

Proudly presented by Synergy 

# Floriade

AUSTRALIA'S BIGGEST  
CELEBRATION OF SPRING

FLORIADE ABOUT TOWN

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2024



PRODUCED BY  
**ACT**  
Government

Floriade, Australia's Biggest Celebration of Spring, brings Canberra to life with 30 days of stunning colour and vibrancy.

The festival attracts nearly half a million attendees each year with a diverse program of entertainment, workshops and activities celebrating and appreciating the beauty of flowers and nature.

Over one million blooms will fill Commonwealth Park, while another 300,000 will brighten Canberra's suburbs through Floriade Community.

Through **Floriade About Town**, we invite you to be part of this premier event that enhances our great city and boosts our economy.



# FLORIADE 2023 ECONOMIC IMPACT SUMMARY

## **\$51.1m TOTAL EXPENDITURE**

Floriade generated total expenditure of \$51.1m, with \$38m from visitor spending

## **433,271 ATTENDEES**

Total visitors for Floriade and NightFest.

## **46% INTERSTATE VISITATION**

46% of attendees were from interstate, generating 168,723 visitor nights in the ACT

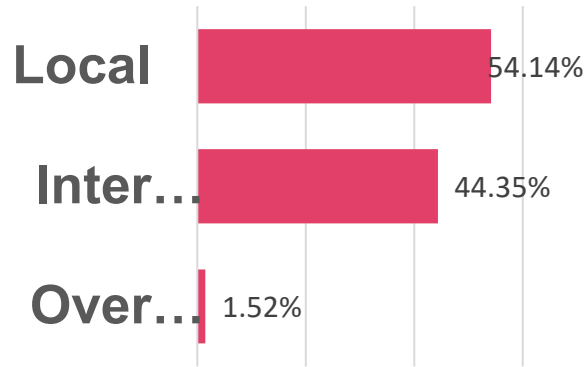
## **81% VISITOR SATISFACTION**

81% of attendees had their expectations met or exceeded, and 67.9% said they would return

