VISITCANBERRA DESTINATION MARKETING STRATEGY

FINANCIAL YEAR 2025-26

ACT Government

CBR VISIT CANBERRA

Acknowledgement of Country

We acknowledge the Ngunnawal people as traditional custodians of the ACT and recognise any other people or families with connection to the lands of the ACT and region.

We acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.

Aboriginal and Torres Strait Islander Peoples who call Canberra home have hosted gatherings, ceremonies and events on these lands for tens of thousands of years. Domestic and international visitors to Canberra are made welcome on these lands by our traditional custodians.

2024/25 Year in Review

T2030 and Marketing Strategy

Strategic Tourism Objectives

Focus on increasing domestic and international visitation to boost economic return, through driving awareness, consideration and intent to visit Canberra.

Alignment with T2030 Strategy

Supports ACT Government's goal to grow visitor economy by $1 billion by 2030 through strategic actions.

Data-Driven Decision Making

Utilises data insights, storytelling, and partnerships to position Canberra as a top leisure destination.

Showcasing Unique Canberra

Challenges old perceptions by highlighting cultural richness, natural beauty, and unique experiences.

Target Audiences

Primary Audience: Empty Nester Couples

Individuals aged 55–75 seeking culturally rich, short-break travel within regional Australia represent significant trip opportunities.

Secondary Audience: Families

Families aged 35–49 with children under 14 form a key segment interested in family-friendly travel experiences around Canberra.

Tertiary Audience: Young Professionals

Young professionals aged 20–34 represent a growing segment targeted for engagement through tailored messaging and channels.

Domestic Market Focus

Strategic focus on high volume and high-yield markets including Sydney and Regional NSW, South East Queensland, Melbourne and Regional Victoria.

International Markets Focus

Strategic focus on high-value international markets — USA, China, India, Singapore, New Zealand, and the UK.

Strategic Marketing Pillars

Audience First

Compelling Messaging

Events-led Activation

Technology and Data Enablement

Personalisation

Audience First

Granular Audience Segmentation

Redefining audience segmentation allows for more precise targeting and better market saturation outcomes.

Optimised Media Investment

Prioritising search, social, and video formats helps maximize the return on paid media investments.

Data-Driven Targeting

Using transactional data and insights builds high-intent audiences for effective campaign targeting.

Content Partnerships and Premium Video

Leveraging media partnerships and premium video platforms expands reach and engages audiences across devices.

Compelling Messaging

Evolving Masterbrand Campaign

The brand extension campaign deepens emotional connections, by highlighting Canberra's unique experiences and cultural richness.

Visiting Creatives and Influencers

Collaborations with creatives and influencers generate authentic content that resonates with target audiences.

First Nations Storytelling

First Nations stories featured prominently to align messaging with Canberra's identity and heritage.

Amplified Messaging Channels

Social media, PR, and partnerships ensure consistent, impactful messaging to enhance brand recall.

Events-led Activation

Driving Visitation Through Events

Events significantly boost Canberra's visitation by offering unique cultural and sporting experiences that attract tourists.

Strategic Partnerships

VisitCanberra partners with EventsACT and VenuesACT to promote key events and maximise their impact on tourism.

Event Integration in Marketing

Major events from Canberra's cultural calendar are integrated into marketing campaigns to drive travel during peak times.

Amplifying Exhibitions and Festivals

Co-branded content and promotions amplify exhibitions and festivals, enhancing Canberra's year-round appeal.

