

USA

As part of the [ACT Government's Tourism 2030 \(T2030\) strategy](#), the United States of America 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.

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

Year ending Dec 2023



Planning & booking behaviours of USA travellers

PLANNING & BOOKING

Generally planning about 3-6 months in advance
Key booking periods Jan-Mar & Oct-Nov

PEAK TRAVEL PERIOD



SOURCES FOR PLANNING

1. Internet searching / traveller review sites
2. Travel / guide books
3. Destination specific site

SOURCES FOR BOOKING

1. Airline/tour/ accommodation website
2. Traveller review sites
3. Destination specific site

Fiji Airways flies regularly between Nadi & Canberra providing convenient connectivity with Los Angeles, San Francisco & Vancouver.

Top tourism experiences for USA 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 USA:



DINING OUT



FOOD & DRINK FESTIVALS



SHOPPING



MUSEUMS/ GALLERIES



EXPLORING WILDERNESS



INDIGENOUS FOOD EXPERIENCES



VIEWING WILDLIFE



HISTORICAL SITES



ZOOS, WILDLIFE PARKS, AQUARIUMS



WALKING TOURS

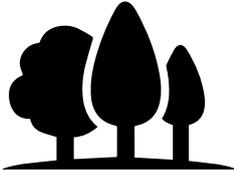
Top Canberra experiences for USA travellers

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



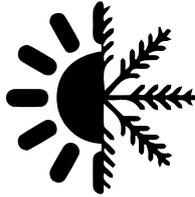
LOCAL CUISINES & PRODUCE

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.



SEASONAL EXPERIENCES

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



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!



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*.

VisitCanberra’s key messages in the USA

“Canberra. A different kind of capital.”

“Fly to Canberra with Fiji Airways and enjoy a tropical stopover in Fiji.”

“Start your Australian vacation with ease. Fly to Canberra with Fiji Airways.”

VisitCanberra’s activities in the USA

Brand campaigns	Partnership marketing with content partners, airlines, trade partners	Public relations, media events & social media	Hosting trade & media famils	Attending trade & events to meet with key travel trade partners	Training travel agents through the Aussie Specialist Program
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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, 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 USA](#)

For more information and contacts

[DOWNLOAD THE WORKING WITH VISITCANBERRA GUIDE](#)