

Destination Marketing Strategy



Hot air ballooning

2024/25 Year in Review



National Museum of Australia

T2030 & 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 such as the US, China, India, Singapore, New Zealand, and the UK drives visitation.

Strategic Marketing Pillars





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 & 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

Elevate Canberra's sense of place by authentically featuring First Nations stories that celebrate heritage and tradition, while partnering with industry to grow and showcase First Nations-led tourism experiences.

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 Events ACT and Venues Canberra 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 & Data

First-Party Data Utilisation & 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 includes 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.



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.

Family 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.



Keeping Up to Date

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.