

# International Markets and Programs



**Canberra.** A different kind of capital.

National Museum of Australia





# Partnership marketing activity

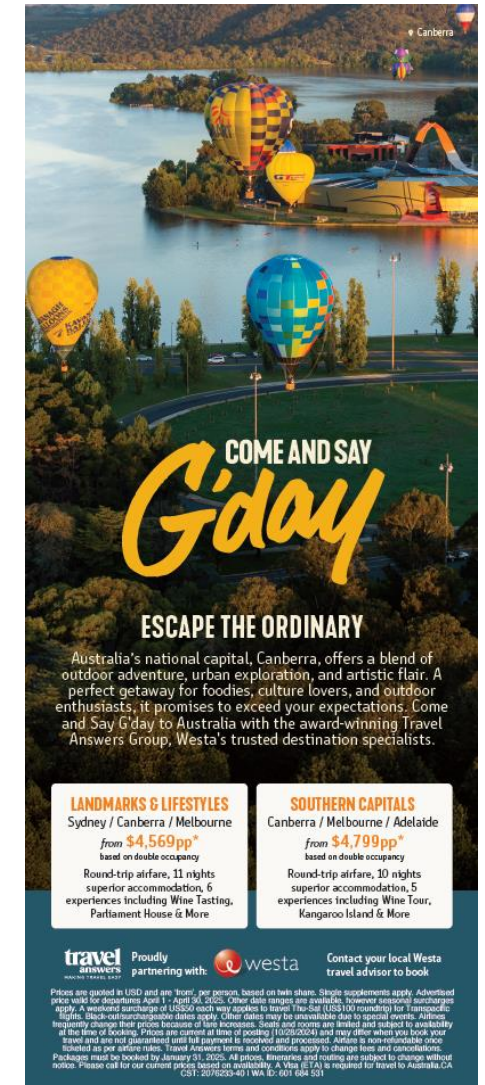
In 2025

- 13 key distribution partner campaigns
- 8 new packaged itineraries featuring Canberra

Upcoming for 2026

- **USA**
  - Travel Leaders Network w Tourism Australia
  - Signature Travel Network w Tourism Australia
  - Travel Answers Group
  - Swain Destinations
- **India**
  - SOTC, Thomas Cook, Pickyourtrail, MakeMyTrip, Kesari
- **Singapore**
  - Chan Brothers, Pacific Arena
- **China**
  - Ctrip/Trip.com w Tourism Australia

Canberra. A different kind of capital.

