

PARLIAMENT HOUSE: THE NEXT CHAPTER

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A must-see attraction

Parliament House is one of Canberra's iconic destinations and a working parliament - one of the few in the world open to the public.



New visitor research

586 responses from visitors
between late December 2021 and
April 2022.

Results will help build external
engagement, increase revenue, and
build a reputation for quality
experiences and services.



New findings about booking patterns, service expectations, communication preferences and travel behaviour

To Canberra	
1 day ahead	15%
1-2 days	16%
1-2 weeks	31%
Month or more	38%

To APH	
1 day ahead	38%
1-2 days	23%
1-2 weeks	25%
Month or more	14%

“Would have loved to take a guided tour. Did not know this option existed and was already booked out”





What are we doing?

Tours are the most popular and highest rated activity for visitors

Early results from our new tour program demonstrate that the market supports our new approach

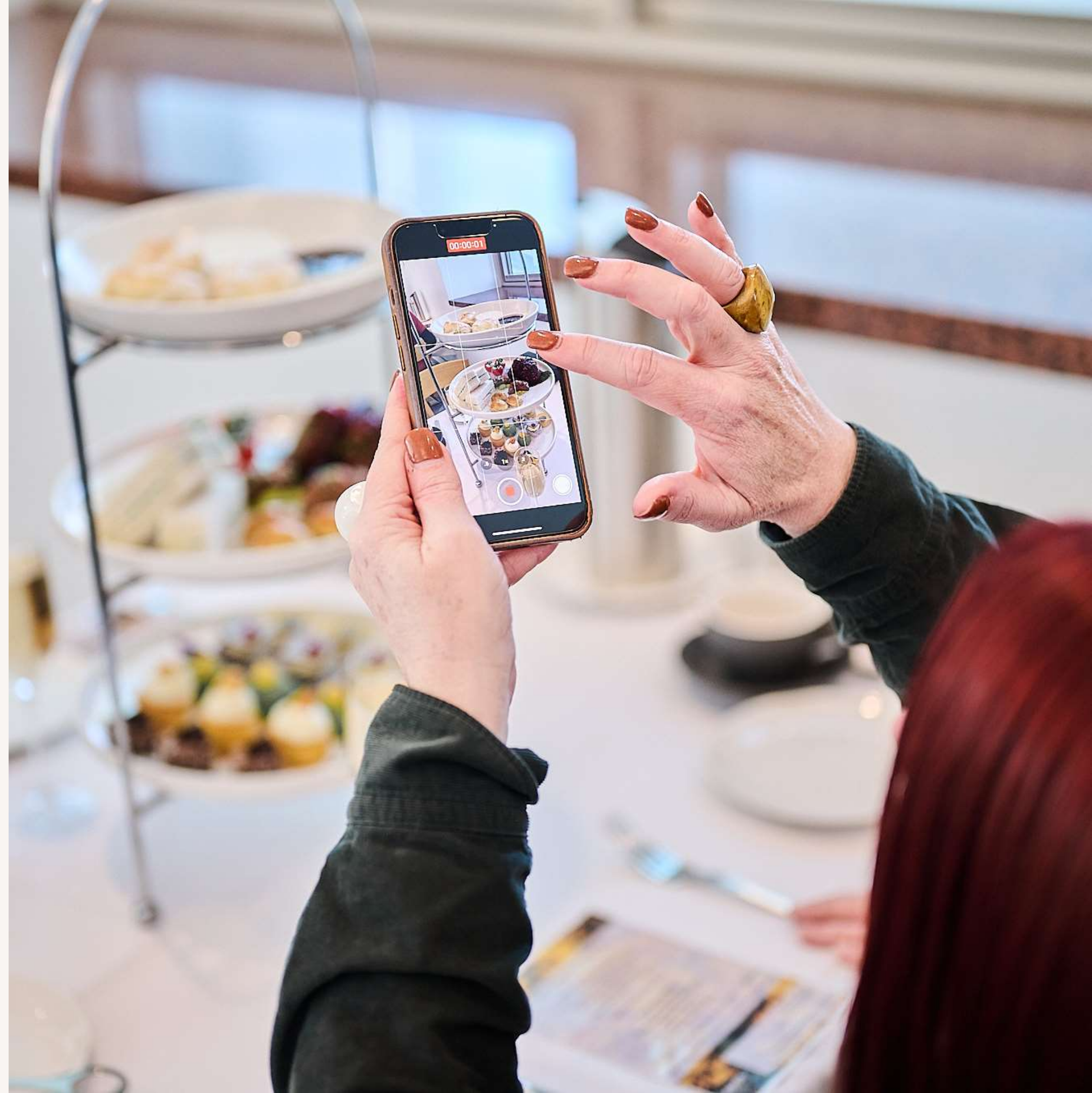
Free tour bookings increased by *40%*
Paid tour bookings increased by *243%*



