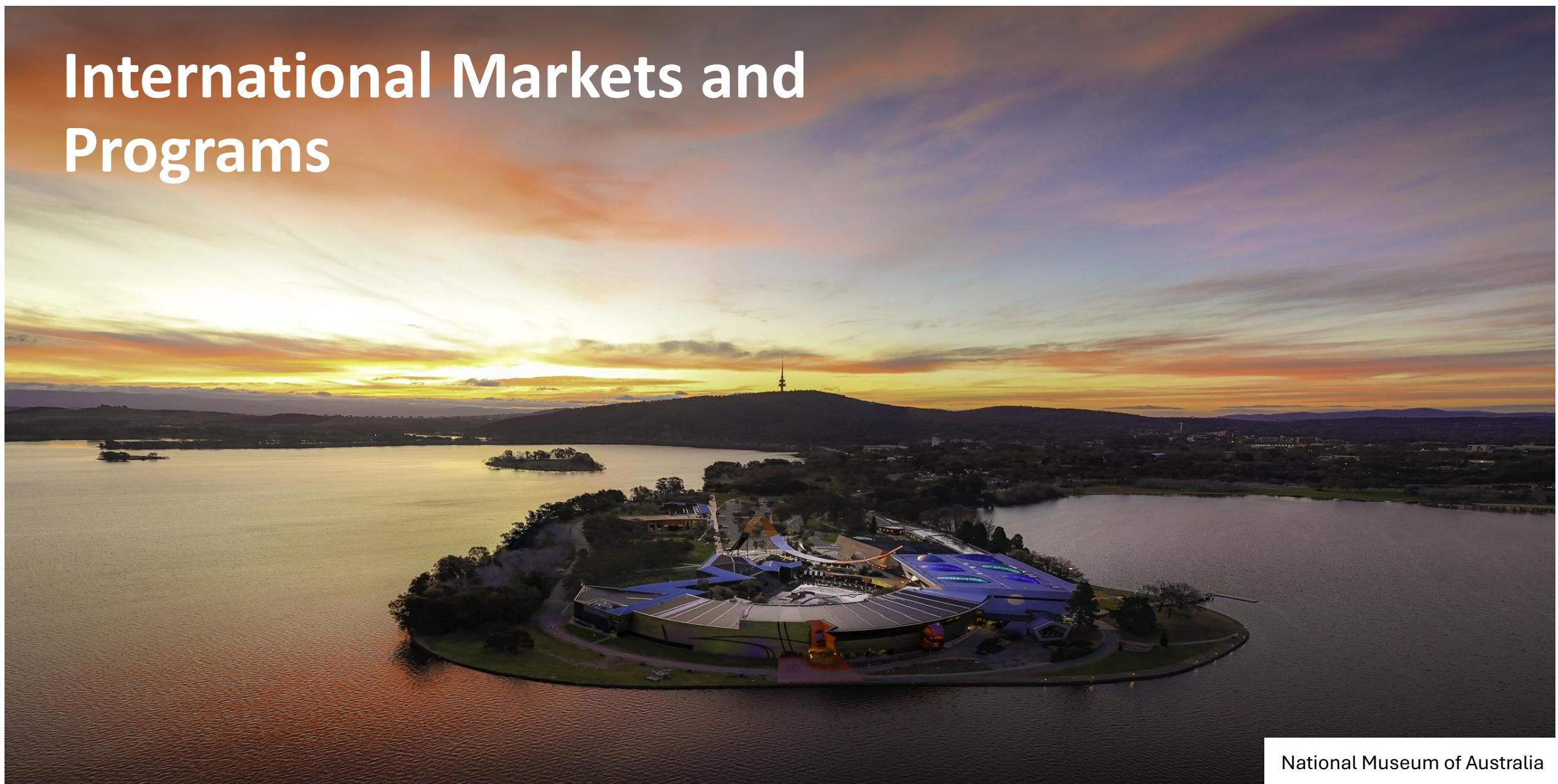


International Markets and Programs



National Museum of Australia

Canberra. A different kind of capital.

 VISIT
CANBERRA

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

PriceBreaker VISIT CANBERRA

FREE AND EASY

3D ESSENCE OF CANBERRA

fr \$S\$428* p.p.

PriceBreaker, a brand by Pacific Arena (TA00249) | enquiry@pricebreaker.travel | 0317 2888

*Terms and Conditions apply.

