2030

ACT TOURISM STRATEGY

PHASE 2

2025 AND BEYOND

ACT Government

Acknowledgement of Country

We acknowledge the Ngunnawal people as traditional custodians of the ACT and recognise any other people or families with connection to the lands of the ACT and region.

We acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.

Aboriginal and Torres Strait Islander Peoples who call Canberra home have hosted gatherings, ceremonies and events on these lands for tens of thousands of years. Domestic and international visitors to Canberra are made welcome on these lands by our traditional custodians.

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Chief Minister's message

Our tourism industry continues to showcase and reflect the best of Canberra. It is diverse, connected, resilient, enthusiastic, and creative.

In December 2022, I launched the T2030 ACT Tourism Strategy as the roadmap for growth of our visitor economy.

With the ACT's total visitor expenditure to the year ending December 2024 exceeding expectations, a target to grow our visitor economy by a further $1 billion over the next five years has been set. The new target for 2030 is ambitious, and not without its challenges. With alignment of effort across government, business and all other stakeholders connected to the visitor economy, we are well-positioned to realise Canberra's tourism potential.

While the essence of our strategic approach over the next five years remains unchanged, this Phase 2 update to T2030 reinforces the priority areas that will provide the greatest opportunity to achieve an additional $1 billion in tourism spend.

The ACT Government will continue to invest in programs that support visitation growth, deliver strong return-on-investment, and create new opportunities to reach our key domestic and international target markets. And as always, data and insights will inform the efforts to drive tourism demand and supply.

We are working hard to make it easier and more affordable to visit Canberra, including better aviation connectivity. We continue to support events as major drivers of tourism activity. We are also progressing our long-term, comprehensive infrastructure plan for Canberra — including projects that will support the growth of our visitor economy for generations to come.

The significant contributions, innovation and dedication across all parts of our tourism industry also provide confidence for the path ahead.

Let's not shy away from ambition. Let's embrace the opportunity to grow and succeed together.

Andrew Barr MLA
ACT Chief Minister
December 2025

Introduction

Phase 2: Growing Demand, Strengthening Foundations

The focus for the next phase of the T2030 ACT Tourism Strategy is clear: to grow Canberra's visitor economy by $1 billion over the next five years by attracting more visitors, encouraging them to stay longer and do more, and ensuring their experience is memorable.

This is guided by the four missions of the T2030 Strategy:

1. **Develop our city as a global destination**
   Raise our international profile and grow visitation through strategic partnerships.
2. **Promote Canberra's strengths and celebrate our distinct character**
   Share the stories, people and places that define Canberra.
3. **Contribute to the wellbeing of our community**
   Ensure tourism delivers social, cultural and economic benefits for all Canberrans.
4. **Develop iconic destination experiences**
   Support development of experiences that are immersive and unforgettable.

To deliver on these missions and the ambitious target of growing the visitor economy by $1 billion by 2030, a dual approach is being taken — driving demand for Canberra as a destination, while strengthening the foundations that support a diverse, inclusive and future-ready tourism sector.

Driving economic growth

The path forward requires a commitment to grow visitation and spend by:

- Communicating effectively to domestic target markets to increase consideration to visit Canberra and convert trip bookings.
- Continuing to invest in events that diversify the ACT's year-round visitor offer.
- Making it easier and more affordable to get to Canberra, including expansion of domestic and international aviation connections.
- Investing in programs that support international visitation growth and the development of internationally ready tourism products.

Priority areas to grow capacity and capability

To support this growth, there is also a focus on the people and businesses that make Canberra's tourism sector strong. This includes:

- Developing a skilled and sustainable workforce through training and career pathways.
- Supporting the development of a diverse range of tourism businesses, including a focus on Aboriginal and Torres Strait Islander business development.
- Fostering industry collaboration and innovation across the Canberra region.
- Working with industry to create and develop authentic destination experiences that are sustainable, brand-aligned and easy to book.
- Building greater connection across government to make it easier to do business in tourism.
- Growing our night-time economy to create more opportunities for people to enjoy the city in different ways.

This approach ensures that the benefits of tourism are shared widely — supporting local jobs, strengthening communities, and enhancing Canberra's reputation as a great place to live, work and visit.

Phase 2 of T2030

Growing the ACT visitor economy by **$1 billion** over the next five years.

GROW THE ACT VISITOR ECONOMY BY $1 BILLION

MEASUREMENT AND MONITORING FRAMEWORK

MARKET PRIORITIES

DOMESTIC

- Increase visitation and length of stay
- Increase visitor spend
- Convert day trips to overnight trips

INTERNATIONAL

- Grow number of visitors and spend
- Increase leisure travel
- Leverage higher international trip spend

ECONOMIC GROWTH DRIVERS

1 Increase domestic visitation and spend

2 Grow visitation generated by events

3 Make it easier and more affordable to visit

4 Realise Canberra's potential with international visitors

INDUSTRY CAPACITY AND CAPABILITY

- Skills and employment
- Business development and support
- Industry collaboration
- Product development
- Ease of doing business

MISSION 1
Develop our city as a global destination

MISSION 2
Promote Canberra's strengths and celebrate our distinct character

MISSION 3
Contribute to the wellbeing of our community

MISSION 4
Develop iconic destination experiences

The ACT visitor economy: where are we now?

The ACT's visitor economy has been growing since 2022, setting up the need to increase visitor economy targets and ensure the strategy continues to drive growth.

ACT Key Metrics as at December 2024
Source: Tourism Research Australia

HOW MANY CAME TO VISIT?	HOW LONG DID THEY STAY?	WHAT DID THEY SPEND?	WHAT THEY SPENT PER TRIP
VISITORS TO THE ACT 4.4 MILLION	VISITOR NIGHTS 11.8 MILLION	TOTAL EXPENDITURE $3.1 BILLION	AVERAGE TRIP SPEND
215,000 International	5.4M International	$627M International	$2,916 International
2.2M Domestic Overnight	6.4M Domestic Overnight	$2.1B Domestic Overnight	$957 Domestic Overnight
1.9M Domestic Day		$280M Domestic Day	$144 Domestic Day

Visitor economy growth: our progress from 2022 to 2024

By the end of 2024, total domestic and international visitor spend in the ACT was $3.1 billion.

