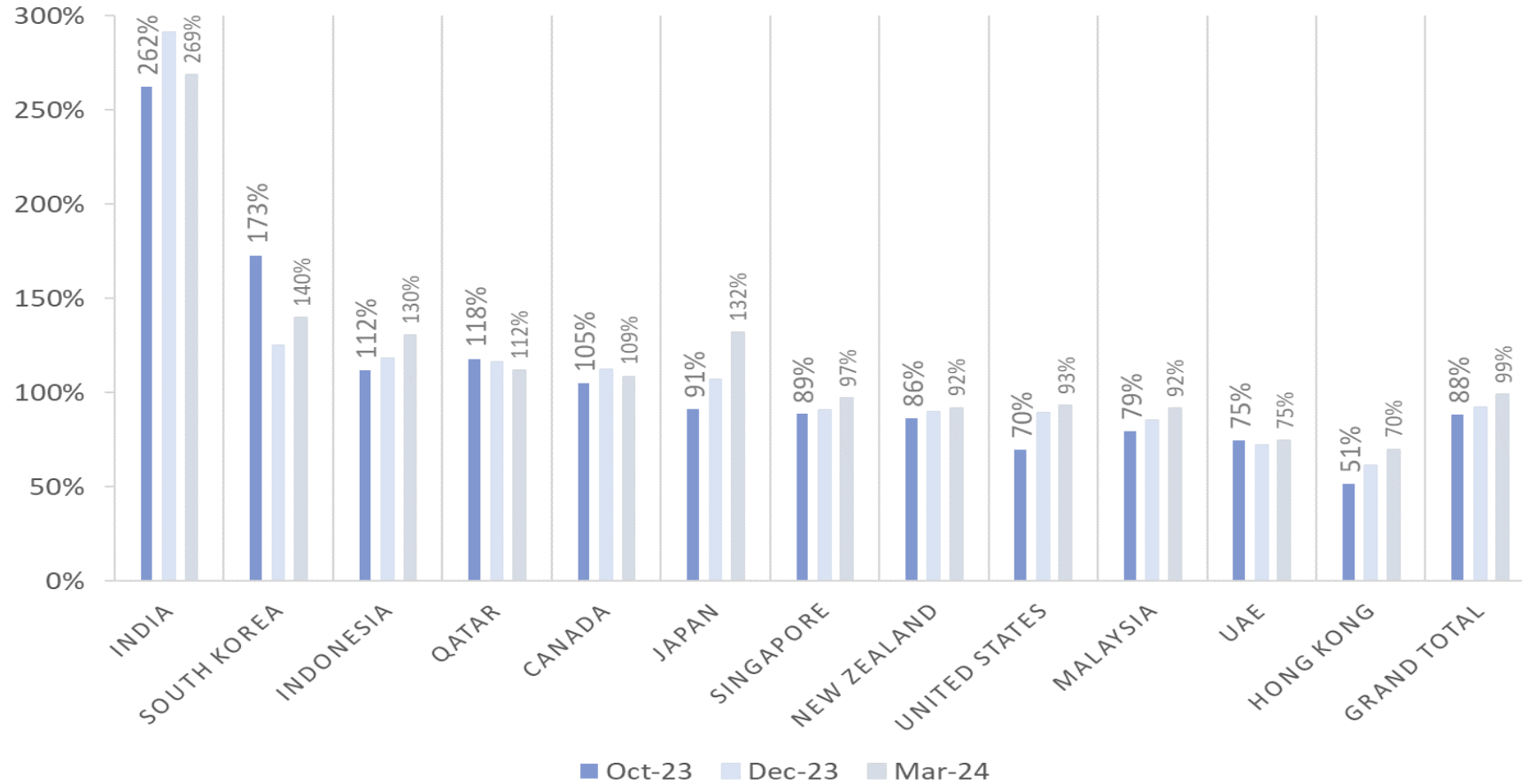
Currently at 90% of pre-covid levels in terms of seats

