

Visitor numbers up for Canberra's 'big 3' attractions, with Questacon recognised as Australia's best

MEDIA RELEASE

18 March 2010

Three of Canberra's most popular family tourist attractions, the Australian Institute of Sport, Cockington Green Gardens and Questacon – The National Science and Technology Centre are experiencing improved visitation results on the back of innovations in their marketing. All three attractions are part of the *3infun* Canberra Super Ticket, Canberra's first joint attractions ticket.

Sales of the *3infun* Canberra Super Ticket have risen by 20% in the last financial year as a result of the latest marketing program. These results are positive and have contributed valuable visitors through the door and have also had a positive impact on economic growth during a time that the ACT, and Australia as a whole, is experiencing a relatively 'soft' patch in growth of tourism markets.

"*3infun* Canberra is a program designed to highlight the range of tourism experiences available in Canberra, and make them accessible and affordable for families. It offers families a fun way to discover the national capital," said Marketing Manager for Questacon, Michelle Canning.

The *3infun* initiative can now also boast another award win with Questacon scooping the Tourist Attraction award at the 2009 Qantas Australian Tourism Awards held in Hobart on Friday 26 February. *3infun* Canberra was a crucial part of the product that was judged.

"Our involvement with the *3infun* Canberra program allows us to market and promote Questacon to a wider audience and definitely contributed to our win in this category," Ms Canning concluded.

The *3infun* Canberra Super Ticket is a great way for locals to experience 3 of the best attractions in their own backyard.

The *3infun* Canberra Super Ticket is available for purchase at each participating attraction, at the Canberra and Region Visitors Centre, or online. For more information or to purchase tickets go to www.3infun.com.au

[ends]

For more information, high res. images or to arrange an interview, please contact Elkie Stuart, Threesides, 0421 230 103 or elkie.stuart@threesides.com.au

Media Backgrounder

- The *3infun* Canberra Super Ticket is the only one of its kind currently operating within the ACT.
- The ticket encourages families with children to visit Questacon, the Australian Institute of Sport and Cockington Green Gardens – with only having to purchase one ticket at a reduced price.
- The *3infun* Canberra ticket started from humble beginnings with Cockington Green instigating the idea nearly 10 years ago.
- It was originally designed as a way to encourage travel agents, the NRMA and other motoring organisations to draw more attention to Canberra’s paid attractions (both private and Government funded).
- Marketing partnerships now extend right across Australia as well as closer to home with local hotel partners and the Canberra and Region Visitors Centre.
- The annual Australian Tourism Awards showcase the best of the nation’s tourism operators and promote, encourage and reward tourism excellence.
- Questacon’s win highlights its role as a significant national tourism attraction.
- The Australian Institute of Sport was also a finalist at the national awards in the category of Specialised Tourist Services for its elite athlete guided tour. Cockington Green Gardens has also been a previous Tourism Award recipient.