As visitor demand has grown, so too has the capacity and capability of the local tourism industry.

Since the launch of T2030, **the ACT has seen increases in the number of tourism-related businesses, tourism jobs, airline seat capacity and commercial accommodation stock.**

ACT Tourism Sector	As at December 2022	As at December 2024
Economy — Visitor Expenditure Total destination spend from all visitors to the ACT to year-ending December	$2.3 billion	$3.1 billion
Tourism Businesses*	4,533	4,804
Tourism Filled Jobs*	18,500 total 6,900 direct	22,200 total 11,700 direct
Airline Connectivity	19,184 inbound flights 1,879,000 inbound seats	19,351 inbound flights 2,013,000 inbound seats
Accommodation Stock: - Hotel - Short Term Rentals	72 properties / 7,572 rooms 857 entire places	76 properties / 7,861 rooms 1,601 entire places

* Data to June 2022 and 2024

> The ACT has achieved the nation's **second fastest growth** in tourism businesses over the past 5 years.

Phase 2: visitor economy targets

A clear goal has been set: to grow Canberra's visitor economy by **$1 billion by 2030**. Reaching this goal means being ambitious, taking an evidence-based approach to decision making, and focusing on the opportunities that will have the biggest impact.

It is also important that the Canberra community continues to see and feel the benefits of tourism – through local jobs, thriving businesses, and a stronger sense of pride in our city.

To stand out in a competitive market, Canberra needs a clear and appealing message that makes people want to visit. But just as important is delivering on that promise — by offering great experiences that exceed the expectations of our visitors and turn them into lifelong advocates for our city.

Visitor Economy	Source	December 2024	December 2030
Economy — Visitor Expenditure Grow the contribution of visitors to the local ACT Economy	TRA – DoTS/IVS	$3.1 billion	$4.1 billion
Community — Tourism's positive impact on Canberra Maintain the high proportion of Canberrans recognising tourisms positive contribution	Community Sentiment Index	87%	87%
Place — Destination Brand Equity Increase our Brand Equity among non-residents to the same level of residents 2024 benchmark	CBR Brand Equity Survey	32	41
Experience — Net Promoter Score (NPS) with Canberra experiences Deliver a consistent and high-level visitor experience across all flagship events in the ACT	Post-event evaluation surveys	NPS +42	NPS +50

International visitors spend 3.2 times more than a domestic overnight visitor to the ACT.

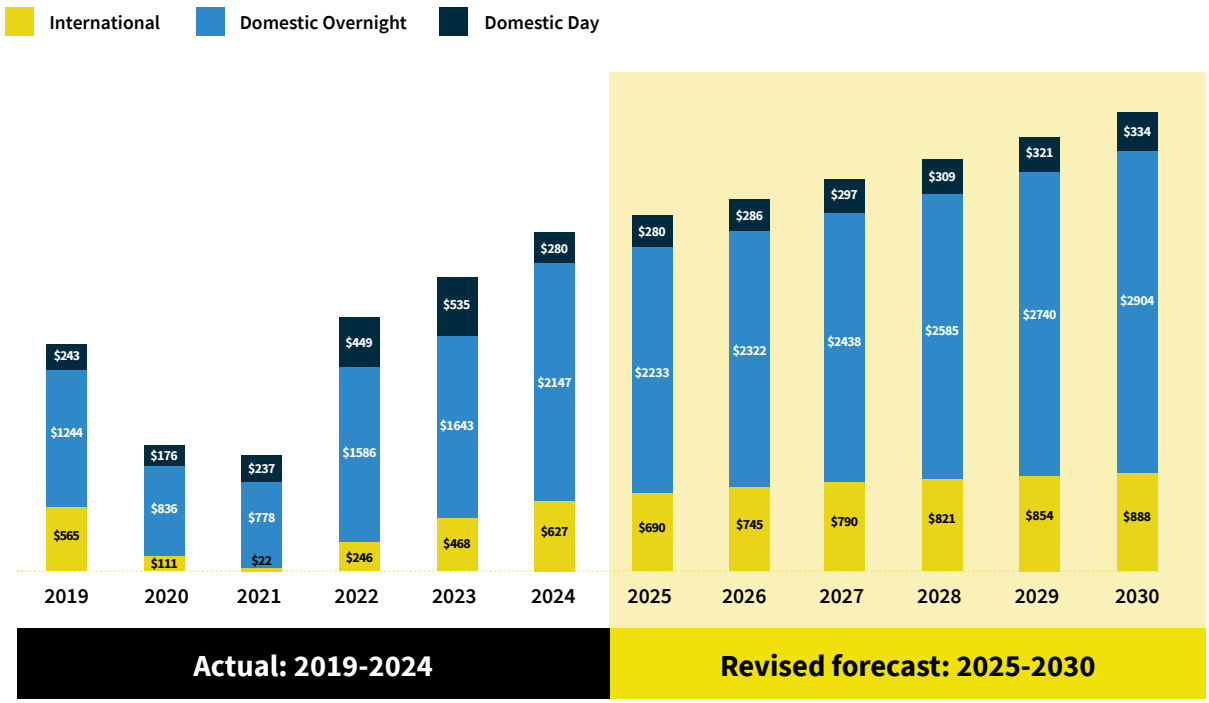
The path to growing the visitor economy by $1 billion by 2030 will be driven by:

- **Growth in the higher spending international visitor segment; supported by**
- **Increasing visitation, spend and length of stay from the larger domestic overnight visitor segment.**

This will mean:

- **International visitors:** Growing international spend by 6 per cent annually to $888 million (which would equate to 22 per cent of the visitor economy).
- **Domestic overnight visitors:** Growing domestic overnight spend by 5 per cent annually to $2.9 billion (which would equate to 70 per cent of the visitor economy).