% OF INBOUND SEATS RETURNING TO AUSTRALIA
(COMPARED TO SAME MONTH IN 2019)
SOURCE: CIRIUM SRS ANALYSER



Recovery looks different

**% OF DIRECT INBOUND SEATS RETURNING TO AUSTRALIA
BY COUNTRY IN 2023/24**
(COMPARED TO SAME MONTH IN 2019)
SOURCE: CIRIUM SRS ANALYSER



A man with short dark hair, wearing a grey hoodie, is seen from the chest up, looking out from a hot air balloon basket. The basket is made of brown leather and has several vertical straps. In the background, a large lake is visible, with a small island in the middle. The island has some buildings and a red structure. The hills in the distance are covered in green trees. The sky is a mix of blue and orange, indicating sunrise or sunset. Several other hot air balloons are visible in the sky. The text "How we're targeting international visitors" is overlaid in the center of the image in a large, white, sans-serif font.

How we're targeting international visitors

Key markets

- India
- USA (California)
- Singapore
- United Kingdom
- Malaysia
- New Zealand
-
- China



What we do

GOAL

\$1.4bn in international expenditure by 2030

TACTICS

MARKETING

(brand/owned/earned)

- Brand campaigns
- International media hosting program
- Content partnerships
- Proactive PR

PARTNERSHIPS

- Tourism Australia
- Airlines
- Key Distribution Partners (KDP)

DISTRIBUTION DEVELOPMENT

- B2B trade events
- Aussie Specialist Program
- Familiarisation visits
- Capability building programs for industry

Marketing: brand and partnerships

Singapore – SHERO TV drama series

- Partnered with Tourism Australia and Singaporean production company, MediaCorp
- 10 episodes of mandarin-speaking drama series filmed in Canberra
- Aired on Channel 8 in Singapore, streamed on meWATCH and published on Channel 8's youtube
- **2.5 million** - estimated TV viewership
- **620,000 subscribers** of Channel 8's youtube
- **1.5 million weekly views** - estimated meWATCH viewership



Marketing: brand and partnerships

Campaign (brand)

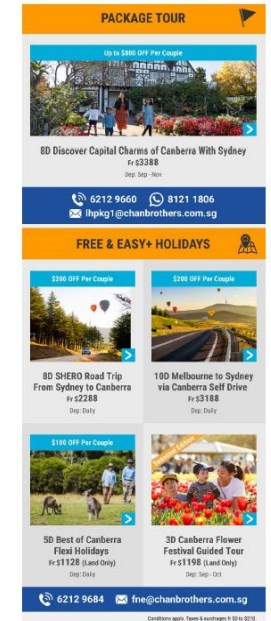
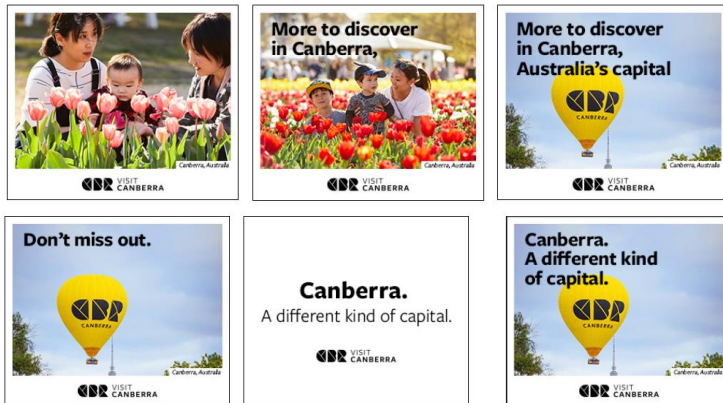
- Digital campaign aligning with SHERO content and meWATCH
- **850,000+** completed video views
- **500,000+** digital display impressions

