

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

MEDIA RELEASE

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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 provides an opportunity for families visiting the nation's capital to experience 3 of the country's best attractions.

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

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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.