T2030 growth chart (spend $M)

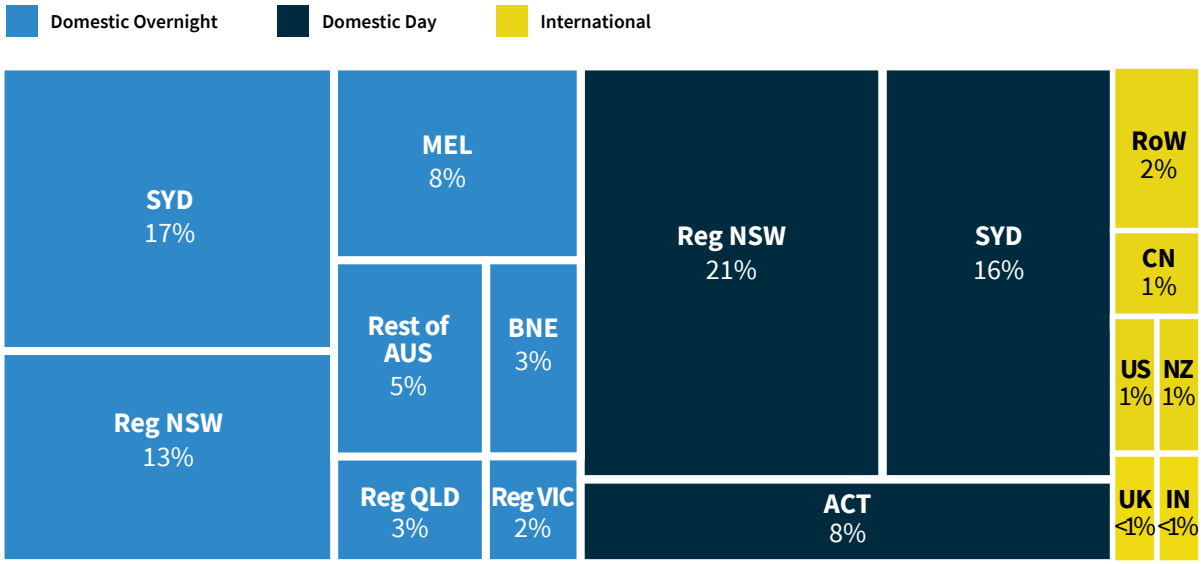


The ACT's source markets demonstrate that growth can come from **attracting more visitors from markets with high spend** or **increasing spending from markets that already visit, but spend less**.

International visitors represent 5 per cent of visitation but deliver 21 per cent of spend.

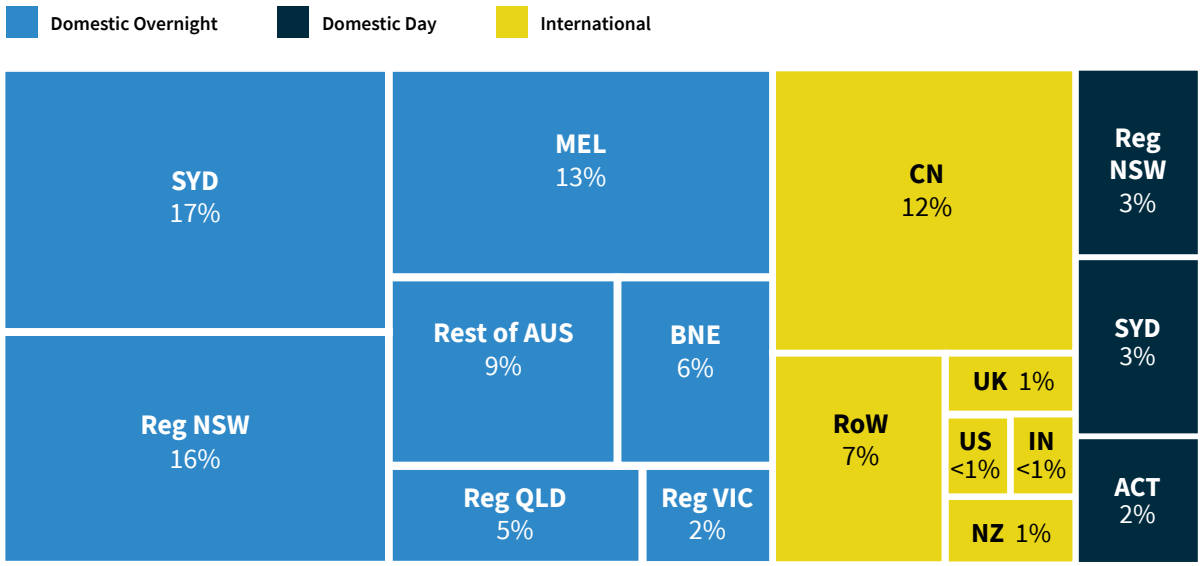
Conversely, Domestic Day visitors represent 44 per cent of visitors and 9 per cent of spend.

ACT Total Visitors (6mths to Jun-25)



* Figures rounded to whole percentages

ACT Visitor Total Spend (6mths to Jun-25)



* Figures rounded to whole percentages

Also critical to the success of this strategy is **continued growth of industry capacity and capability** to support increased visitation to Canberra and demand for services.

This will be achieved through:

- Growing inbound airline seats and making it easier and more affordable to visit.
- Creating more opportunities for hotel investment and attraction of global hotel brands to Canberra.
- Growing workforce and business opportunities in the tourism sector through connections to existing ACT Government and industry-led workforce and business development programs (covering SME support, innovation, vocational skills and training, and investment attraction).

ACT Tourism Sector	December 2024	December 2030
Tourism Businesses*	4,804	5,500
Tourism Filled Jobs*	22,200 total 11,700 direct	27,900 total 14,800 direct
Airline Connectivity (inbound seats)	2,013,000 seats	2,563,000 seats
Accommodation Stock: - Hotel rooms	7,850 rooms	8,800 rooms

*** Data to June 2024**

By 2030:

In support of this growth target, supply side growth, including available rooms, airline seats and workforce, will be required:

550,000 additional airline seats (inbound) at 80% load factors

950 new rooms at 75% occupancy

5,700 additional people employed in the tourism sector (direct and indirect)

Economic growth drivers to increase our visitor spend by $1 billion

To support stronger growth in visitation and visitor spending, four economic drivers have been identified that are central to increasing demand, attracting more visitors to the ACT, and encouraging greater investment in the visitor economy.

These drivers deliver against the T2030 missions and guide the actions with the strongest impact on growth.