CANBERRA
DESIGNED TO BE DIFFERENT

One of few designed capital cities in the world, Canberra is strategically located between Australia's two largest cities, Sydney and Melbourne. The city of Canberra is a perfect blend of pristine wilderness and cultural attractions that tell many stories of this ancient region. Amid its booming dining scene and rich wine culture, the city is also home to 12 of the country's most iconic cultural sites. From the Australian Parliament House to the National Museum of Australia, each landmark offers different perspectives of the nation's past and present. Rooted in Aboriginal legacies, ancient cultures are honored deeply. In the National Gallery of Australia, admire the world's largest collection of Aboriginal and Torres Strait Islander art — more than 7500 works in all. Walk through galleries where contemporary Aboriginal artists put their handcrafts and art on display, and join a guided tour to learn about this region and the traditional custodians of the land.

Surrounded by forested mountains and nature reserves, Canberra is known as the bush capital of Australia. In the city, you can find gentle paths, walking loops, while a wildlife-filled network of wetlands, forest and woodlands is just 45 minutes away at Tidbinbilla Nature Reserve. Even your biggest dreams will barely begin to cover what you'll truly experience in Australia. Give us a call, send us an email or visit our website — found on the back cover — and enter OFFER M27848 to begin planning your epic adventure.

Courtesy of Tourism Australia

National Gallery of Australia, Canberra, Australia

Courtesy of Tourism Australia



Canberra

COME AND SAY G'day

ESCAPE THE ORDINARY

Australia's national capital, Canberra, offers a blend of outdoor adventure, urban exploration, and artistic flair. A perfect getaway for foodies, culture lovers, and outdoor enthusiasts, it promises to exceed your expectations. Come and Say G'day to Australia with the award-winning Travel Answers Group, Westa's trusted destination specialists.

LANDMARKS & LIFESTYLES

Sydney / Canberra / Melbourne

from \$4,569 pp*
based on double occupancy

Round-trip airfare, 11 nights superior accommodation, 6 experiences including Wine Tasting, Parliament House & More

SOUTHERN CAPITALS

Canberra / Melbourne / Adelaide

from \$4,799 pp*
based on double occupancy

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Proudly partnering with westa

Contact your local Westa travel advisor to book

Prices are quoted in USD and are from \$4,569 pp*, per person, based on twin share. Single supplements apply. Advertised price valid for departures April 1 - April 30, 2025. Other date ranges are available, however seasonal surcharges apply. Prices are subject to change. Prices are based on double occupancy. Minimum stay required. Non-refundable. Black-out/unchangeable dates apply. Other dates may be unavailable due to special events. Airlines impose strict age restrictions on passengers. Bookings are subject to availability at the time of booking. Prices are current at time of posting (10/03/2024) and may differ when you look for travel and are not guaranteed until full payment is received and processed. Airlines are non-refundable once issued. Bookings are subject to availability and are not guaranteed until full payment is received and processed. Packages must be booked by January 31, 2025. All prices, itineraries and routing are subject to change without notice. Please call for our current prices. A valid passport is required for travel to Australia. CA C51: 2070239-40 | WA ID: 601 684 59

Canberra. A different kind of capital.

