



MEDIA RELEASE

SENATOR NICK SHERRY

Minister for Small Business
Minister Assisting on Deregulation and
Public Sector Superannuation
Minister Assisting on Tourism

ANDREW BARR MLA

Deputy Chief Minister
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Minister for Economic Development
Minister for Education and Training
Minister for Tourism, Sport
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CANBERRANS – OUR CAPITAL’S BEST TOURISM MARKETERS

New research shows how powerful Canberrans can be in marketing the city and supporting local tourism by telling their friends and family what the nation’s capital has to offer.

Nearly one third of all visitors to the ACT are friends or relatives of those living here, according to Tourism Research Australia’s *Perceptions of Tourism in the ACT*, released today by the Minister Assisting on Tourism, Senator Nick Sherry, and ACT Deputy Chief Minister, Andrew Barr MLA.

Almost three quarters of ACT residents recommended things to do for their visiting friends and relatives - with museums, memorials, art-based attractions, nature parks and gardens top-of-mind.

By contrast, recommendations to see craft or food markets, dining precincts, cafes within national attractions, wineries, cellar doors and breweries were fewer.

The report recommends targeted campaigns to educate and encourage ACT residents to promote activities that most interest their visitors.

“Friends and relatives visiting from interstate form a lucrative sector of the tourism market, especially in Canberra,” Senator Sherry said.

“What Canberrans view as their city’s best attractions has a big influence on what places their guests visit. A greater appreciation by residents of Canberra’s wider activities will bring benefits to the capital’s local businesses,” Senator Sherry said.

Minister Barr said residents are strongly placed to talk-up Canberra to their friends and relatives.

“Word-of-mouth is very powerful in promoting Canberra to potential visitors. I encourage Canberrans to check out all the great experiences our tourism industry offers and to invite their friends and family from interstate to join them.

“It’s great for Canberrans to enjoy our city to the full - it’s great for visitors - and it supports the jobs of 13,000 Canberrans who work in our tourism industry,” Mr Barr said.

For friends and relatives visiting the ACT, the most common activities were eating out at restaurants (57 per cent), shopping (30 per cent) and visiting museums and art galleries (20 per cent). The majority of visiting friends and relatives (83 per cent) stayed with the local resident. The TRA report is at www.ret.gov.au/tra

CANBERRA

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