1

Increase domestic visitation and spend

2

Grow visitation generated by events

3

Make it easier and more affordable to visit

4

Realise Canberra's potential with international visitors

1. Increase domestic visitation and spend

To grow the visitor economy by $1 billion, targeting domestic overnight spend is essential.

The domestic market is worth 79 per cent of total visitor spend in the ACT, with domestic overnight visitation contributing 66 per cent of our total spend.

In an increasingly competitive tourism marketing environment, driving demand requires creative and innovative ways to reach and engage audiences, increase consideration to visit and enable bookings.

By showcasing a compelling visitor proposition, marketing in the ACT's priority domestic markets can stimulate additional overnight trips and convert existing day trips to overnight stays.

> A domestic overnight visitor to the ACT spends **5 times more** than a day trip visitor.

By 2030:

- Grow domestic spend by 5 per cent annually to $2.9 billion.
- Grow Canberra's Destination Brand Equity Index to 41.

Key actions:

- Evolve destination brand and campaign messaging through promotion of Canberra's visitor proposition, distinct assets and competitive strengths.
- Prioritise domestic target markets with the highest growth potential.
- Embrace AI and technology in promoting Canberra's destination brand and campaign messaging to domestic audiences.
- Showcase Canberra as the home of world class national cultural attractions and the best place to understand Australia's history, peoples, culture, and way of life.
- Position Canberra as a leading educational tourism destination.

Priority domestic markets

South East Queensland

DRIVE VISITATION

Grow visitation through increased aviation connections and driving more trip bookings.

Avg spend	$1,143
Spend multiplier	1.6 times

Sydney and Regional NSW

DRIVE SPEND

The foundation of the ACT's visitor economy. Convert day trips to overnight trips and promote compelling visitor opportunities that extend stays and drive spend.

SYDNEY	
O/N visitation share	33%
Visitation multiplier	2.23 times

REGIONAL NSW	
O/N visitation share	25%
Visitation multiplier	1.65 times

Emerging markets (e.g. Adelaide)

DRIVE VISITATION

Address issues that support travel decision-making, including better aviation connectivity (e.g. greater frequency and reduced cost of travel to increase visitation).

Avg spend	$1,027
Spend multiplier	1.44 times

Metro Melbourne

DRIVE VISITATION

Differentiate Canberra's experience offering from Melbourne (particularly in arts and culture) and enhance aviation connectivity to increase visitation.

Avg spend	$921
Spend multiplier	1.29 times

2. Grow visitation generated by events

Events create reasons to travel.

A diverse calendar of events also creates reasons for different audiences to visit throughout the year — including those that may not have otherwise considered visiting Canberra.

Expanding the range of events across arts, culture, sport, leisure, and business will help fill calendar gaps, enhance the city's vibrancy, and deliver broader benefits to the community.

By 2030:

- Grow interstate visitors to owned and funded events by 7 per cent (Compound Annual Growth).
- Grow the value of business events visitor expenditure by 4 per cent annually.

Key actions:

- Continue to evolve our major events to be attractive to visitors.
- Embed promotion of events in destination marketing activity to encourage visitation to Canberra at key times of the year.
- Support a diverse range of tourism-driving events through the Major Event Fund.
- Continue supporting major exhibitions at national attractions to drive sustained visitation.
- Position Canberra as a hub for mass-participation and national sports events, maximising tourism benefits.
- Collaborate with industry to promote a unified calendar of events for visitors and locals.
- Grow the number of business events and business events delegates coming to the ACT, utilising Canberra's diverse venue offerings.

Between 2011 and September 2025, the Major Event Fund has supported 64 events and exhibitions delivering **$1.27 billion in economic return to the ACT**. These events have attracted 6.5 million attendees, with approximately 60 per cent coming from interstate.

3. Make it easier and more affordable to visit

Growth in domestic aviation routes and increasing the frequency of domestic air services connects more people to Canberra and adds diversity to the domestic market mix.

Greater international aviation connectivity to Canberra will significantly accelerate international visitor numbers and the visitor spend needed to grow the visitor economy by $1 billion.

Beyond aviation, continued advocacy for improved connectivity to and from Canberra via road and rail is required.

> Direct international flights accelerated the growth rate of the ACT's international visitor expenditure by **75 per cent.**

By 2030:

- Increase domestic and international inbound seats by 550,000:
  - Domestic seats — Increase by 260,000.
  - International seats — Increase by 290,000.
- Connect Canberra to international hubs, allowing access to the priority international growth markets of China, India, UK/Europe, North America and New Zealand.

Key actions:

- Build strong cases for new domestic and international aviation routes to increase frequency and capacity.
- Work with Canberra Airport to demonstrate the value of its airline and passenger experience and its access to the wider regional market footprint.
- Advance opportunities to improve the passenger experience and connectivity to and from Canberra (including via road and rail).
- Influence options for connectivity from Western Sydney International Airport to Canberra.

4. Realise Canberra's potential with international visitors

International market growth is essential to support a visitor economy growing by $1 billion by 2030. International visitors stay longer and do more while they're in Canberra.

Working closely with Tourism Australia (TA), and with a focus on the ACT's priority international markets, VisitCanberra will leverage TA's international brand campaigns that promote Australia as a destination.

The international activity led by VisitCanberra will focus on getting Canberra added to inbound visitor itineraries. Developing a stronger in-market presence and product that can be sold through the international distribution system is critical to this ambition.

Canberra and its surrounding regional footprint of the South Coast, Snowy Mountains and Southern Tablelands — all within a 2-hour drive of the nation's capital — delivers a compelling and diverse set of experiences not available anywhere else in Australia.

By 2030:

- Grow international spend to $888 million, making up 22 per cent of the ACT's total visitor spend.

Key actions:

- Grow the number of trade-ready and internationally ready products.
- Establish in-market representation in priority international markets.
- Build international awareness and consideration of Canberra to drive leisure visitation through trade, PR, cooperative marketing and Tourism Australia partnerships.
- Refine and promote the Canberra region's value proposition in key international markets.
- Assist in attracting business events with international delegate potential.
- Support initiatives to promote Canberra as place to study and increase international student enrolments.
- Develop Canberra as a study tour destination for key international markets.

> International visitation to the ACT sits at **80 per cent of our peak in 2019**, giving the impetus for accelerated growth.

