

VisitCanberra's strategic direction

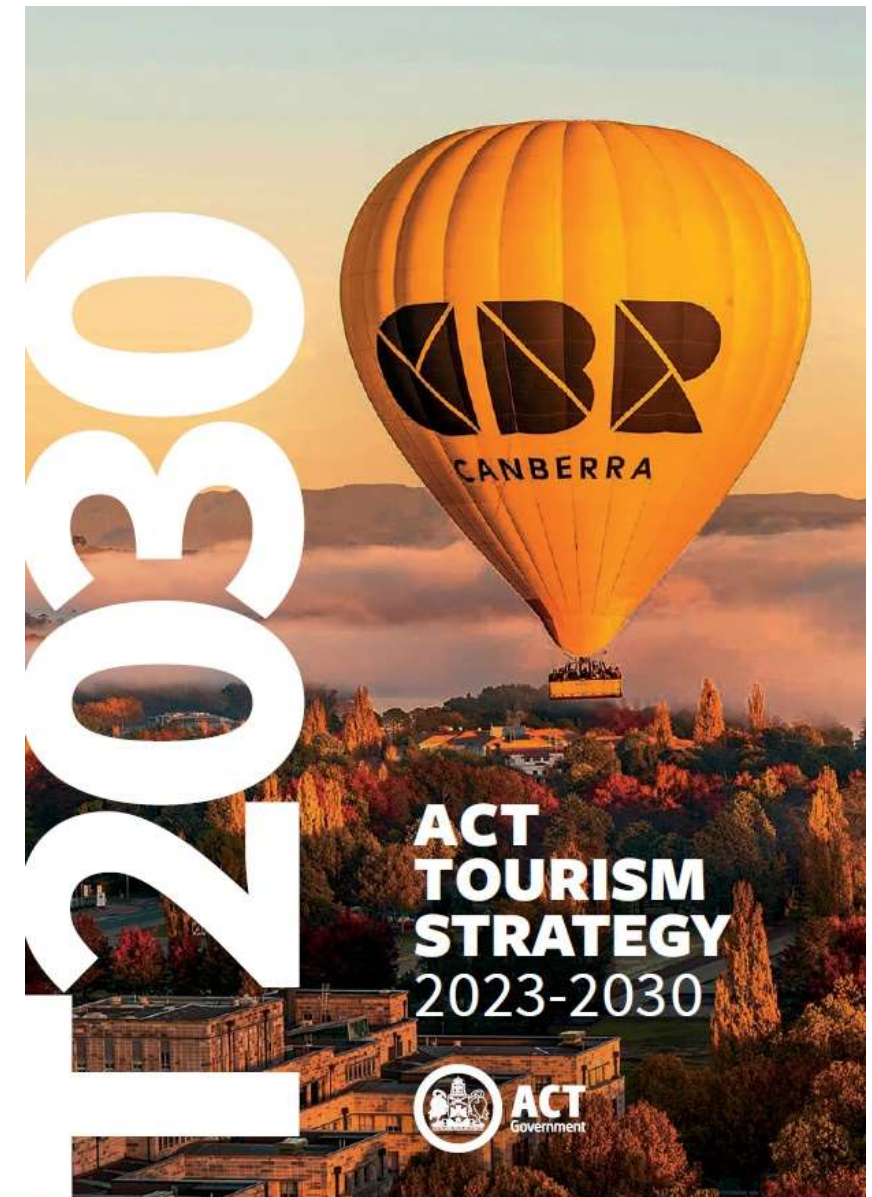
Jonathan Kobus



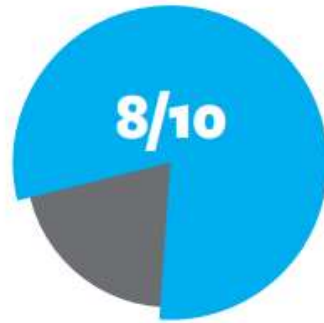
T2030 vision: A thriving, sustainable destination that benefits Canberrans

