



**CANBERRA REGION**

CITY · COAST · ALPINE · TABLELANDS



**▶ INVESTING IN THE CANBERRA REGION**

# TOURISM

## DISCOVER THE DIVERSE TOURISM OFFERINGS OF THE CANBERRA REGION

*From the coast to the Snowy Mountains, tablelands to the city, the Canberra Region is a tourist destination of amazing experiences and brilliant possibilities.*

The Canberra Region boasts a thriving tourism industry, with an approximate visitor economy worth over \$1.6 billion per year and over 6.1 million visitors each year. In 2016 alone, the ACT recorded a 7 per cent visitor increase in international visitors, with a total 208,000 visitors who spent \$452 million. The Canberra Region provides visitors with a vibrant and diverse experience that reflects the beautiful and rugged nature of Australia.

With a stunning array of experiences to offer, the Canberra Region is emerging as one of Australia's premiere tourist destinations.



THE CANBERRA REGION TAKES IN SOUTH EAST NSW AND ACT, INCLUDING SOUTH-WESTERN SLOPES, SOUTHERN TABLELANDS, NATION'S CAPITAL, SOUTH COAST, SNOWY MOUNTAINS, AND NSW HIGH COUNTRY.

### DIVERSE

The Canberra Region is one of the most diverse regions in Australia. Each area of the Region – City, Coast, Alpine, Tablelands - has a unique experience to offer local, national and international visitors.

The Canberra Region is well positioned to deliver an unparalleled tourist experience where visitors can enjoy the best Australia has to offer, all within one region.

### DYNAMIC

With the significant widening of gateways into the region, the Canberra Region is entering a new era of tourism. The Region is set to directly benefit from significant increase in international visitors from Canberra International Airport and the Port of Eden, as well as benefiting from increased domestic flights at Moruya and Merimbula Airport.

## PORT OF EDEN

The Port of Eden is the southernmost port in NSW and the only safe deep water port between Sydney and Melbourne. A major upgrade due for completion in 2017 will significantly expand Eden's capacity. In the 2016/17 cruise season the Port received 14 ships, up from 9 in 2015-16. The Port is expecting 36 cruise ships in by end 2018.

The Canberra Region population economy is worth over **\$1.6 billion** each year

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Dynamic and diverse opportunities

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The Canberra Region population will reach **680,000 people by 2021**

Potential expansion of marine based tourism can capitalise on the Canberra Region's numerous small ports, boating harbours, marine parks and aquatic reserves. Activities include cruise ship visits at the Port of Eden (connecting north at Port Kembla and Jervis Bay), recreational boating, water sports, fishing, and commercial charters and touring (for example, whale and dolphin watching).

Recent investment in significant upgrades to the Port of Eden will support the advancement of the Coast, and provide linkages to other key transport hubs in the Canberra Region, including Canberra Airport.

## MORUYA & MERIMBULA AIRPORTS

Recent government funding for an upgrade to tourism facilities and runway works at Moruya airport further strengthens transport connectivity throughout the Canberra Region. This is also supported with current upgrade works at Merimbula airport.



## CANBERRA INTERNATIONAL AIRPORT

Canberra International Airport commenced international flights in September 2016, with Singapore Airlines operating regular connecting flights between Canberra, Singapore and New Zealand, and Qatar Airlines expected to follow in late 2018.

This is an exciting new era for the Canberra Region with the expanded access to international markets set to drive innovation and rapid growth for the Canberra Region's economy in tourism, business and trade.

The catchment region for potential outbound domestic travellers represents almost 800,000 people.



## CITY

Canberra, as Australia's capital, is a thriving, modern city that houses an array of world-class tourism products and iconic national attractions. These include Parliament House, the Australian War Memorial, the National Gallery of Australia, the National Museum of Australia, the National Portrait Gallery and Questacon (the National Science & Technology Centre).



The City promotes major events such as Enlighten, Floriade, Skyfire and the Multicultural festival, attracting thousands of visitors each year.

The city is highly accessible, ideally located between Sydney and Melbourne and also a key gateway for travel into southern NSW.



## COAST

The coast offers unspoilt beauty with national parks, lagoons and some of the world's best beaches, ready to be explored all year round. Visitors can explore artisan galleries, taste the freshest of produce from the land and the sea, sample local wine, visit archaeological landscapes that are 98 million years old, and study pioneer and Aboriginal history and culture. The South Coast of the Canberra Region has a strong focus on tourism, contributing approximately 40 per cent of the Canberra Region's economic tourism.

Discover the ideal adventure landscape and reconnect with nature on the Sapphire Coast of New South Wales. The Sapphire Coast comprises the major towns along the Eurobodalla and Bega Valley region, and is often called Australia's Oyster Coast due to its famous fifth generation oyster farms.



Only 2 hours travel from Canberra, the Sapphire Coast is well known for humpback whale watching and sea snorkelling, attracting 1.2 million visitors per annum and experiencing 20 percent year on year growth.

All year round our national parks are natural playgrounds and the lagoons and seas are our wonder-filled aquarium. Bush walking, mountain biking and a range of outdoor activities will help you lose yourself in nature, in whatever way you choose.

## ALPINE

The Alpine region has the opportunity to position itself at the forefront of Australia's nature-based tourism industry, providing an all year-round tourism offering, contributing \$429 million to the region per annum and accounts for 27 per cent of the Canberra Region's total economic contribution from tourism.



The Canberra Region's Alpine country attracts many tourists domestically and internationally. With a wealth of natural resources and being Australia's premiere region for snow sports and activities, spanning a period of 16 to 18 weeks, The Alpine region is home to the Australian Institute of Sport winter athletes.