Priority international markets

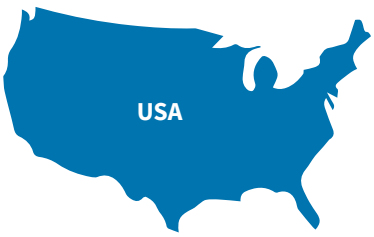
Grow source market visitation to leverage high spend

Direct visitor growth

15%

OF ALL INTERNATIONAL SPEND IN THE ACT

No. 1 visitation market for Australia and the ACT, with significant room for growth.



10%

OF ALL INTERNATIONAL SPEND IN THE ACT

The world's largest high-value traveller market.

6%

OF ALL INTERNATIONAL SPEND IN THE ACT

Significant growth potential across leisure, VFR and education.

Future visitor growth and aviation connectivity

- **Singapore** – Gateway to greater-Asia and Europe. High repeat visitation.
- **New Zealand** – High VFR travel and events-driven. Important for aviation connectivity to USA.
- **UK** – Market with most opportunity for growth in Europe. Critical to future aviation ambitions.

Building industry capacity and capability

Canberra's visitor economy already supports 1 in 13 jobs, and its role in driving economic growth is set to expand by 2030.

To meet future demand, a coordinated approach to building capacity is essential. This includes growing a skilled and adaptable workforce, strengthening alignment with Canberra's brand, and supporting innovation in tourism businesses and experiences.

Collaboration across government, industry, and community will be key to success — particularly in delivering authentic visitor experiences, enabling meaningful Aboriginal and Torres Strait Islander participation, and creating a more streamlined environment for investment.

Together, these efforts will position Canberra as a confident, competitive destination for visitors and tourism-related investment.

Skills and employment

- Work with training institutions to support education promotion and growing participation.
- Promote tourism careers, industry skills development and employment, including opportunities for people with disability.
- Develop pathways for growing First Nations employment in tourism industries.

Business development and support

- Back diverse tourism businesses, including women-led and First Nations operators.
- Encourage responsible tourism investment and environmental sustainability in the tourism sector.
- Facilitate access to information, tools and resources to enhance accessible and inclusive tourism.

Industry collaboration

- Foster collaboration and innovation across the tourism sector through proactive engagement and strong local networks.
- Work with national and regional partners, including the tertiary education sector.

Product development

- Equip our tourism industry with the right tools, insights and advice to operate with confidence.
- Work with local communities to support indigenous tourism product development.

Ease of doing business

- Foster a dynamic, accessible and safe night-time economy.
- Build greater connection and collaboration across government to understand business impediments and make it easier to deliver services and experiences.
- Unlock barriers to investment and deliver a more flexible and responsive regulatory environment.

A visitor economy supporting First Nations tourism and local communities

The ACT's tourism future can be enriched by supporting local Aboriginal communities to share their knowledge, language and connection to Country through immersive, authentic experiences.

These offerings can serve to not only educate and inspire visitors but also strengthen cultural identity and community wellbeing.

Success in First Nations tourism depends on placing Indigenous voices at the centre of tourism design, enabling community-led planning, capacity building and developing partnerships that respect cultural protocols and aspirations.

Key areas of focus include:

- **Employment pathways** for First Nations people across tourism, hospitality and cultural services.
- **Business development support** for Indigenous-owned tourism enterprises.
- **Product innovation** that enables connection to Country through cultural knowledge and experiences.
- **Experience design** that is immersive, respectful and led by First Nations storytellers.

Demand-driving infrastructure

Over the next 10 to 15 years, the city landscape in Canberra will transform through significant investment in infrastructure that will increase the experience, attractiveness and amenity for visitors to the city.

The infrastructure projects include:

- Planning for the re-opening of **Telstra Tower**.
- A new **Convention Centre Precinct** and **Entertainment Pavilion**.
- A new **Lyric Theatre** and Civic cultural precinct.
- A new **UNSW Canberra campus**.
- The **Kingston Arts Precinct**.
- A new **Aquatic Centre** in Commonwealth Park.
- The **extension of light rail** to Commonwealth Park and the National Triangle.
- Planning for a new **Canberra Stadium** as part of the renewed **Bruce Sports, Health and Education Precinct**.
- A redeveloped **Exhibition Park in Canberra**.
- Investment in our National Cultural Institutions, led by a **new sculpture garden at the National Gallery of Australia** and completion of the **Australian War Memorial redevelopment**.
- Aligned private sector investment creating **new commercial and residential precincts**, including attraction of more international hotel brands.

Each one of these projects is at a different stage, from early planning to construction. A number are also contingent on both future budget decisions and funding partnerships with the Commonwealth Government through the National Capital Investment Framework.

Nevertheless, promoting the benefits of the projects early will enhance Canberra's reputation as a place to invest and conduct business.

