

# 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.