Technology and Data Enablement

First-Party Data Utilisation and Data Partnerships

Activating first-party data improves audience targeting and campaign efficiency across paid digital campaigns.
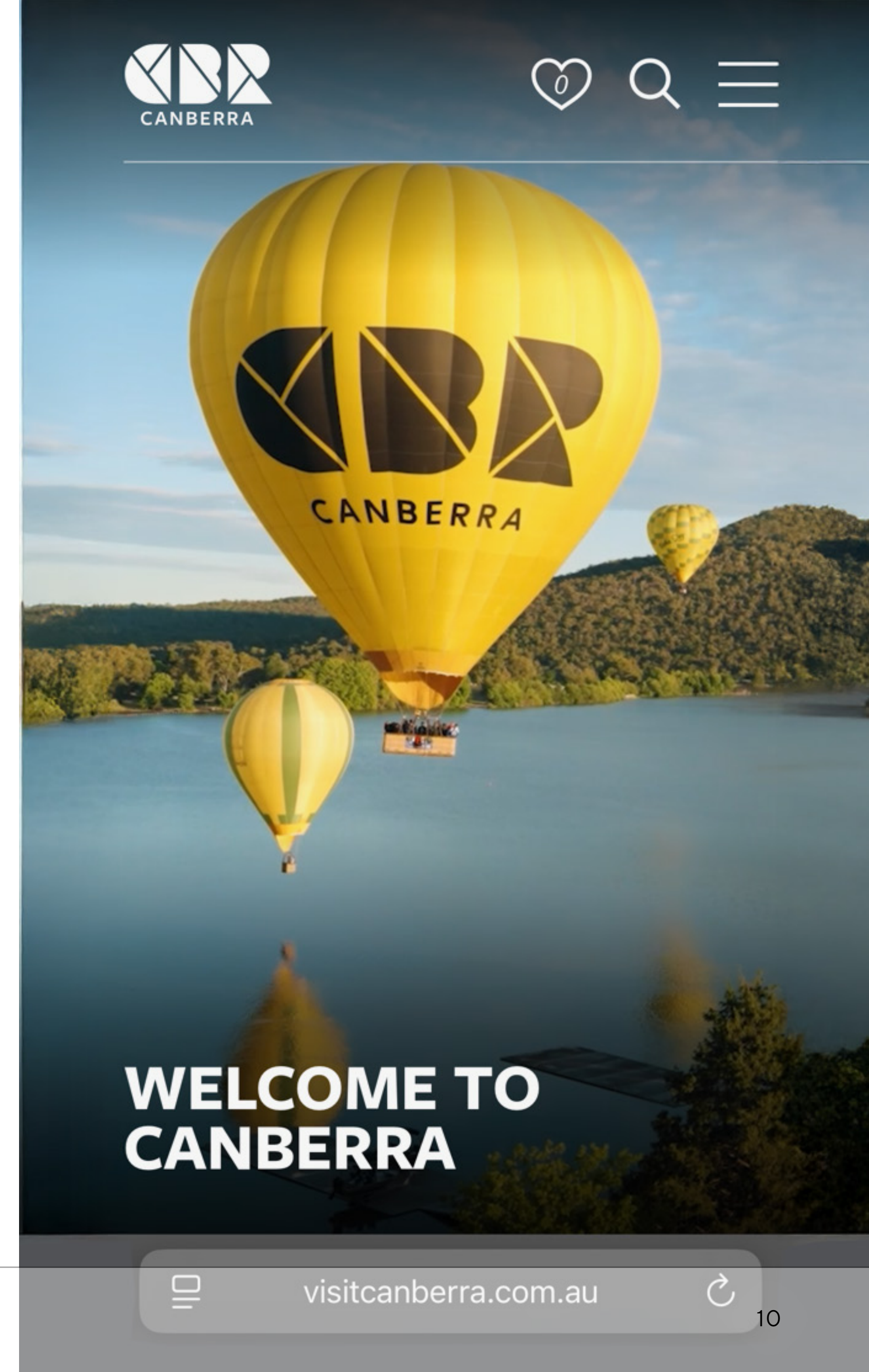
AI-Driven Personalisation

AI tools enable predictive targeting and personalised content to enhance user engagement and marketing impact.

Enhanced Website Experience

A website refresh including better navigation, new videography and new content optimised for search engines and large language models.

Precision Marketing Strategies

Using refined search strategy, improved landing pages, geofencing, and transactional data for targeted marketing.

WELCOME TO CANBERRA

visitcanberra.com.au

Personalisation

Personalised Email Communications

One-to-one emails deliver tailored content and retargeting messages to enhance visitor connection.

Aligned Market Messaging

Messaging targets international passions like cultural events and sports for relevant outreach.

Family Travel Promotions

Promoting family passes like MegaPass drives bookings and increases platform traffic.

Experiential Activations

Deliver engaging and immersive experiences at our Visitor Centre that reinforce Canberra's brand positioning.

Measurement

Comprehensive Framework

VisitCanberra uses a full-funnel measurement framework to evaluate marketing effectiveness systematically.

Key Performance Indicators

KPIs include awareness, consideration, and conversion metrics to track campaign performance across stages.

Analytical Tools

Tools like brand tracking, website analytics, and social media reports provide insights on campaign reach and engagement.

Economic Impact Assessment

Economic impact is measured via visitor surveys, tourism statistics, and expenditure data to support planning.

Partner Programs

Strategic Stakeholder Partnerships

VisitCanberra collaborates across ACT government and with local and national tourism bodies, as well as national attractions, to unify messaging and extend campaign reach.

Aviation and Distribution Partnerships

Partnerships with aviation providers and distribution channels enhance accessibility and boost booking conversions.

Community and Regional Collaboration

Close work with tourism operators, educational institutions, and regional stakeholders supports cohesive destination marketing.

Avalon ✈ Canberra
now boarding.

Working with VisitCanberra

Image Library Updates

The **Content Library** is a gallery of images and video available to travel and lifestyle media, tourism operators, travel trade, event and convention organisers seeking to positively promote Canberra and its region as a tourist destination.

ATDW Listings

Australian Tourism Data Warehouse is the single source of information leveraged by VisitCanberra for all itinerary planning and hero content across our site. Your free business or event listing is key to collaborating with us.

Thank you

For further information:

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Development Directorate | ACT Government