

India

As part of the [ACT Government’s Tourism 2030 \(T2030\) strategy](#), India is identified as a key market of focus. The T2030 predicts international overnight expenditure in the ACT has the potential to reach \$1.4 billion by 2030.

Indian visitors arriving to the ACT for leisure (holiday & VFR)

Year ending Dec 2023



Planning & booking behaviours of Indian travellers

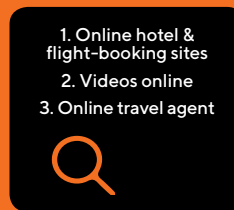
PLANNING & BOOKING



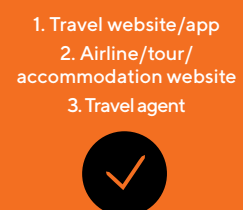
PEAK TRAVEL PERIOD



SOURCES FOR PLANNING



SOURCES FOR BOOKING



Top tourism experiences for Indian travellers

Tourism Australia’s Future of Demand research measures experiences which most motivate travellers when choosing a destination. From 140 experiences, the following (which align with Canberra’s offering) feature in the top 20 for travellers from India:



DINING OUT



FOOD & DRINK FESTIVALS



ROAD TRIPS (SNOW & BEACH)



ZOOS, WILDLIFE PARKS, AQUARIUMS



VIEWING WILDLIFE



INDIGENOUS FOOD EXPERIENCES



MUSEUMS/ GALLERIES



VISITING FRIENDS



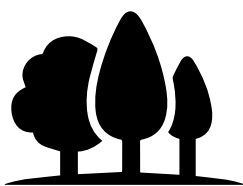
EXPLORING WILDERNESS



SNOW SPORTS

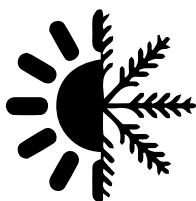
Top Canberra experiences for Indian travellers

VisitCanberra’s research shows the following top five Canberra experiences appeal to travellers from India:



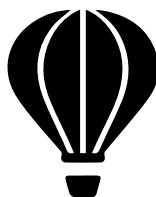
OUTDOORS & NATURE

Canberra is a nature-lovers dream with natural beauty surrounding the city centre.



SEASONAL EXPERIENCES

Canberra is a rare treat among Australian cities, celebrating each distinct season with different events, festivals, and experiences.



THE CITY FROM ABOVE

See Australia’s capital from above in a majestic hot air balloon ride or scenic helicopter flight.



ACTIVITIES ON & AROUND LAKE BURLEY GRIFFIN

Lake Burley Griffin is Canberra’s glistening centrepiece – a water playground surrounded by museums, galleries, iconic landmarks, cafes and parks.



FAMILY-FRIENDLY ACTIVITIES

From nature themed playgrounds to attractions made for children, Canberra is the ultimate family-friendly destination.

VisitCanberra’s key messages in India

“Canberra. A different kind of capital.”

“There’s more to discover in Australia’s capital city. Don’t miss out.”

“Extend your next Australian holiday in the capital, Canberra.”

VisitCanberra’s activities in India

Brand campaigns	Partnership marketing with content partners, airlines, trade partners	Public relations & social media	Hosting trade & media famils	Attending trade events to meet with key travel trade partners	Training travel agents through the Aussie Specialist Program	Business Development Manager servicing the India market
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Get involved

- **Sharing your news:** tell us about your new experiences that can be pitched to media and PR agencies or shared through our content.
- **Supporting famil visits:** gain exposure through trade or media famils by providing your experience free-of-charge or at a discounted rate.
- **Getting trade ready:** use our support programs to learn more about promoting and selling your product through trade partners and become involved in our trade engagement events and programs.
- **Getting market ready:** connect with the Australian Tourism Export Council and complete the India Host training program to understand more about the market.

Further resources

- [VisitCanberra’s calendar of upcoming international marketing and trade engagement activity](#)
- [Future of Demand Market Snapshots](#)
- [High Yield Traveller Profile for India](#)

For more information and contacts

DOWNLOAD THE WORKING WITH VISITCANBERRA GUIDE