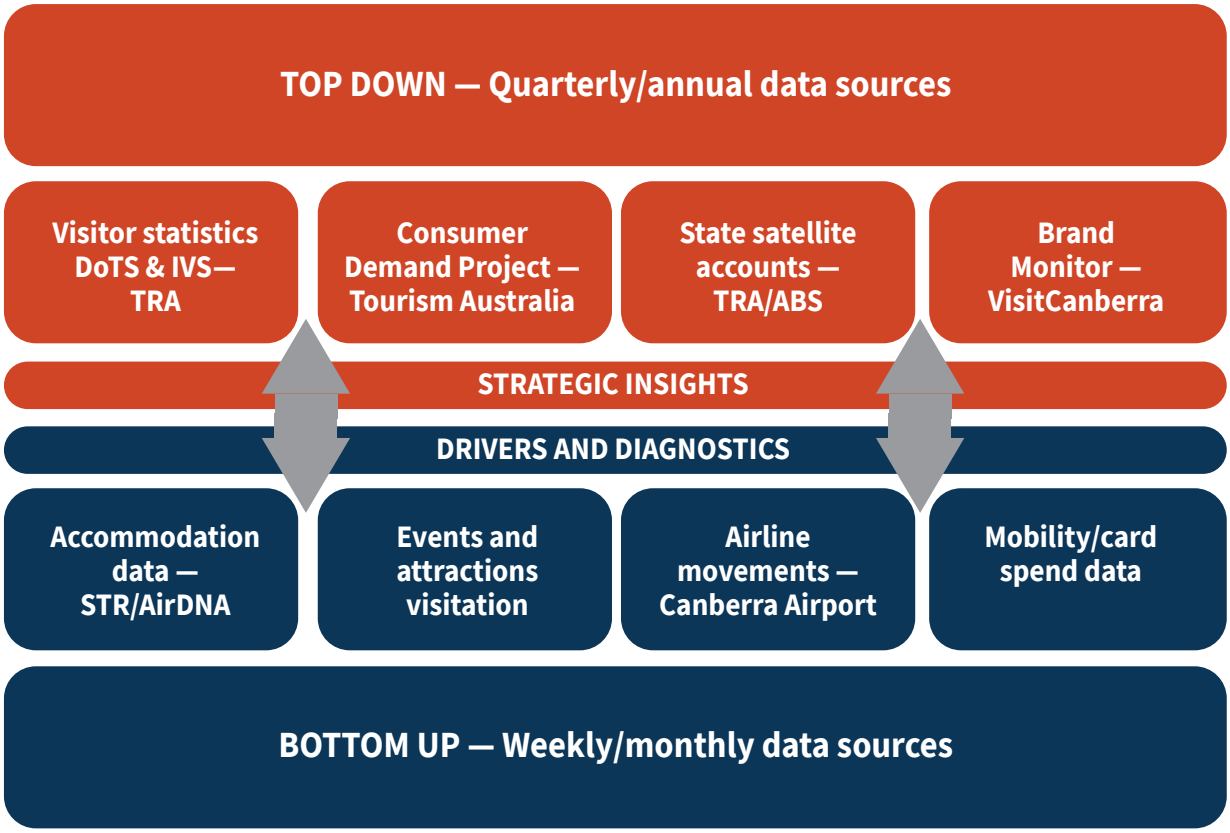
The collective impact of the planning and development of these projects supports efforts to attract international and domestic air services, more international hotel brands, and high-profile and large-scale international business and leisure events.

Measuring and monitoring T2030 progress against agreed KPIs and outcomes

The T2030 measurement approach will utilise a top-down and bottom-up framework to measure long-term progress against key strategic objectives.

Key actions:

1. Establish and embed a measurement framework across the ACT Government and industry.
2. Identify and collate relevant pulse metrics.
3. Create and foster a collaborative approach to data sharing across government and industry.
4. Close the feedback loop with ongoing analysis reporting to industry and providing an evidence-based approach to performance assessment. This process will also help identify any course correction that's required to keep on track with the 2030 ambition.



Call to action

Achieving growth of $1 billion by 2030 will require a collective effort across government, tourism businesses and other visitor economy stakeholders.

No matter how large or small, we all have a part to play that will help unlock the Canberra region's tourism potential.

What next?

- Identify points of alignment between T2030, the work that you do, or your own visitation strategies.
- Engage with VisitCanberra on your strategic and marketing planning.

How can VisitCanberra help?

- By keeping you updated on planned destination marketing activity at a domestic and international level.
- By continuing to share visitation data, research insights and opportunities. Sign up to **Industry Link** to stay up to date.
- Download the **Working with VisitCanberra guide** for more tools, tips, advice and opportunities

When we know and **tell a shared story of Canberra**, we'll draw more people to our region, to experience what we have to offer.

Appendix A

Detailed actions for economic growth drivers

Actions are prioritised based on their strategic impact and required effort to deliver.

1. Increase domestic visitation and spend	Mission/s			
Evolve destination brand and campaign messaging for domestic markets. • Continue development of the CBR destination brand. • Informed by the CBR Brand, evolve the domestic marketing campaign 'There is more than they're telling us' ahead of developing fresh campaign assets. • Continue market diversification and increase spend contribution from South East Queensland and Victoria. • Embrace AI and technology to reach audiences.		02		
Identify Canberra's visitor proposition and deploy Canberra's distinct and competitive advantages to our key domestic markets. • Domestic – 3-hour drive, South-east Queensland, Melbourne, emerging markets. • Align event attraction and aviation programs to enhance Canberra's appeal and reasons to travel.		02		04
Leverage our competitive advantage as the home of Australia's national cultural attractions and the best place to understand Australia's history, peoples, culture, and way of life. • Partner with national cultural attractions to deliver an aligned arts and culture message.		02		04
Leverage our domestic reputation as an educational tourism destination. • Support the activities of the National Capital Educational Tourism Project (NCETP).		02		04

MISSIONS

- 01 Develop our city as a global destination
- 02 Promote Canberra's strengths and celebrate our distinct character
- 03 Contribute to the wellbeing of our community
- 04 Develop iconic destination experiences

2. Grow visitation generated by events	Mission/s			
Embed tourism-driving events in destination marketing efforts. • Actively promote events as visitation triggers for Canberra at key times of the year.	01	02	03	04
Ensure Major Event Fund (MEF) remains aligned to visitor economy growth. • Diversify the tourism-driving events supported under the Major Event Fund. • Continue supporting major exhibitions at national attractions to drive sustained visitation.	01	02	03	04
Develop Canberra as a destination for mass-participation sports and national team events. • Promote Canberra's distinct qualities for efficient connection between sporting venues and easy access to visitor assets.		02	03	
Together with industry, develop a coordinated approach to showcasing the Canberra region's calendar of events for visitors and locals. • Coordinate the staging of events in the best calendar gaps. • Appropriately layer complementary events to provide more reasons to visit and stay longer. • Attract and support appropriate events for winter.		02	03	
Grow the contribution of business events to the visitor economy. • Focus on domestic and international business event attraction aligned with Canberra's economic and destination strengths. • Develop a clear business event hosting proposition promoting Canberra's distinct qualities as a world-class business events destination. • Support business events as tactical triggers to drive point-in-time visitation.	01	02		