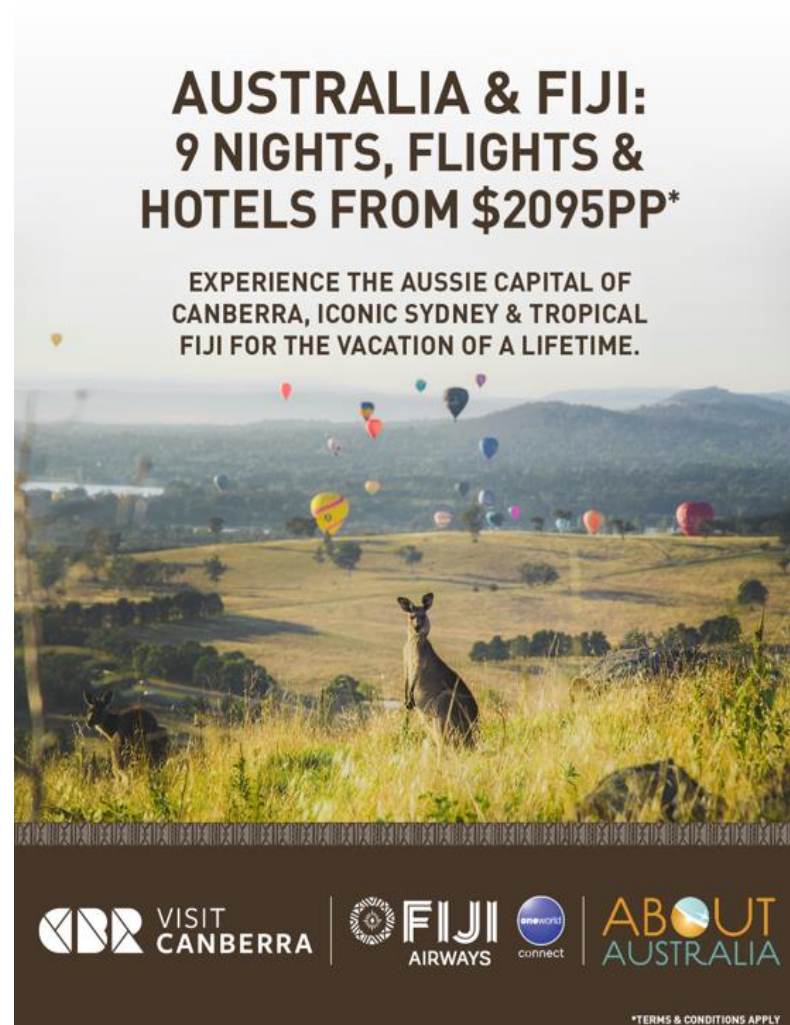


# Airline activity

- **Fiji Airways connecting North America to Canberra – Los Angeles, Dallas Fort Worth & Vancouver**
- **Qatar Airways connecting UK visitors with Canberra**

## Upcoming for 2026

- **USA**
  - Fiji Airways (always on w tactical bursts)
  - Fiji Airways + trade partner (TBC)
- **UK**
  - Qatar Airways (March 2026)



**AUSTRALIA & FIJI:  
9 NIGHTS, FLIGHTS &  
HOTELS FROM \$2095PP\***

EXPERIENCE THE AUSSIE CAPITAL OF  
CANBERRA, ICONIC SYDNEY & TROPICAL  
FIJI FOR THE VACATION OF A LIFETIME.

The advertisement features a scenic landscape of rolling green hills under a clear sky. In the foreground, a kangaroo stands prominently on a grassy slope. Numerous colorful hot air balloons are scattered across the sky, adding a festive touch to the scene. The bottom of the ad contains logos for Visit Canberra, Fiji Airways, and About Australia, along with a small disclaimer: \*TERMS & CONDITIONS APPLY.



**FLY TO AUSTRALIA'S CAPITAL,  
CANBERRA AND ENJOY A  
TROPICAL STOPOVER IN FIJI**

**BOOK NOW**

This advertisement shows a serene landscape with a body of water in the foreground where several people are kayaking. In the background, there are lush green hills. Two large hot air balloons are featured: one with a colorful geometric pattern and another yellow one with the Visit Canberra logo. A prominent pink button with the text 'BOOK NOW' is centered in the lower half of the image. The bottom of the ad displays logos for Visit Canberra, Fiji Airways, and About Australia.



# B2B trade events

## In 2025

- 400+ agents trained
- Largest ever Canberra participation at Australian Tourism Exchange (ATE) and ATEC Meeting Place

## Attended

- **Joint roadshow** – Tourism Northern Territory, South Australian Tourism Commission and VisitCanberra – India
- **Australia Marketplace South East Asia, India and North America**
- **ATEC Explore NSW and ACT & ATEC Meeting Place**

## Upcoming for 2026

- **ATE26** – May 2026
- **Australia Marketplace South East Asia** – July 2026
- **G'Day Australia** – October 2026

Canberra. A different kind of capital.



Australia Marketplace North America 2025



# Famils program



Aussie Specialist USA Famil

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## In 2025

- **70+ agents hosted with 100% famil attendee satisfaction**
- **97% intent to sell more Canberra**

## Hosted

- **ATE25 – April 2025 | India & USA**
- **Tourism Australia Premier Aussie Specialists – March 2025 | USA**
- **Singapore Product Planners – March 2025 | Singapore**
- **Swain Destinations – July 2025 | USA**
- **ATEC Explore NSW & ACT – August 2025 | Australian based ITOs**
- **Tourism Australia Aussie Specialists – September 2025 | India**
- **Tourism Australia Aussie Specialists – October 2025 | USA**

## Upcoming for 2026

- **ATE26 – May 2026 | India**
- **Tourism Australia Aussie Specialists – May 2026 | NZ**
- **Travel Answers Group – October 2026 | USA**





Sydney Melbourne Touring live stream

# Agent training

## In 2025

→ **More than 1000+ agents trained**

## Delivered

- **9 Aussie Specialist spotlight webinars** to Hong Kong, Indonesia, China, Korea, Singapore, Japan, Malaysia, India, UK and Europe
- **Sydney Melbourne Touring** live stream
- **Train the Trainer Aussie Specialist Program**
- **Key Distribution Partner webinars**

## Upcoming for 2026

- **Aussie Specialist – Americas** | February 2026
- **Key Distribution Partner** webinar – USA | March 2026
- **Aussie Specialist – Hong Kong** | June 2026
- **Aussie Specialist – NZ** | June 2025

# Study Canberra programs

## In 2025

- AIEC – 1500+ delegates, activations and famils
- \$140K in cooperative marketing grants

## Upcoming

- Research
- Agent engagement
- Chief Minister's welcome for new international students
- Industry experience programs for international students
- Asset development



AIEC education agent famil