4 key missions are part T2030

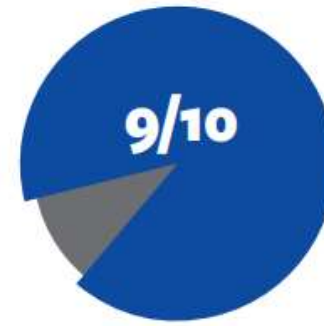
1. Develop our city as a global destination
2. Promote Canberra's strengths and celebrate our distinct character
3. Contribute to the wellbeing of our community
4. Develop iconic destination experiences



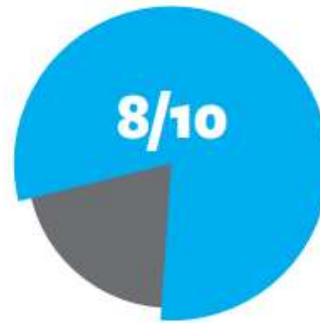
What the community thinks?



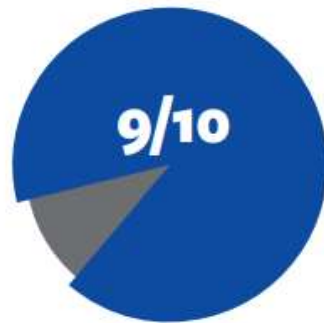
Canberrans support Canberra being actively promoted as a tourism destination



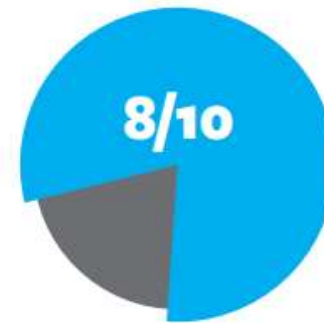
Canberrans believe tourism has a positive impact on Canberra



