



**ACT**  
Government

# Canberra Region Tourism Advisory Forum

Andrew Barr MLA

Chief Minister  
Minister for Tourism and Trade  
Minister for Economic Development

# Growing our Visitor Economy

Tourism and events are central to Canberra's liveability

They drive jobs, investment and economic growth

Our objective is **+\$1 billion in visitor spend** over the next five years to 2030

2030  
2025  
2020  
2015  
2010

ACT  
TOURISM  
STRATEGY

PHASE 2

2025 AND  
BEYOND



# Driving Visitation Through Events

Major Event Fund success:

- 7 million attendees since 2011
- \$1.3 billion economic return

**\$6.26 million** boost over three years

Expanded Business Event Fund

Ability to support new and returning events to sustain pipeline



# Marketing and Industry Growth

Ongoing **destination marketing investment**

Data-led marketing activity targeting interstate and international markets

Strategic global engagement in key markets

**Industry support** for access to business development tools, resources and programs that can deliver:

- Capability uplift
- Better visitor experiences



# 2026-27 Budget Commitment

**\$71+ million investment** in our visitor economy across tourism, events and venues

Focus on **year-round visitation and supporting long-term growth**

Backing industry through challenging conditions in 2026 and 2027



# New initiatives in the Budget

- Extending **Floriade** duration and opening hours from Floriade #40 in Spring 2027
- **\$19.8M**: preparing and operating the new 2,000-seat Lyric Theatre
- **\$13.6M**: new National Convention and Entertainment Centre (planning and procurement)
- **\$28.7M**: venue upgrades at EPIC, Canberra Stadium, and the Canberra Theatre Centre
- **Cricket Australia** partnership (men's and women's fixtures)



# New Events and Easier Access to CBR

New event: **Winter in the Woods** at the National Arboretum (*complements Winter in the City*)

Improved transport connectivity:

- Sydney-Canberra rail investment
- New flights (Bali, Launceston)
- New aircraft and increased frequency

Focus on **ASEAN and NZ aviation links**

Strong ACT-Commonwealth alignment on tourism priorities



Thank  
you.