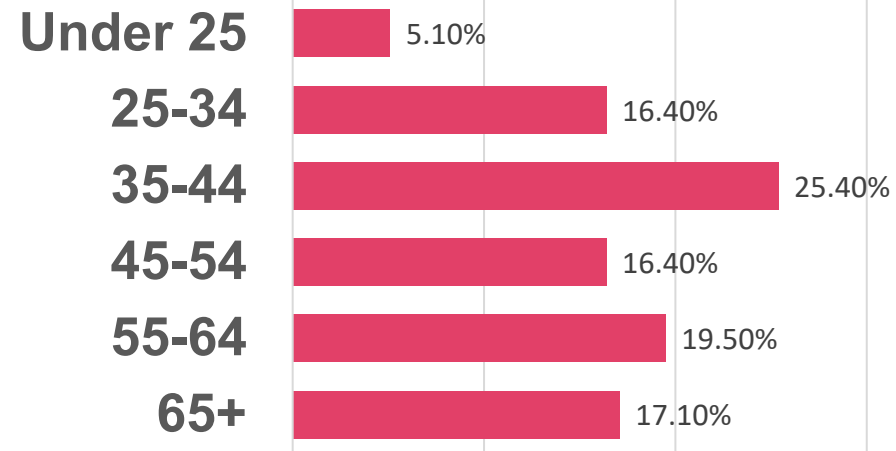


# FLORIADE AUDIENCE PROFILE

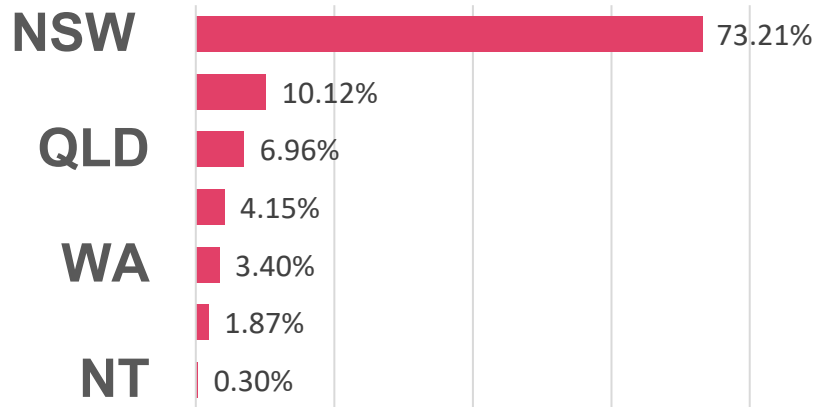
## Visitor Origin



## Age



## State



**Female**  
75%



**Male**  
24%



# ART IN BLOOM

Floriade will celebrate its 37th year in 2024 with the theme *Art in Bloom*, transforming Commonwealth Park into a canvas of colour and creativity.

The garden bed designs will draw inspiration from major art forms and will take visitors on an artistic journey with floral displays and interpretations of painting, sculpture, architecture, literature, music, theatre, and cinema.

The theme will transcend the garden beds and be brought to life through entertainment, workshops and activities, offering the opportunity for visitors of all ages to immerse themselves in different art forms and create art through interactive experiences.



# FLORIADE ABOUT TOWN

Floriade is Canberra's major event and the generates significant economic activity in the city and region.

The Floriade About Town industry engagement program encourages the tourism and hospitality industry to engage with the event though activating Floriade-themed promotions or programming during the festival.

Floriade About Town participants can then leverage the Floriade marketing campaign and its audiences to drive patronage and economic activity for participating businesses during the event, while contributing to creating a Floriade festival atmosphere throughout the city.

We invite Canberra restaurants, cafes, bars, pubs, retailers, hotels, national cultural institutions and attractions to be part of Floriade About Town 2024.



# BENEFITS OF PARTICIPATION





- Floriade About Town specific advertising assets will be run across radio, paid social media and paid digital display advertising throughout campaign
- Listing on the Floriade website (552.8k total page views in 2023)
- Promotion of Floriade About Town through Floriade social media channels (100.6k followers)
- Promotion of Floriade About Town through the Floriade eNewsletter (15k subscribers)
- Access to the Floriade marketing toolkit and branded assets to use in your promotional activities
- Window decals supplied to participating businesses
- A2 and A3 posters supplied to participating businesses
- Onsite signage at Floriade promoting Floriade About Town





# HOW TO GET INVOLVED

To participate in Floriade About Town, businesses need to develop a Floriade-themed offer or service. There is no obligation to offer discounts on products or services.

Some examples are:

-  Create a Floriade-themed food or beverage offering
-  Create a Floriade package of your services
-  Offer packages for food or accommodation during Floriade
-  Create Floriade and/or NightFest packages for in-house guests






Participating businesses should identify themselves through displaying the Floriade About Town decals or posters. Businesses are also invited to dress their premises with flowers or a floral theme.

-  Please note – Business as Usual activities will not be featured on the Floriade About Town web page – the activities must be Floriade themed and developed specifically to promote Floriade.
-  Businesses who wish to use the Floriade brand on a retail product will need to enter into a commercial arrangement to use the logo





# HOW TO APPLY

-  To participate, simply email us your activation idea to [eventsmarketing@act.gov.au](mailto:eventsmarketing@act.gov.au).
-  Participating businesses will be provided with the marketing toolkit which includes digital assets, logos, messaging and a style guide.
-  Businesses will be provided with window decals and posters to promote their participation in Floriade About Town.
-  Businesses will be required to supply content and images for promotion on our website and social channels.
-  Expressions of interest in participating in the program must be received by **Friday 26 July**.





**WE LOOK FORWARD TO WELCOMING  
YOU TO FLORIADE 2024!**