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

Annual action plan – keeping the strategy alive

Ensuring strategy turns into action

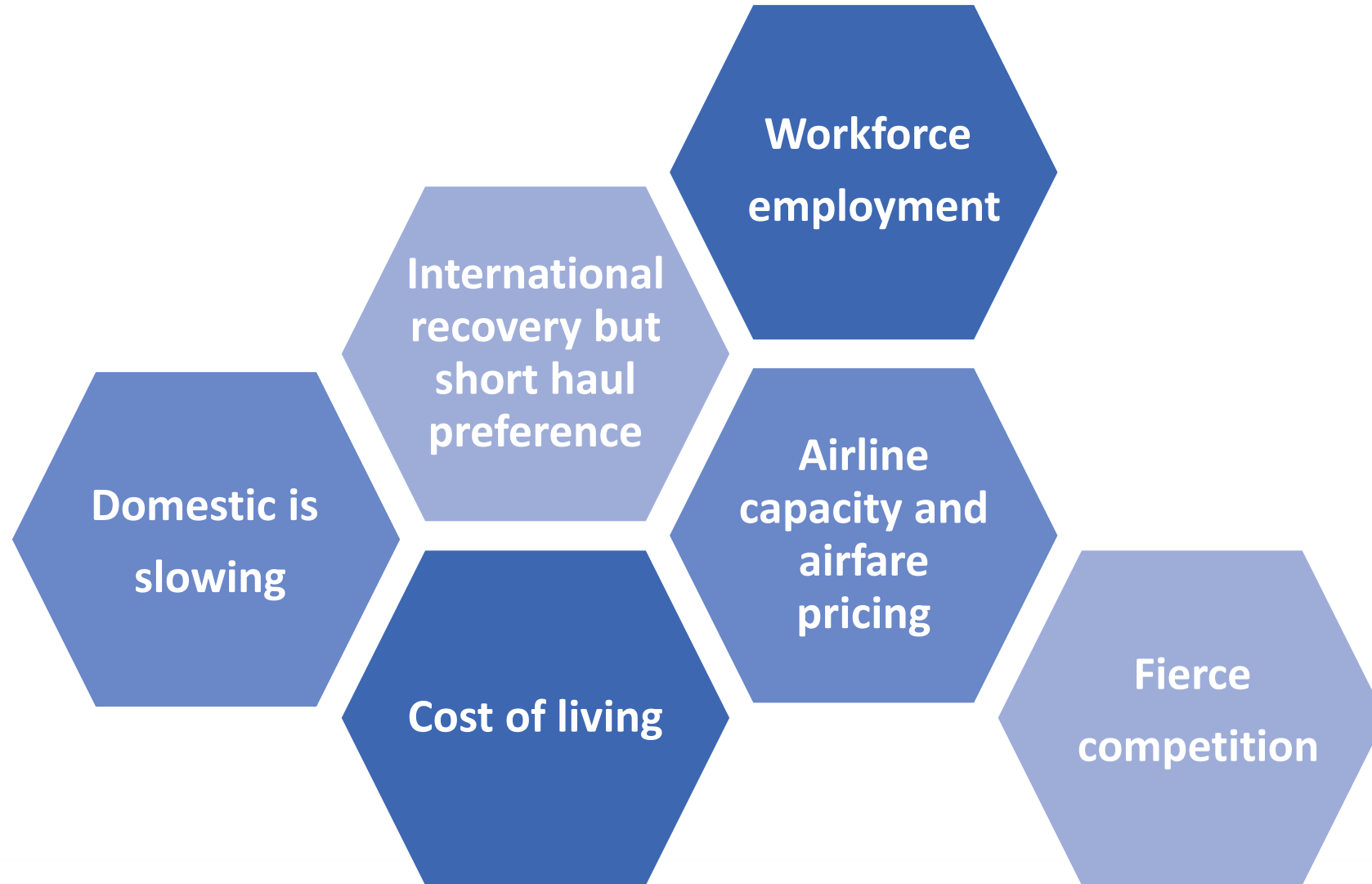
T2030 VisitCanberra Action Plan

Ref #	Priority	Mission/s	VisitCanberra immediate actions (2023)	Longer term actions toward 2030	Key stakeholders
13	Promote our food and wine	M02 M04	Showcase unique food and wine experiences to domestic and international audiences and support promotion of the Canberra Wine District brand	Identify potential initiatives to encourage industry development of signature food and wine experiences in the Canberra region	Canberra District Wine Industry Association, Business and Innovation (ACT Government), Destination Southern NSW
14	Market what makes us distinctive	M02 M04	Develop a new destination marketing campaign, aligning closely with essence of Brand CBR	Ongoing revision of destination marketing campaign, taking on board lessons learned	Brand Canberra, tourism industry
15	Skills and employment	M03 M01	Work with national and local stakeholders to address immediate workforce challenges	Promote employment pathways in tourism and hospitality training	Austrade, Skills Canberra, vocational sector, peak industry bodies
16	Importance of a quality calendar of events	M03 M02	Contribute to the major events strategy for the ACT, event grant programs, and development of Floriade and Enlighten Support promotion of the inaugural Winter Innovation Festival	Work on the attraction of major events, delivered sustainably, that drive substantial visitation to the ACT	Events ACT, events stakeholders
17	Community and national team sport	M03 M01	Support promotion of our national sporting teams and attraction/growth of participatory sporting events in Canberra	Establish a diverse calendar of local sporting events in the ACT that attract participants and spectators	Sport and Recreation (ACT Gov), Events ACT, national teams and industry bodies

4 key measures of success:

1. Grow from a \$1.7bn (Y.E. Jun'22) to a \$4.0bn visitor economy
2. Maintain visitor satisfaction with visits to Canberra (baseline 84% satisfaction)
3. Maintain perception of tourism's positive impact on Canberra: 87% agree *tourism has a positive impact on Canberra*
4. Increase perception that *there is always something happening in Canberra* from 47% - 52%

The situation is changing – challenges ahead



Opportunities and focus



WHERE WE FLY



Flying to 12 domestic destinations



Flying to 1 international destination from 21 July



7 Airlines flying to Canberra Airport

430+

Flights per week

CANBERRA → NADI, FIJI 21 JULY, 2023

*Seasonal Route





The VISIT Story

/

Progress update

DONE

Research phase complete

- Document and report review
- Tourism conference workshop n = 200
- Hour long tourist interviews n = 10
- Hour long operator interviews n = 10
- Revisit Canberra Story interviews n = 5



RICHIE ALLAN
Traditional Owners Aboriginal Corporation

DOING

Story drafting phase

- One creative interpretation of all that we've heard – a unifying cultural expression

NEXT

Sharing and teaching phase

- Material to help you use and find value in the narrative