Canberra is an attractive place to visit because *“it is the Capital of Australia, and it offers the possibility of getting to know the different important places where our democracy takes place”*

Need to find new ways for tourists to connect visually when social media plays such a central role in planning

Visit to Canberra	APH visitors	Did not visit APH
Social media	24%	37%
CRVC	16%	32%
Visit CBR website	39%	21%



What are we doing?

Focus on *external engagement* and create ways to connect with the building, with events, experiences, workshops and more.

New online shop will build *new social media channels* to improve our core communications





REVENUE OPPORTUNITIES



Accommodation and travel	Interstate visitors who visited APH	Did not visit APH
Stayed for 1 night	14%	5%
Stayed for 2 nights	27%	23%
Stayed for 3 nights	17%	32%
Stayed in a hotel	45%	27%
Stayed in a serviced apartment	14%	27%
Travel - car	86%	95%
Travel - air	10%	5%

Visitors to Canberra who did not visit Parliament House were more likely to stay in a serviced apartment, more likely to stay for longer, and more likely to travel by car



Quality experiences

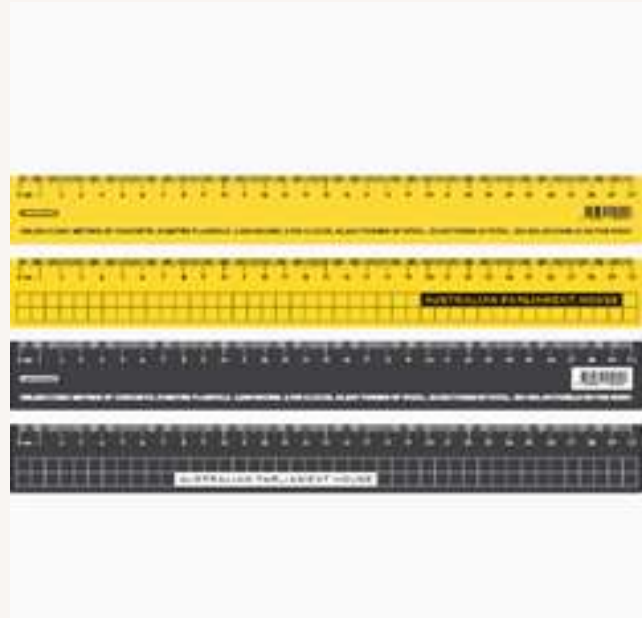
Visitors to Parliament House spent an average of *\$100* during their visit. Most of this was spent on tours, followed by the *Queens Terrace Café and Shop*.

While tourists rated our services highly, the Parliament Shop was rated *lowest* of all the services.



PARLIAMENT SHOP

Business renewal strategy to improve the conversion rate of visitors to buyers; meet the diverse needs of customers; and increase the overall dollar spend.



New *quality* products including souvenirs, books, craft and design items are being developed with a significant link to Parliament, the architecture, and Canberra.



This commitment will also improve *environmental sustainability* by reducing international transportation and producing higher quality products



A scenic view of a lake at sunset. The sky is filled with colorful clouds in shades of purple, pink, and orange. Several hot air balloons of various colors (blue, red, yellow, purple, orange) are floating in the sky. In the foreground, a large, classical-style building with many columns is visible, surrounded by lush green trees. The water in the lake is calm, reflecting the sky and the building. A few people can be seen on the shore and in small boats on the water.

WHERE TO NEXT?

A person's silhouette is seen from behind, looking at a large digital display. The display shows a dense forest of trees with vibrant, multi-colored foliage in shades of red, orange, yellow, and blue. The scene is set against a dark background. In the foreground, there are several wooden lockers or storage units. The overall atmosphere is one of appreciation and gratitude.

THANK YOU.