MISSIONS

01 Develop our city as a global destination

02 Promote Canberra's strengths and celebrate our distinct character

03 Contribute to the wellbeing of our community

04 Develop iconic destination experiences

Appendix A

Detailed actions for economic growth drivers

3. Make it easier and more affordable to visit	Mission/s			
Enhance domestic aviation access by increasing frequency and capacity. • Work with airlines and Canberra Airport to support route growth.	01		03	
Develop new domestic aviation routes. • Connect Canberra to new domestic destinations/high population centres and expand carriers operating on existing routes.	01		03	
Leverage existing international aviation routes and support growth of frequency and capacity. • Fiji Airways through NAN (Nadi) to North America. • Qatar Airways through DOH (Doha) to Europe.	01	02	03	
Enhance international aviation access by adding new aviation routes. • Secure a major international hub connection – e.g. Singapore, Hong Kong. • Secure Trans-Tasman services. • Continue to refine business cases for new routes, including emphasis of Canberra Airport's competitive advantages and access to the broader region.	01	02	03	
Advocate for improved connectivity to and from Canberra, including via road and rail. • Support improved passenger experiences. • Support initiatives to ensure tourism contributes to the ACT's net zero commitment, including: - Identifying opportunities to reduce aviation emissions and support sustainable aviation fuel (SAF) transition with relevant stakeholders, including Canberra Airport and airlines. - Supporting the growth of destination and public electric vehicle (EV) chargers.	01		03	

MISSIONS

- 01 Develop our city as a global destination
- 02 Promote Canberra's strengths and celebrate our distinct character
- 03 Contribute to the wellbeing of our community
- 04 Develop iconic destination experiences

4. Realise Canberra's potential with international visitors	Mission/s			
Grow the number of internationally ready products. • Work with industry to develop a range of trade ready and internationally ready products to be sold reliably through the travel distribution system.	01	02		04
Expand international in-market representation. • Grow in-market representation to expand to China, the US, and India. • Increase availability of trade and direct bookable products.	01	02		04
Build international awareness and consideration of Canberra. • Continue to work with Tourism Australia and leverage initiatives promoting Australia in priority markets. • Ensure consistent engagement with, and education of, travel trade in priority markets. • Continue partnerships with travel trade to develop itineraries and promotional activities. • Maintain quality content distribution supported by PR and content partnerships. • Deliver focused international education development and promotion programs in partnership with the Tertiary sector.	01	02		04
Identify Canberra's value proposition and deploy Canberra's distinct and competitive advantages to our key international markets. • International – US, India and China.	01	02		
Grow international visitation generated from business events, educational tourism and international students. • Support initiatives to increase international student enrolments. • Work with industry to develop study tour product for international secondary school tours. • Secure international business events and increase delegates from international markets. • Develop international incentives product and grow incentives group visitation.	01		03	04

MISSIONS

- 01 Develop our city as a global destination
- 02 Promote Canberra's strengths and celebrate our distinct character
- 03 Contribute to the wellbeing of our community
- 04 Develop iconic destination experiences

Appendix B

Industry capacity and capability for T2030

The following foundational supply-side elements will continue to guide our path towards 2030.

	Supply side foundations	Mission/s			
SKILLS AND EMPLOYMENT	**Partner with training institutions** and industry to promote tourism careers and **increase participation of women in the industry**.	01		03	
SKILLS AND EMPLOYMENT	Keep **developing tourism career pathways, industry skills and employment**, including opportunities for people with disability (attraction and retention).	01		03	
SKILLS AND EMPLOYMENT	**Support Aboriginal and Torres Strait Islander employment** in tourism.		02	03	04
BUSINESS DEVELOPMENT AND SUPPORT	Provide access for tourism and hospitality businesses to **business development programs** and **support female entrepreneurs in tourism**.		02	03	04
BUSINESS DEVELOPMENT AND SUPPORT	**Encourage responsible tourism investment**, highlight opportunities and benefits associated with **environmental sustainability** in the tourism sector, and advocate for a consistent approach to sustainable tourism accreditation.	01		03	
BUSINESS DEVELOPMENT AND SUPPORT	Work with industry and communities and **facilitate access to information, tools and resources** to enhance **accessible and inclusive tourism** in the ACT.	01	02	03	
BUSINESS DEVELOPMENT AND SUPPORT	Ensure existing **Aboriginal and Torres Strait Islander business development** programs include a focus on tourism.		02	03	
INDUSTRY COLLABORATION	Foster **collaboration and innovation across the tourism sector** through diverse industry engagements (directly and via peak bodies) and build visitor and event-based opportunities with our surrounding tourism regions.	01	02		04
INDUSTRY COLLABORATION	Work with **national and regional partners** to expand market reach.	01	02		
INDUSTRY COLLABORATION	Work with the Tertiary education sector to **grow international student numbers**, including coordinated input into visa policy making and post study employment.	01			
PRODUCT DEVELOPMENT	**Equip our tourism industry with the right tools, insight and advice** to create, develop and package experiences that are iconic, brand-aligned and easy-to-book.	01		03	04
PRODUCT DEVELOPMENT	Work with local communities to **interpret our indigenous culture and heritage** and **support indigenous tourism development**.		02	03	04
EASE OF DOING BUSINESS	**Foster a dynamic, accessible and safe night-time economy.**	01	02	03	04
EASE OF DOING BUSINESS	Build **greater connection across government** to identify and **resolve barriers to service and experience delivery** and approaches to support the visitor economy.	01		03	04
EASE OF DOING BUSINESS	**Unlock and find solutions to investment barriers** and deliver a more **flexible and responsive regulatory environment.**	01		03	04

MISSIONS

- 01 Develop our city as a global destination
- 02 Promote Canberra's strengths and celebrate our distinct character
- 03 Contribute to the wellbeing of our community
- 04 Develop iconic destination experiences

Appendix C

Major highlights since the launch of T2030

Aviation

- The return of international flights in July 2023, with the commencement of the Fiji Airways service between Canberra and Nadi (connecting to Dallas, San Francisco, Los Angeles and Vancouver).
- The announcement that Qatar Airways will resume daily flights to Canberra in December 2025, providing access to inbound markets from the UK, other parts of Europe, and the Middle East.
- Enhanced domestic aviation connectivity and frequency, supported and sustained through effective marketing conversion partnerships.

