



CANBERRA AND REGION VISITORS CENTRE

ADVERTISING OPPORTUNITIES 2026 - 2027



CANBERRA AND REGION VISITORS CENTRE AT REGATTA POINT

The Canberra and Region Visitors Centre (CRVC) is dedicated to supporting tourism businesses both within Canberra as well as our surrounding regions. We work to increase our industry partners' market reach and exposure. The CRVC is committed to promoting Canberra and the Region as a must-visit destination to increase visitor numbers, length of stay and visitor spending in the area.

The CRVC is a fully accredited Visitor Information Centre which means we have achieved specific industry standards and are recognised as providing exceptional service and advice. Open seven days a week, the CRVC receives approximately 220,000 visitors per year, and is co-located with the National Capital Exhibition and The Marion at Regatta Point, Parkes ACT.

Advertising with the CRVC results in maximum exposure in a prominent location on Lake Burley Griffin. As a purpose-built visitor information centre, the CRVC provides content delivery for visitor information services via three main channels:

- face to face – via staff and volunteers
- digital – multiple platforms
- print – brochures and maps

Interested in utilising more than one form of our exciting advertising opportunities? Contact us directly so that we can tailor an individual package suitable to your requirements to increase impact whilst offering great value for money.



Brochures

The Canberra and Region Visitors Centre stocks a range of brochures from the Canberra region and tourism related businesses.

REQUIREMENTS

Brochures must be professionally printed and fall into one of the following categories:

Category One: Tourism businesses located in the Australian Capital Territory

Category Two: Official tourism guides from regional tourism organisations located within the CBR Region

Category Three: Tourism businesses located outside of the Australian Capital Territory

Category Four: Floriade – Have your brochures on display inside the CRVC tent at Floriade

ADVERTISING SPECIFICATIONS

Size: DL or A4

COST				
Size	Category 1	Category 2	Category 3	Category 4
DL	Free	Free	\$407.00 per year	\$220.00 per year
A4	Free	Free	\$577.50 per year	\$385.00 per year



Digital Display

The Canberra and Region Visitors Centre boasts an impressive digital display offering that is sure to catch attention and make an impression seven days a week, with a range of televisions located in high-profile areas around the centre to display video content or an image slideshow.

REQUIREMENTS

High quality resolution images and videos in AVI, MOV, MP4, MPEG or JPEG formats
Please note that sound is not available for these displays.

FREQUENCY

Six rotations per 60-minute cycle.

ADVERTISING SPECIFICATIONS

Video: 1920p by 1080p – Landscape orientation (Maximum of two mins video)

Images: 1920p by 1080p – Landscape orientation (Maximum of 10 images)

It is strongly recommended to include your logo on all images

COST	
Monthly	\$245.00
6 Months	\$1,275.00
Yearly	\$1,995.00

Display Cabinets



Feature your business or event in one of the glass display cabinets located prominently throughout the Canberra & Region Visitors Centre. Display cases are located in the merchandise area next to Canberra's impressive range of local produce

Tourism businesses can present a static display consisting of objects, merchandise, information and other items relating to upcoming events, exhibitions and product highlights.

REQUIREMENTS

Businesses are required to set up and dismantle their own displays

SPECIFICATIONS

Display Cabinets: Mixed Sizes

COST	
Monthly	\$375.00

Showcase Display



Take advantage of our premium advertising option at the Canberra & Region Visitors Centre – our state-of-the-art Showcase Display.

This area includes a television exclusive to your content, directional speakers, hanging space, room for a banner or brochure stand and a unique dwell zone for visitors to sit down and soak in the information or experience you have to offer.

You can use this area for a variety of purposes, including:

- Event and exhibition promotion
- Product launches
- Wine tasting

Have your staff on hand to distribute flyers or information to visitors and present a personal and unique experience.

ADVERTISING SPECIFICATIONS

Images and video: 1080p x 1920p

COST	
1 Month	\$1,600.00
2 Month	\$1,440.00
3 Month	\$1,360.00
6 Month	\$1,280.00

Vinyl Decals



Feature your business or event with vinyl skin floor or wall graphics at the Canberra & Region Visitors Centre.

Exclusive use of the front of house space is available for you to display bold and eye-catching graphics in various locations throughout the Centre. Add decals to the floor or highlight a retail fixture to make your product pop. A decal on our central feature wall is great for visitors to photograph, take selfies with and more.

REQUIREMENTS

Printing and installation costs not included.

SPECIFICATIONS

Wall: 1970mm x 3170mm

Floor: We recommend a width of at least 600mm, however feel free to have a chat with us about the shape and number of decals to see what will best work for you. Maximum floor decals are 5.

COST	
Wall	\$615.00/ month
Floor/ Stools	\$225.00/ month



Event Space

Imagine your product being featured exclusively at the Canberra & Region Visitors Centre for a full day, week, or month.

We are now providing new opportunities for you to interact with visitors face to face to promote your product or experience. This may include special event launches or announcements, wine tastings or produce samplings, interactive activations... the possibilities are endless!

The Centre has multiple touch points and content opportunities that can be integrated with your on-site promotion to provide a more immersive experience.

Included in this package is:

- Use of the Forecourt area
- Exclusive use of all digital displays
- Your event featured and promoted through VisitCanberra online channels

Contact us directly to discuss your ideas, and we can put together an individualised quote based on your requirements.