

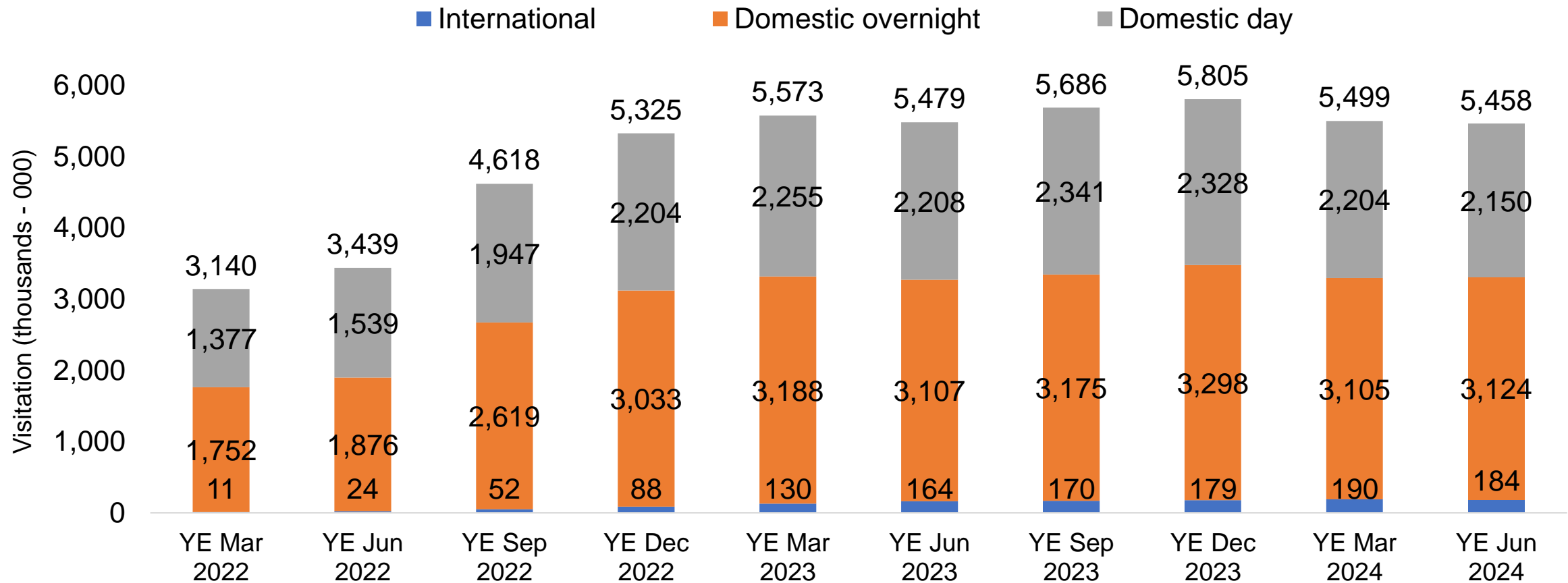
# Canberra Region Tourism Leaders Forum

2 December 2024

There's **more than** they're telling us

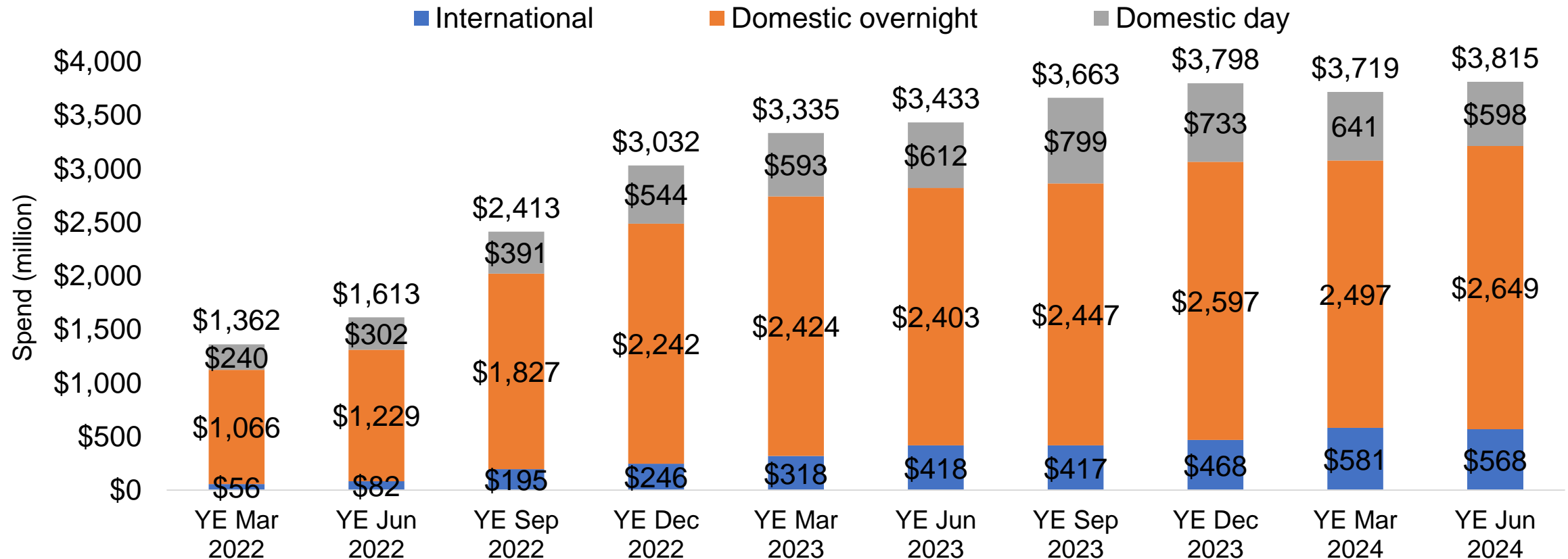


# Visitor numbers - 5.5m for year ending June 2024



# Expenditure is up to \$3.8bn for year ending June 2024

**Interim 2025 target: \$3.1bn, 2030 target: \$4.0bn**



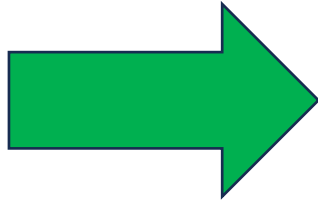
# Destination marketing approach

PAID

OWNED

EARNED

PARTNERED



DREAM

PLAN

BOOK

STAY

SHARE

# Domestic Campaign



There's **more than** they're telling us



There's **more than** they're telling us



There's **more than** they're telling us



There's **more than** they're telling us





## Social Media – 2024 (so far!)

Total **social media audience**: 404,371 (+14,952 in 2024)

Total content **impressions**: 107.4 million (107,404,285)

Total content **engagements**: 611, 886

Total **published posts**: 1,475 (posts, images, stories, videos)

Total **posts created in-house**: 68 individual videos



