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March 2009

Hi Trish,

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Message from the General Manager for Tourism

Australian Capital Tourism is finalising the creative concept and media schedule for the Winter 2009 cooperative marketing campaign undertaken as a result of the ACT Government's tourism economic stimulus funding announcement.

The campaign will aim to specifically address the low winter visitation period, focusing on the core markets of Sydney and Regional NSW. Australian Capital Tourism conducted focus group research in both of these markets as a way of ensuring that campaign activities remain targeted and address market needs. Activities implemented will be retail oriented, focusing on families and couples to drive visitation through short break getaways. The campaign will be delivered in market during May to August 2009.

As a cooperative program, the campaign provides tangible opportunities for industry partners in Canberra and the region to leverage off these marketing activities. See the related article in this month's Industry Link for further information and to download the industry prospectus relevant to your business.

The Floriade 21— *Films that shaped our nation* event report is now available. The report provides an in-depth evaluation of both Floriade and the inaugural NightFest, covering event research, marketing activities, media evaluation, partnership activities, onsite activities and an overview of Floriade 2009 — *Mind, body and soul*. [Click here to download a copy of the report.](#)

As mentioned in February, Tourism Australia will hold its annual market briefing in Canberra on Friday 3 April. The briefing will cover a range of topics and issues including the latest intelligence on Australia's top markets, recent changes in those markets, expectations for the next 12 months, in-market activities for 2009 and an analysis of issues and trends that are currently affecting domestic and international tourism.

Industry are still able to RSVP for this event and I urge all who are able to, to attend the briefing. [Click here to RSVP and for more event details.](#)

Finally, the Tourism Industry Council (ACT and region) in conjunction with CIT is hosting a breakfast with the Federal Minister for Tourism, The Hon Martin Ferguson MP. Tourism and business leaders in the ACT and region are invited to attend. The breakfast will be held on Wednesday 15 April 2009, at 7.30am in the CIT Restaurant at the Reid Campus. To RSVP or for more information please contact Joseph Griffiths at exec@ticact.org.au.

Simonne Shepherd,
General Manager
Australian Capital Tourism



Australian Capital Tourism will implement a cooperative marketing campaign during the winter of 2009 to influence visitation to Canberra and the region from June through to the end of August. The campaign is the core component of the ACT Government's tourism economic stimulus package.

The winter campaign will aim to specifically address the low winter visitation period focusing on the core markets of Sydney and Regional NSW. Activities implemented will be retail oriented targeting families and couples to drive visitation through short break getaways. A central part of the campaign will be for industry partners to provide tangible experience led opportunities in Canberra and the region to leverage off the marketing activities.

[Download the Winter Campaign 2009 prospectus for Accommodation partners](#)

[Download the Winter Campaign 2009 prospectus for Attraction partners](#)

For more information contact Kate Russell, Partnership Development Officer, on 02 6205 0562 or at kate.russell@act.gov.au



Australian Capital Tourism will once again provide the opportunity for tourism businesses in the Canberra region to participate in the Tastes of the Capital Region concept. Building off the success of the concept in its inaugural year, this year's participants will have access to a new location that will further enhance the commercial opportunity that this partnership provides.

The Tastes of the Capital Region marquee is a commercial opportunity for local tourism businesses that produce goods reflecting the Canberra region that can be sold onsite during Floriade. The marquee will be located in the Floriade Village, which is the main trading precinct. A natural traffic flow leads visitors to the Tastes of the Capital Region marquee that aims to provide visitors with a unique and high-end regional experience at Floriade. This marquee provides tourism businesses with the opportunity to generate direct sales with the public at a well established event and to raise the profile of the fantastic offerings available in the Canberra region, including food, wine, arts, crafts and more.

[Download the prospectus for trading in the Tastes of the Capital Region marquee at Floriade 2009](#)

For more information contact Kate Russell, Partnership Development Officer, on 02 6205 0562 or at kate.russell@act.gov.au



The Canberra and Region Visitors Centre (CRVC) replaced the Bookrite reservation system last weekend with the BookEasy™ automated online reservation system, which has a proven success formula for boosting regional tourism promotion and sales. BookEasy™ will streamline the booking process for in-house bookings and also open tourism operators up to the online market.

BookEasy™ is fully operational in 100+ booking centres and is being used by over 18,000 tourism operators around Australia! BookEasy™ brings the tourism community together and provides a one stop tourism shop for visitors. All tourism operators who distribute product through the CRVC booking service can be a part of this exciting new initiative.

Once the changeover has been completed, operators not currently distributing product through the CRVC booking service can contact Rachael Orr on 02 6205 0782 or at rachael.orr@act.gov.au to discuss how to be involved with BookEasy™.



It was a busy weekend on 20–22 March when Australian Capital Tourism hosted two familiarisation (famil) groups, one for AOT Holidays and one for ATS Pacific. AOT Holidays is a wholesaler that provides the distribution and sale of Australian leisure products and services through all major chains to over 3,500 outlets in Australia and New Zealand. One of AOT Holidays' strategies is to focus on short break stays and they feel Canberra is a perfect place for this as it has great accessibility from the capital cities. The famil consisted of six staff from AOT Holidays including reservations staff and a business development manager, plus four Harvey World Travel agents who are top sellers for the wholesaler.

ATS Pacific is an inbound tour operator (ITO) who sells Australian tourism products to more than 250 global wholesale travel partners along with their business partners from the major accommodation chains, tourism suppliers and government tourism agencies. The famil group of 14 people was made up of tour consultants, reservations staff, training supervisors and management.

