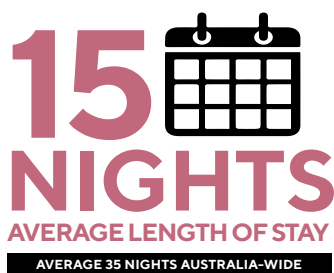


United Kingdom

As part of the ACT Government’s Tourism 2030 (T2030) strategy, the United Kingdom 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.

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

Year ending Dec 2023



Planning & booking behaviours of UK travellers

PLANNING & BOOKING



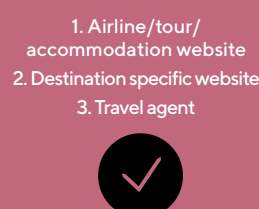
PEAK TRAVEL PERIOD



SOURCES FOR PLANNING



SOURCES FOR BOOKING



Top tourism experiences for UK 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 the UK:



DINING OUT



SHOPPING



FOOD & DRINK FESTIVALS



VIEWING WILDLIFE



HISTORICAL SITES



MUSEUMS/GALLERIES



ROAD TRIPS



ZOOS, WILDLIFE PARKS, AQUARIUMS



WALKING TOURS



HIKING / WALKING

Top Canberra experiences for UK travellers

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



LOCAL CUISINES & PRODUCE

Canberra is paradise for foodies offering a truly eclectic mix of dining styles, cuisines and experiences.



OUTDOORS & NATURE

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



INDIGENOUS CULTURAL EXPERIENCES

Discover an extensive collection of Aboriginal and Torres Strait Islander art or take a tour with a local Indigenous guide during a *Walk on Country*.



UNIQUE ACCOMMODATION

Glamping under the stars in a vineyard, slumbering near lions or sinking into luxe surrounds in the CBD – Canberra is full of unique accommodation that’ll make your holiday extra memorable!



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.

VisitCanberra’s key messages in the UK

“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 the UK



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, connect with the Australian Tourism Export Council and access their training library, and become involved in VisitCanberra trade engagement events and programs.
- **Attend Destination Canberra:** VisitCanberra holds an annual conference for the tourism industry. Join us for a day of inspirational presentations, practical learnings, and the opportunity to collaborate with your peers.

Further resources

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

For more information and contacts

DOWNLOAD THE WORKING WITH VISITCANBERRA GUIDE