# Ouroboros at the National Gallery of Australia – industry support

## Reach ⓘ

Accounts reached	288,684
Followers	11.8%
Non-followers	88.2%
Plays	368,218
Initial plays	293,035
Replays	75,183
Watch time	463 hr 3 min 52 sec
Average watch time	5 sec

## Interactions ⓘ

Reels interactions	22,349
♥ Likes	14,765
💬 Comments	248
🔖 Saves	1,956
📤 Shares	5,380

# Social Media: Top post of 2024 (owned content) - Treetops Adventure Park



Reach ⓘ	
Accounts reached	276,786
Followers	14.8%
Non-followers	85.2%
Plays	
Initial plays	390,534
Replays	316,577
Watch time	
Watch time	767 hr 16 min 57 sec
Average watch time	8 sec

Interactions ⓘ	
Reels interactions	27,539
Likes	9,157
Comments	223
Saves	2,639
Shares	15,520
Profile ⓘ	
Profile activity	1,567
Follows	1,567

# Social media collaborations with Tourism Australia

Canberra Balloon Spectacular



314K

11K

193

906

491

Canberra in Spring



271K

7.1K

115

250

243

Floriade



9.6K

116

607

302

# PR – Famil Program: Overview

- **Australian Media Famils:** Jan 2024 – Nov 2024

VisitCanberra have hosted **28 domestic media visits** with key titles including:

SMH Traveller, Gourmet Traveller, Qantas Travel Insider, Escape, SMH Good Weekend, Time Out, Explore

- **International Media Famils:** Jan 2024 – Nov 2024

VisitCanberra have hosted **22 international media visits**, across India, United States of America, Singapore, United Kingdom, New Zealand

Key titles including Forbes, Travel + Leisure, Vogue India, Kia Ora (Air NZ), Luxury Lifestyle Magazine



# PR – Famil Program: Time Out case study

- The team hosted the **Travel & News Editor of Time Out Australia** in July 2024 with an itinerary to showcase Canberra in winter.
- The team have worked closely with the journalist to continue to promote Canberra since the visit, resulting in a **consistent destination-specific content** as well as **Canberra inclusions in national listicles**.



Monthly page views	10 million
Followers	1.1 million
Number of articles from this activity	15

## Social Media: Safia Collaboration



# Major Event Fund (MEF)

- Since 2011, MEF-supported events and exhibitions have attracted over 6 million attendees, delivering \$1.16 billion in economic return to the ACT.
- \$80 million in direct economic impact already achieved this year, with more results to come.
- Supported events for 2024:
  - Discovering Ancient Egypt
  - Emily Kam Kngwarray
  - Summernats 2024
  - Skyfire 2024
  - Socceroos World Cup Qualifier
  - Gauguin's World
  - Kanga Cup 2024
  - Chicago the Musical
  - Pompeii
  - Ethel Carrick and Anne Dangar



Summernats 2024



Chicago the Musical



Socceroos World Cup Qualifier



Discovering Ancient Egypt



**Floriade 2024**

# Growing demand from key markets



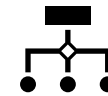
## Marketing

- Brand campaigns
- International media hosting program
- Content partnerships
- Proactive PR – India and USA



## Partnerships

- Tourism Australia
- Airlines
- Key Distribution Partners (KDP)



## Distribution Development

- B2B trade events
- Aussie Specialist Program
- Familiarisation visits
- Capability building programs for industry

# 24 partnership campaigns

- 6 domestic campaigns with 4 airlines
- 3 international campaigns with 2 airlines
- 15 international campaigns with 14 key distribution partners

On average met or exceed bookings targets

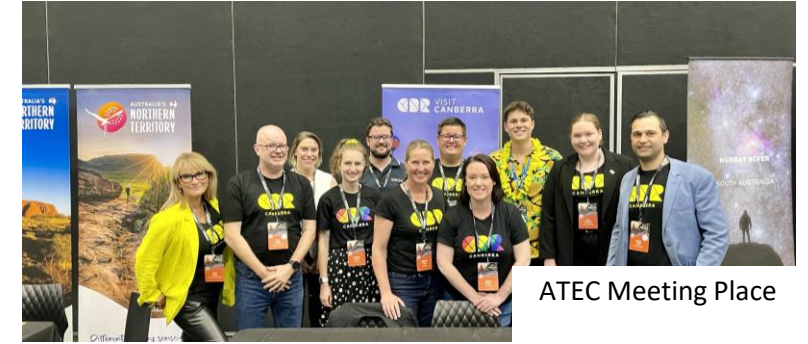


# Engagements with 2400+ travel trade

- **1200+ agents trained** with across 13 Aussie Specialist webinars
- **400 agents trained** across 12 face-to-face events
- **390 appointments conducted** across 6 B2B events
- **47 agents hosted** across 9 famils
  - 137 room nights
  - 89% intend to sell Canberra
  - 100% increase in sales to Canberra (6 month follow up)