The Alpine is an events region, which includes hosting the annual 'L'Etape Australia – organised by the famous Tour De France. It is an amateur bike race staged in the Snowy Mountains on 160km of fully closed roads and run under professional Tour de France race conditions. The event attracts thousands of riders and event ambassador Chris Froome, several time winner of Tour De France, also (casually) rides the course on the day rubbing shoulders with the amateur competitors.

Mountain biking is also becoming increasingly popular in the region, with extensive downhill courses at Thredbo and along the Thredbo River valley within Kosciuszko National Park. An extensive network of mountain biking trails also surrounds Jindabyne, where riders often have the added benefit of experiencing beautiful sweeping views of Lake Jindabyne. There are also mountain biking trails near Cooma.

An events rich region, it hosts annual cider festivals from the local apple orchards and country music festivals. The region is home to a large equine tourism industry, and visitors are attracted to the culture of horse riding immortalised in the famous Australian story and film 'The Man from Snowy River.'

Transport connectivity into the Alpine region is enhanced by flights service between Sydney and Snowy Mountains Airport (Cooma).

The Alpine region emboldens the dynamic environment of the Canberra Region. Home to white water rafting on the mighty Snowy River, fabulous ski resorts, well marked walking trails through stunning National Parks, inspirational Indigenous history and culture, pristine waterways, opportunities to get up close and personal with the most elusive of mammals the platypus, boutique wineries and distilleries, quirky galleries and retail outlets, events galore and of course history at every turn the Alpine Region really does have it all.

**Mt Kosciuszko, at the heart of NSW's largest nature park, is Australia's highest mountain peak at 2228 metres**

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**The Alpine region is a premier show sport and nature destination with a \$429 million tourism economy**

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**\$50 million fly fishing industry in the Snowy Mountains**



## TABLELANDS

The Canberra Region Tablelands is an agriculturally rich area with bountiful produce, ripe for visitors to enjoy. Welcoming over **2.1 million visitors per annum** and contributing nearly **\$400 million to the region's economy** – tourism is an important economic driver for the region. Today the regions cities, towns and villages play a key role in the regions unique tourism offering much like they did during the mid 1800's development of early rural Australia.

Our communities are based around the main centres of Goulburn, Yass, Young, Crookwell and Queanbeyan where visitors can base themselves for a short break and take the time to discover the villages and tourism experiences of the region.



### Heritage & Arts

*Discover the Tablelands eclectic heritage and arts scene as you journey everywhere from galleries to gold trails.*

The historical towns and villages of the Tablelands open a window to the rich and colourful pioneering history of the region. From historic museums, churches and cemeteries to cottages that our Region's settlers called home, you will come away from the Tablelands with a wealth of Australian knowledge.

If it's art that takes your fancy, seek and you shall find – there is art a-plenty waiting to be admired, from paintings hung in studios to sculptures and glassworks in progress in boutique galleries.

### Food & Wine



*The Canberra Region Tablelands boasts a stunning variety of world class food and wine offerings.*

From farm fresh produce and farm gate experiences, to fine dining restaurants, quirky cafes, boutique vineyards and cellar doors, the Tablelands Region prides itself on a feast of impressive produce.

Treat your palate to world class cool climate wines as you venture from one cellar door to the next. If you prefer drinking over sipping, there are a number of wine tour companies to take you on a journey around our wine regions. If you're after a casual coffee, stop into one of our many coffee shops and cafes.

With the variety of produce, farm gate tours, and food and wine experiences available in the Canberra Region Tablelands, we recommend you take a few days to truly enjoy all our region has to offer.

### Nature & Outdoors

*Visit the invigorating NSW Tablelands for a clean, green and authentic outdoor experience.*

The Tablelands is a place of natural beauty and vast country landscapes, offering a diverse range of outdoor experiences from the more relaxed through to the more adventurous for those of us with a wild side.

There are nature and outdoor experiences to be discovered the whole way through the Tablelands.

### Boutique Shopping

Fashionistas rejoice! The Tablelands is brimming with on-trend boutiques showcasing the latest fashion. Travellers come from near and far to find that show-stopping piece and wardrobe essentials. With plenty of parking space you don't have to worry about running out of time. Pop your parcels in the car, and under shady verandahs along our wide streets, find homewares and craft shops. At the end of the escape, return home and surprise your family and friends.

### Unique Historic Perspective

In addition to hosting the Wakefield 300 and the National Superbike Championships, Goulburn's status as Australia's first inland city provides tourists with an experience of the nation's vibrant past and rich cultural heritage. Goulburn and surrounding towns Yass, Harden and Young have a unique pioneering and gold-mining history, including beautiful scenic trails and historical landmarks for tourists to discover. Braidwood, for example, is a historic town listed in the National Trust due to its architectural streetscape from the latter half of the 1800s.

### Hilltops region

The Hilltops region is emerging as a premiere food and wine tourist destination. Growth in this industry will see the Tablelands region become a sought after attraction for food and wine lovers. Hilltops is known for its tapestry of colour, including golden canola and coffee. Coffee roasters in Young have won 3 consecutive gold medal awards from the Sydney Royal Food & Wine Show.

### Cherry Season in Young

The first Cherries were grown in Young in 1847. In 1878 the first commercial orchards were planted by Croatian migrants. Cherry season attracts thousands of international tourists – many seeking seasonal work in Young's cherry orchards. The massive inflow of tourists for the Cherry Season lends itself to great potential for other towns in the region to develop their tourism industry. Young's National Cherry Festival – one of Australia's longest running harvest festivals - takes place at the height of the Cherry season on the first weekend in December.



*All information correct at time of printing.*

Visit [www.canberraregion.com.au](http://www.canberraregion.com.au) for the latest version.

### FOR MORE INFORMATION



[canberraregion.com.au](http://canberraregion.com.au)

# DISCOVER THE REGION