Trade and Industry

- VisitCanberra completed over 2,450 travel trade engagements across all key international markets in 2024-25 alone, enabling them to sell Canberra to their clients. This included face-to-face training events, online webinars, and business-to-business trade events.
- The Australian Tourism Exchange (ATE) 2025 saw Canberra represented by its largest ever delegation of local tourism operators.
- The ACT has had the second fastest growth in tourism businesses over the past 5 years (1-in-8 businesses in the ACT are tourism-related).
- The ongoing success of the Canberra Region Tourism Advisory Forum as a networking and information sharing opportunity for industry.
- The ACT's Choose Tourism program rollout, which delivered a suite of initiatives to promote careers in tourism and provide tourism business owners with tools to attract and retain workers.

Visitor Experience

- The Major Event Fund (MEF) continues to support a diverse range of high-quality events and exhibitions. In 2024-25 alone, MEF-supported events generated an economic return of $135.9 million through tourism visits and associated spend.
- The Canberra and Region Visitors Centre (CRVC) welcomed an annual average of 230,000 people through its doors over the past 3 years.
- Strong Canberra recognition at the Australian Tourism Awards — including 6 Gold, 6 Silver and 3 Bronze Awards over the past 3 years. These awards spanned categories for attractions, festivals/events, visitor information services, ecotourism, accessible tourism, cultural tourism, tourism retail, holiday parks and unique accommodation.
- Strategic investment to secure hosting rights for prominent events including the 2024 UniSport Nationals, the 2025 Australian Masters Games, Matildas and Socceroos matches, the British & Irish Lions match against the ACT Brumbies, the NBL Blitz pre-season tournament and the return of Spilt Milk (featuring international superstars Kendrick Lamar and Doechii).

Appendix C

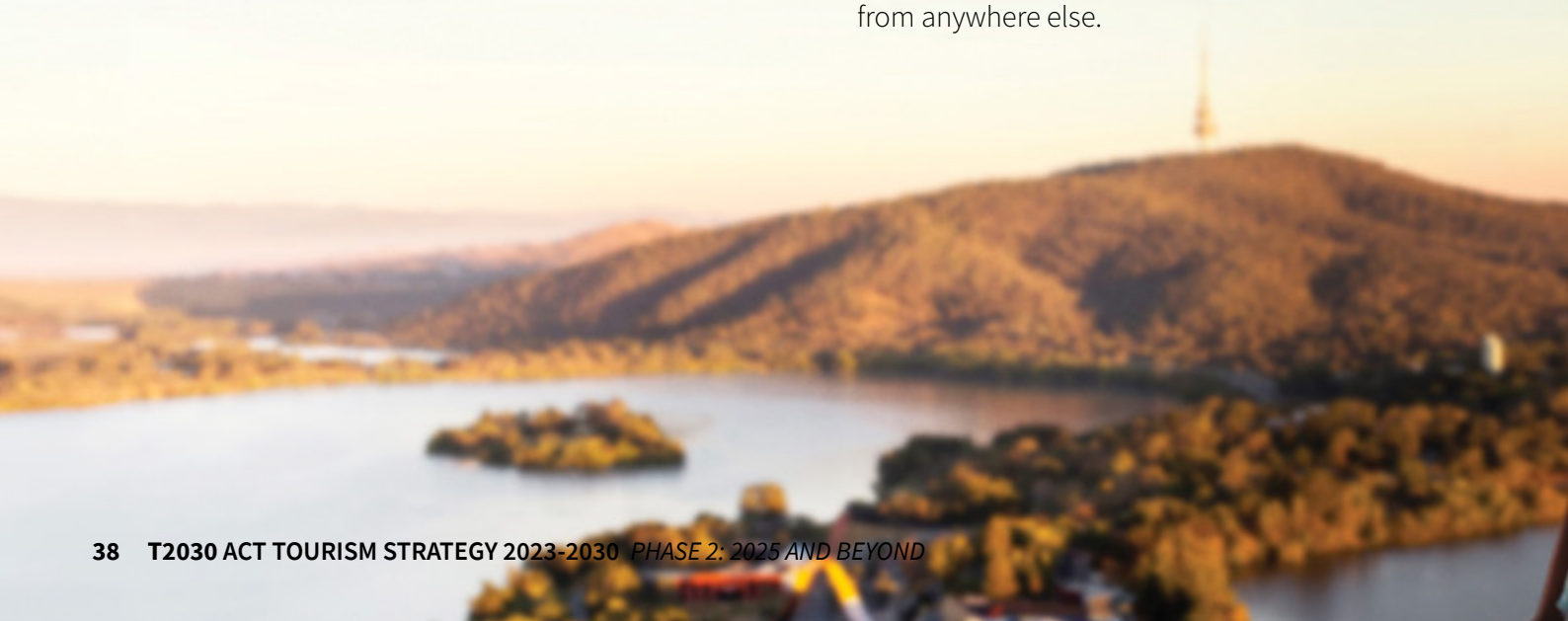
Major highlights since the launch of T2030

Infrastructure and Investment

- Commitment to re-open Telstra Tower as a major tourist attraction, with the ACT Government partnering with Telstra to support its revitalisation.
- Joint ACT and Commonwealth Government $200 million commitment to begin delivering a new National Convention and Entertainment Precinct and a new Canberra Aquatic Centre in Civic.
- Matched investment in new and existing tourism products and experiences across the Canberra region through the ACT Government's Tourism Product Development Fund (TPDF). A total of 51 projects have been supported since 2020-21, with a combined investment of over $5 million.
- Strong investment in Canberra's commercial accommodation sector, headlined by construction of the Crystalbrook Aurora hotel in the city.

VisitCanberra Marketing and Promotion

- Over 2 million visits to www.visitcanberra.com.au in 2024-25 — the highest ever annual result.
- Social media activity across LinkedIn, Instagram, Facebook and YouTube delivered 178.5 million impressions, 869,224 engagements and 24.9 million video views.
- PR and media relations activity reached a combined Australian audience of over 32 million and an international audience of 535 million.
- Domestic paid media activity delivered over 46 million ad impressions and nearly 16 million video completions.
- 19 partnership marketing campaigns delivered with airlines and key distribution partners to promote Canberra to domestic and international visitors.
- Further evolution of *The Canberra Story* to include *Canberra's Tourism Story* — a narrative that articulates how and why Canberra's visitor experience is different from anywhere else.



Produced by VisitCanberra, Chief Minister, Treasury and Economic Development Directorate.

ACT Government