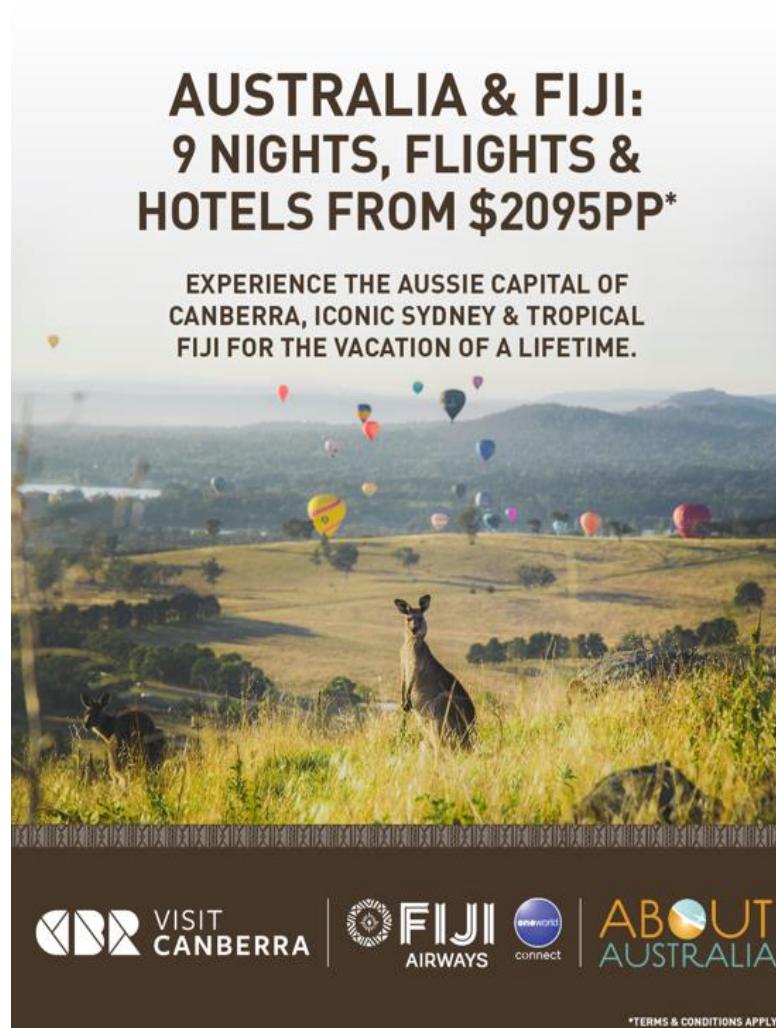
VISIT
CANBERRA

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)

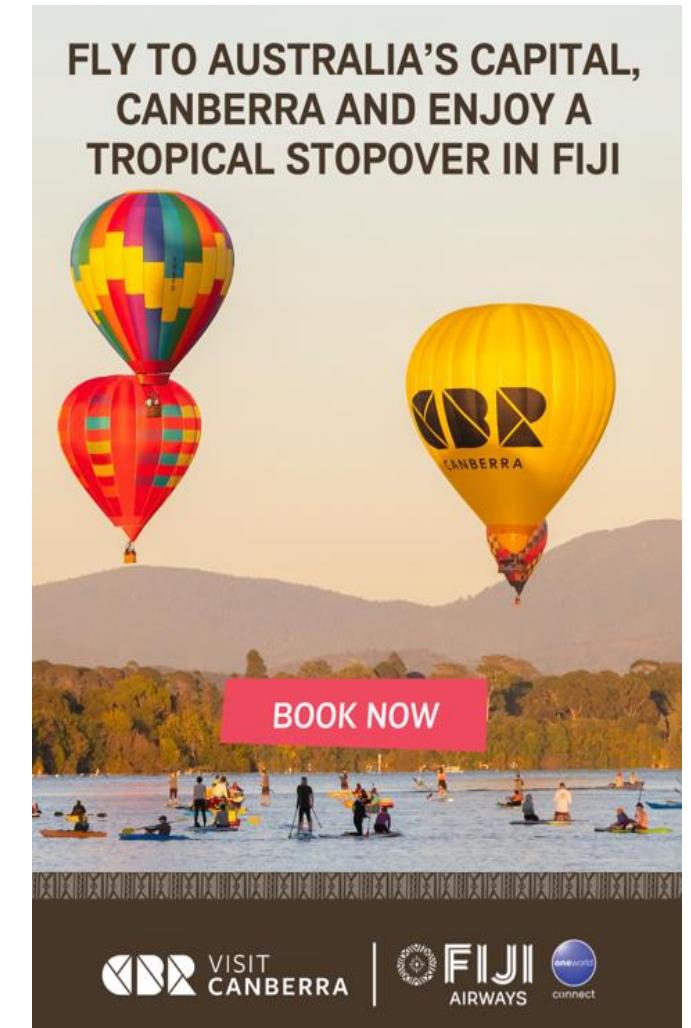


AUSTRALIA & FIJI:
9 NIGHTS, FLIGHTS &
HOTELS FROM \$2095PP*

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

VISIT CANBERRA | FIJI AIRWAYS | ABOUT AUSTRALIA

*TERMS & CONDITIONS APPLY



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

BOOK NOW

VISIT CANBERRA | FIJI AIRWAYS

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



Australia Marketplace North America 2025

Familis program



Canberra. A different kind of capital.

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



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