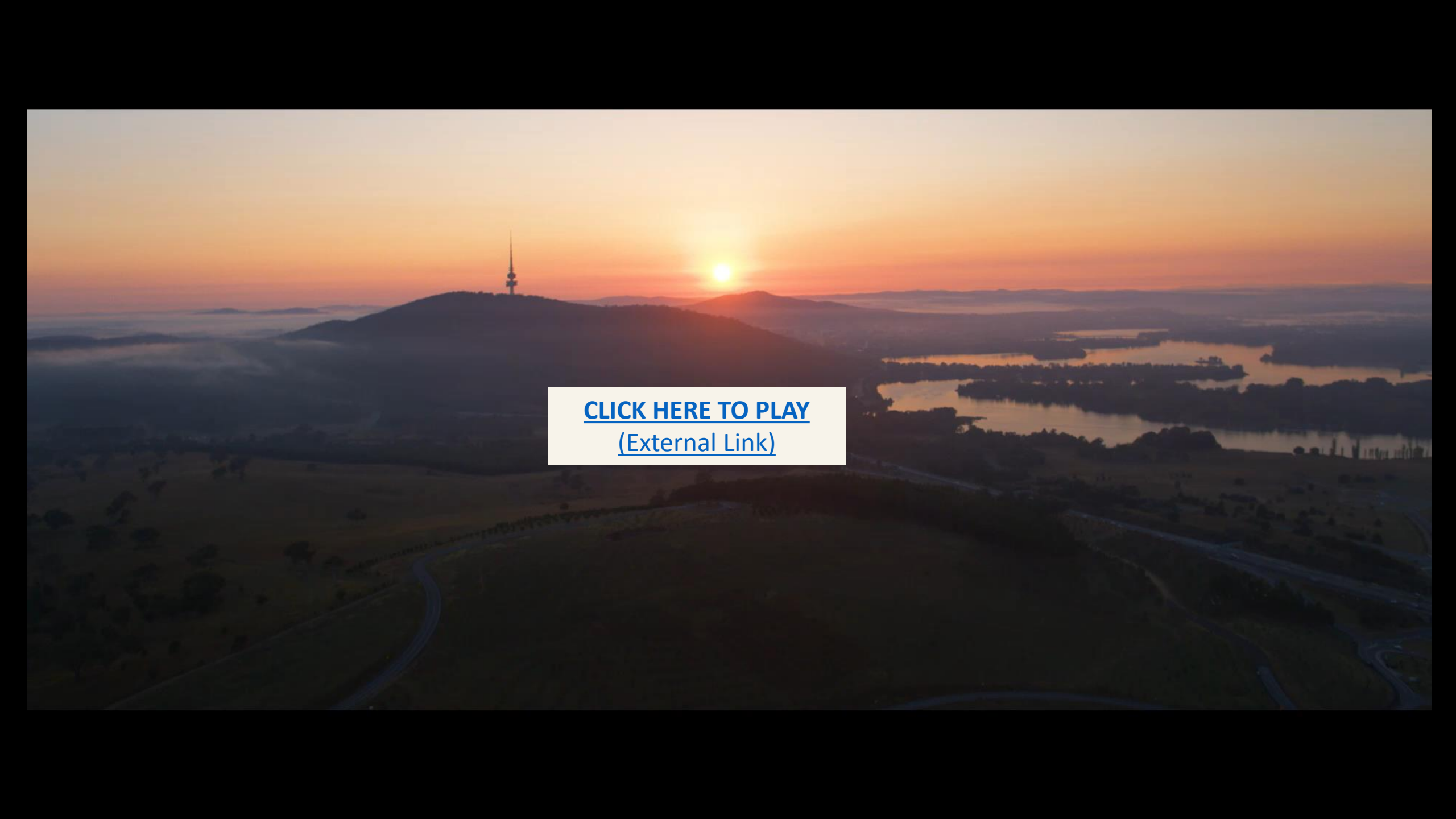
Just Swipe Lah (IMHP)