ATE24



ATEC Meeting Place



G'Day Australia



Pre-ATE24 famil



Trade mission to India



USA famil

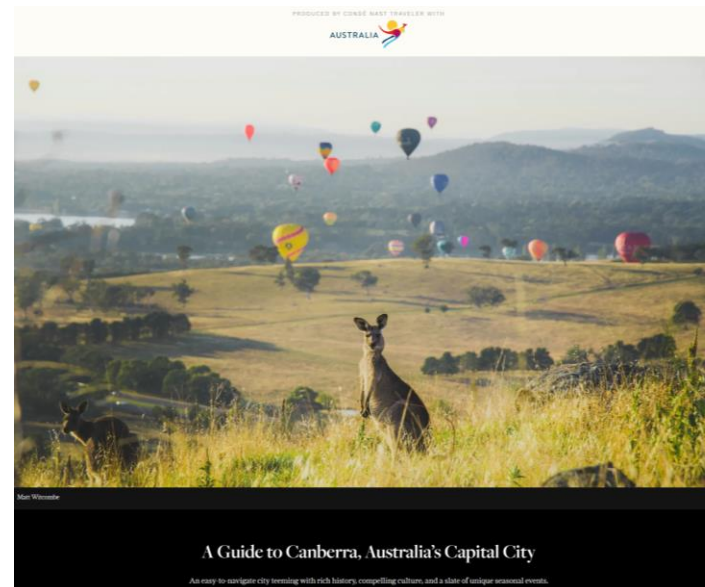
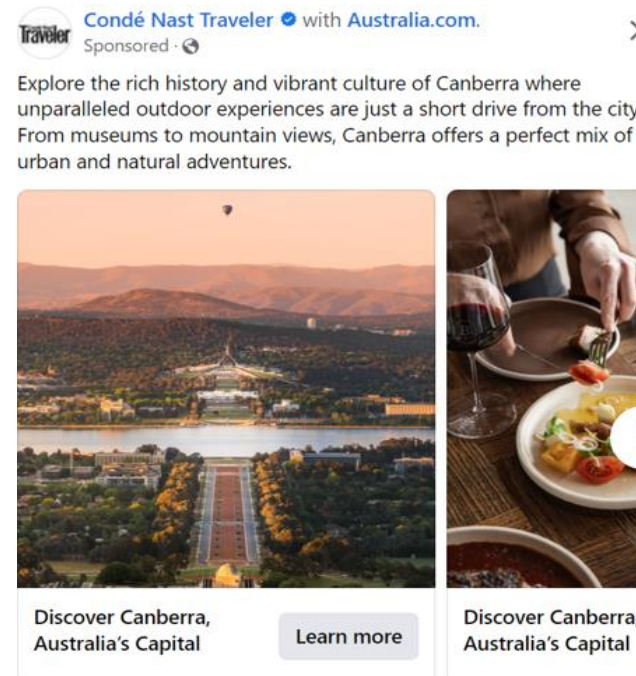
# Content – International Partnerships

VisitCanberra collaborated with Tourism Australia on a content partnership opportunity in the US with global media brand, **Conde Nast**.

Activity includes:


- Digital native article on Conde Nast Traveler magazine;
- Sponsored social media posts;
- Website banners

Expected impressions (activity is still running): **3 million impressions**



FORBES > LIFESTYLE > DINING

# Australia's Capital Emerges As A Culinary Hotspot

**Kaila Yu** Contributor   
*Kaila Yu is an LA-based luxury food, travel and culture journalist.*

Follow

  0

Nov 27, 2024, 06:15pm EST

Updated Nov 27, 2024, 06:18pm EST



Beltana Farm's seasonal dishes. VISIT CANBERRA

the city's thrilling food scene.



Ballyhoo small plates BALLYHOO

Ballyhoo

evening with a signature cocktail or glass of wine.



Wine and dishes at Beltana Farm VISIT CANBERRA

Beltana Farm



## **We need more product working in international markets**

- VisitCanberra's Pathway to Trade Ready program
- Supporting up to 4 businesses
- Includes workshops, consultations, and support to attend key trade events next year
- Program starts in February

**Expressions of Interest open now!**  
(close 16 December 2024)

# Making it cheaper and easier to get Canberra

- Partnerships with Canberra Airport, Airlines and Tourism Australia
- Domestic targets
- International targets



Thank you

Canberra. A different kind of capital.