Both famil groups saw first hand the various products from the Canberra region that are distributed through their programs, which included various attractions and a number of hotel site inspections. A number of key Canberra tourism experiences were also showcased as part of the busy itineraries. Feedback has shown that the famil participants have a new view of Canberra as they were blown away with the broad and exciting experiences on offer.



Research—Latest NVS & IVS results released for December 2008

The International Visitor Survey (IVS) and National Visitor Survey (NVS) results for December 2008 were released recently by Tourism Research Australia. These surveys provide the most comprehensive and representative indication of visitor trends for the ACT. A summary of key results for the year ending December 2008 are included below:

Domestic

- The ACT received 1.93 million domestic overnight visitors, who stayed a total of 5.22 million nights.
- 34% of domestic overnight visitors came to the ACT for the purpose of visiting friends and relatives, followed by 30% who came for business, 28% who came for holiday, and 7% who came for other purposes.
- The average length of stay for those domestic overnight visitors who came to the ACT for holiday purposes was 2.7 nights.
- The largest proportion of domestic overnight visitors to the ACT were from NSW (65%), followed by Victoria (18%), Queensland (9%), South Australia (4%) and Western Australia (2%).
- Domestic daytrip visitors to the ACT totalled 1.41 million

At the national level, the December 2008 NVS data shows that domestic overnight travel activity was weak in 2008. With competition from outbound travel, high fuel prices and declining consumer confidence among the increased barriers to domestic travel, overnight trips and visitor nights fell and growth in overnight spend was modest in nominal terms. Overall, overnight visitors spent more to take fewer and shorter duration trips.

International

- The ACT welcomed 157,212 international visitors.
- 47% of international visitors came to the ACT for holiday purposes, followed by 27% who came for the purpose of visiting friends and relatives, 16% who came for business purposes and 10% who came for other purposes.
- The average length of stay for those international visitors who came to the ACT for holiday purposes was 3.9 nights.
- The top five international markets to the ACT were visitors from the United Kingdom (19%), followed by visitors from the USA (12%), visitors from China (9%), visitors from New Zealand (9%) and visitors from Singapore/Malaysia/Hong Kong/Thailand (7%).
- International backpacker visitors to the ACT totalled 36,175.

According to Tourism Australia's Global Market Monitor, inbound tourist arrivals to Australia are holding up comparatively well since the onset of the Global Financial Crisis, with only small falls. As many of the recent inbound tourist arrivals made their bookings well before the crisis hit, the full impact of the worsening economic environment for inbound arrivals is likely to have been deferred until February and beyond. Long haul markets are looking noticeably weaker in the early months of 2009. This relates to consumer nervousness about future employment and some switching to shorter haul and more affordable destinations.

[Click here for more research fact sheets and information](#)



Tourism Australia — No Leave, No Life program

The Minister for Tourism, the Hon Martin Ferguson AM MP launched the No Leave, No Life program yesterday, targeting both employers and employees with information to help win the work/life battle and address the workplace issue of annual leave stockpiling.

Australian employees have accumulated an estimated 123 million days of annual leave, equivalent to \$33 billion in wages. The campaign will look to unlock this stockpiled leave and encourage people to holiday in Australia.

For more information on the program and to download Tourism Australia's Industry prospectus visit www.noleavenolife.com



The Tourism Futures National Conference has been announced for 17–19 August 2009 and will be held at the Surfers Paradise Marriott Resort & Spa. Tourism Futures is the pre-eminent conference held in Australia on key issues impacting the whole of the tourism industry.

Tony Charters is convening the conference under the theme 'Redefining the Future'. Given the range of key issues the industry currently faces it will be beneficial for practitioners and leaders of sectors that have a direct and indirect role in tourism to attend.

[View the short features on keynote speakers here](#)



Name: Blake Barratt

Position Title: Entertainment and Activities Coordinator

Position Description: Coordinating the entertainment and activities program for Floriade

What was your previous job/role?

Artistic Director of Standstill Theatre delivering interactive entertainment experiences to festivals and events worldwide, studying contemporary performance and a post graduate degree in Performance Creation.

How long have you been a part of the team at Australian Capital Tourism? 6 weeks

What do you think is Canberra's best kept secret? Amazing sunsets

What is one thing you cannot travel without? A theme song

Who would you like to meet and why? I would like to meet the Dalai Lama because he is probably the most inspiring person alive at this time.

What is the most unusual job you have had? The most unusual job I have had was being a statue of a football player at the West Coast Eagles awards night, which required being painted gold, wearing the old and then the new club jersey and being on a podium in front of the whole club for an hour!

Industry news



The National Folk Festival

The National Folk Festival is celebrated every Easter in Canberra and draws together people from all around Australia and the world. They come to share in the songs, dances, tunes, and verse that have flowed through the ages from many communities into Australian folk culture.

For five days Exhibition Park in Canberra becomes a magic place, filled with colour and sound. Hundreds of the world's best musicians perform daily, in a non-stop flow of entertainment across twenty two fabulous venues. Every day is packed with workshops and sessions, where you can join in the dancing, singing and playing and become part of the celebration. Visit www.folkfestival.asn.au for more information.

Upcoming events

[Canberra District Wine Harvest Festival: 4–5 April](#)

[Canberra and Region Heritage Festival: 4–19 April](#)

[National Folk Festival: 9–13 April](#)

[Canberra Marathon and Canberra 50km Ultra Marathon: 18–19 April](#)

[Anzac Day at the Australian War Memorial: 25 April](#)

[The Race 'n' Taste Food and Wine Festival: 27 April](#)

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