- Media visit from food and lifestyle series
- **7 million** estimated viewership
- **300+** Instagram stories generated

Chan Brothers (KDP)

- New itineraries developed and promoted
- **1.2m+ impressions**
- **Bookings targets exceeded**





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[\(External Link\)](#)

Distribution development: trade shows

Conducted more than 560 appointments with travel trade across 8 B2B trade shows

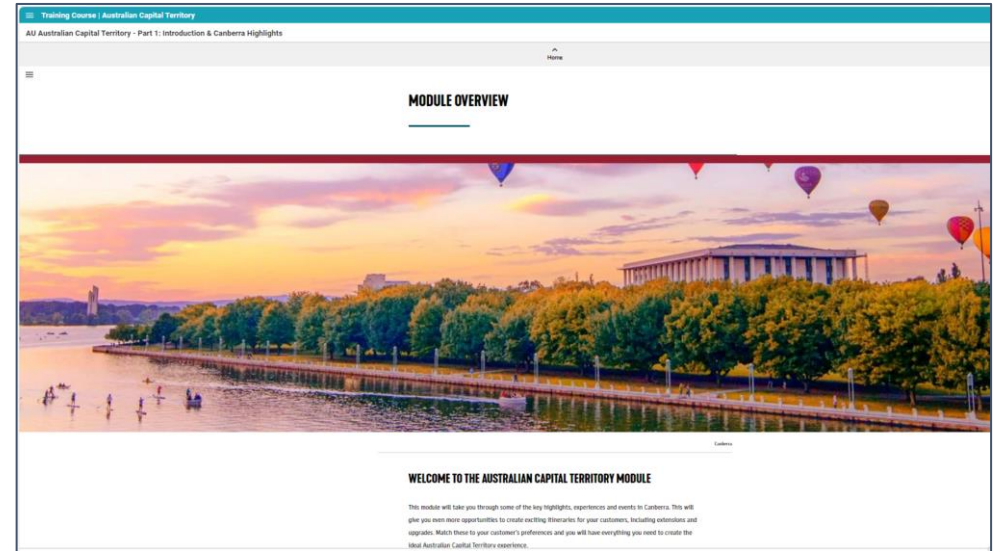
- Australia Marketplace North America (Aug 22)
- Australia Marketplace UK/Europe (Nov 22)
- ATEC Meeting Place (Nov 22)
- ATEC's Explore Australia's East (Mar 23)
- ATE (May 23)
- Australia Marketplace South East Asia (Jul 23)
- Australia Marketplace India (Jul 23)
- Australia Marketplace North America (Aug 23)



Distribution development: ASP and training

Delivered training to almost **5000** frontline travel agents across 15 markets

- Hosted **41 webinars**
“What an epic spot, created around lakes! Hot air ballooning, wildlife, wine, what more could you want in one location”
- Trained **300 Aussie Specialists** at G'Day Australia (Oct 23)
- More than **1000 Aussie Specialist** travel agents completed the ACT online training module



Distribution development: familis

Hosted 43 travel trade across 8 familis from 6 markets

- **More than 80%** of agents were very satisfied with their overall experience
- **100%** agreed Canberra was a suitable destination for their clients
- **More than 90%** agreed they intended to sell more of Canberra as a result of the famil visit.

“We were delighted to see that Canberra has so much to offer in terms of activities for all & definitely it is such a beautiful city. Having experienced everything firsthand, definitely we will promote the region more extensively...”
- famil delegate from India





How to get involved

What's coming up and how to get involved

- ATEC's India Host program
- India insights workshop on 30 Nov at the Hyatt
- Famils
- B2B trade shows – ATE24 applications open now
- Partnership campaigns
- Webinars
- ATEC Tourism Trade Ready program
- Industry Toolkit



↑ India Host ↑
↑ India insights workshop ↑