



DESTINATION MARKETING UPDATE

05.06.2024

SHAE KEENAN



VICTORIA
EVERY BIT DIFFERENT



AGENDA

INDUSTRY OUTLOOK & UPDATE

MARKETING APPROACH AND CAMPAIGN

ATE 2024

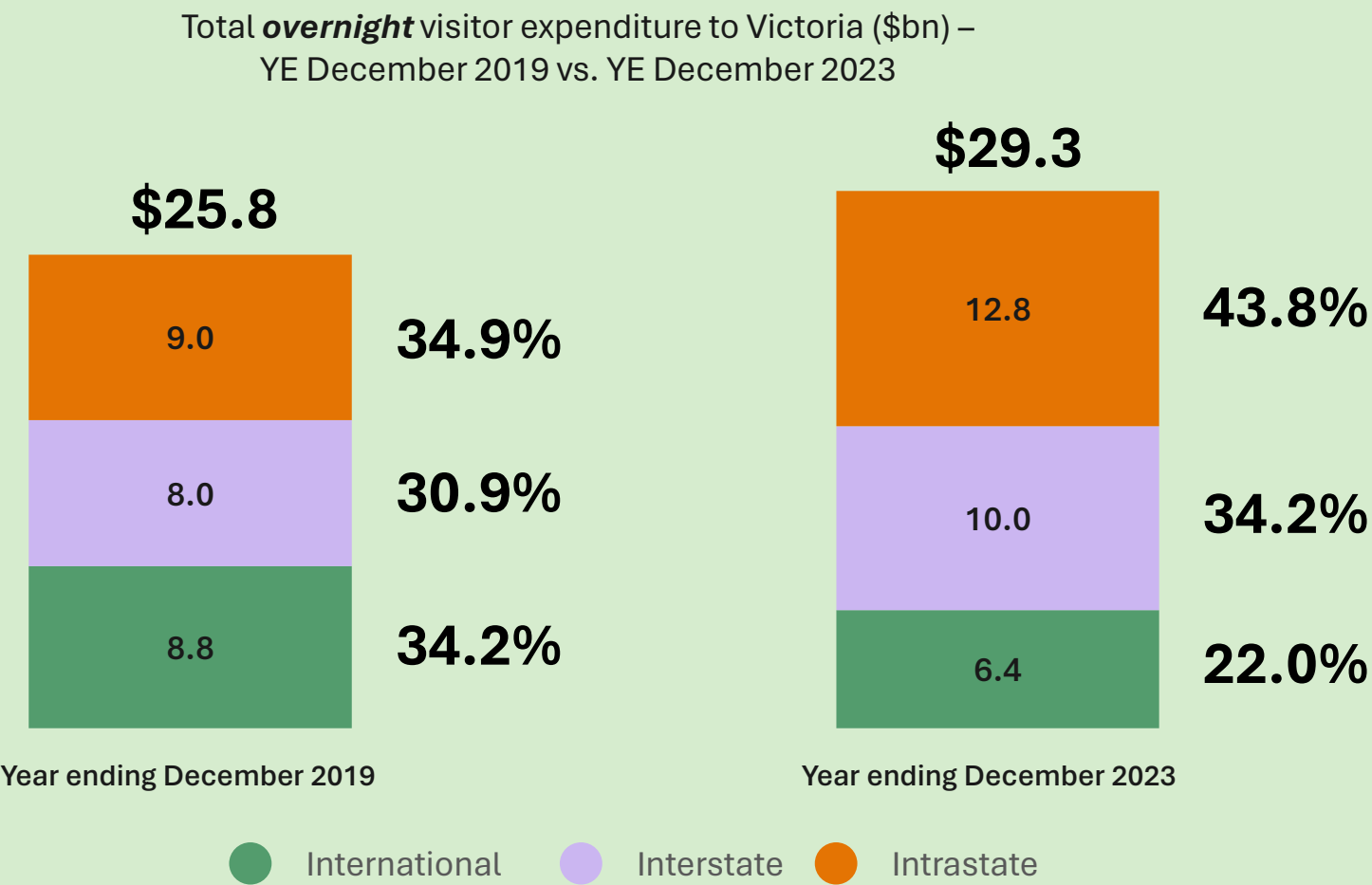
GETTING INVOLVED



\$37.8 BILLION

SOURCE: TOURISM RESEARCH AUSTRALIA INTERNATIONAL AND VISITOR SURVEYS, REGIONAL EXPENDITURE MODEL,
DATA TO YEAR END DECEMBER 2023

INTERNATIONAL GROWTH OPPORTUNITY



NOTE: OVERNIGHT EXPENDITURE ONLY. EXCLUDING DOMESTIC DAYTRIP EXPENDITURE.
SOURCE: TOURISM RESEARCH AUSTRALIA INTERNATIONAL AND VISITOR SURVEYS, REGIONAL EXPENDITURE MODEL, DATA TO YEAR END DECEMBER 2023

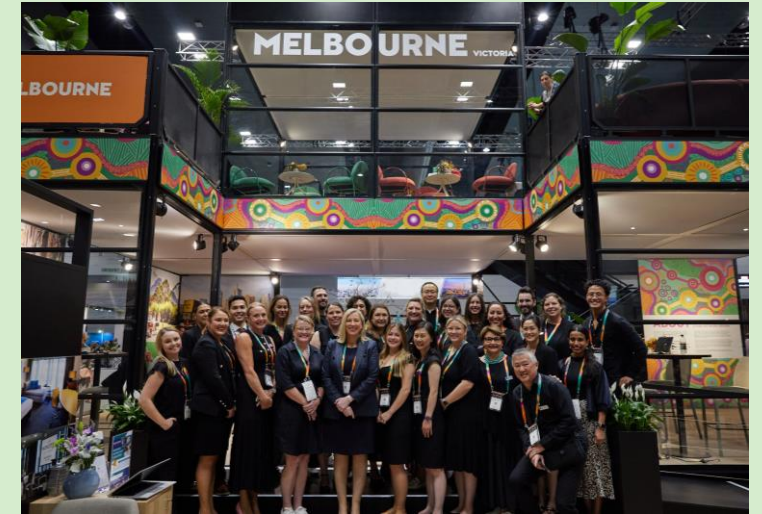
VISIT VICTORIA'S STRATEGIC LEVERS



DESTINATION MARKETING



MAJOR/REGIONAL EVENTS

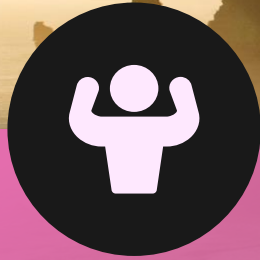


BUSINESS EVENTS

OUR MARKETING APPROACH



Fish where
the fish are



Leverage our
strengths



Consistency
is key



Champion
inclusivity and
sustainability

OPPORTUNITIES FOR ALL MARKETS

Intrastate

Address perception issues and showcase the depth and breadth of Victoria's experiences

Interstate

Drive preference, highlight our difference, dial up the feels for Melbourne and Victoria

International

Leverage our distinctive strengths, upweight effort in our growth markets

EVERY BIT DIFFERENT - THE OPPORTUNITY

- Build emotional connection
- Deliver on the promise to **enrich every moment**
- Create advertising that breaks the mould of the tourism industry
- Align with the Experience Victoria 2033



RESULTS TO DATE

1 in 3

Australians have
seen the
campaign

58%

Increase in
consideration to travel
amongst those who
those that have seen
the campaign

18-34s

Consideration
reaching 70 per cent
for those that had
seen the campaign

340,000+

Leads to industry

8.7M

Reached via Meta

SOCIAL MEDIA REACHING OVER 4 MILLION

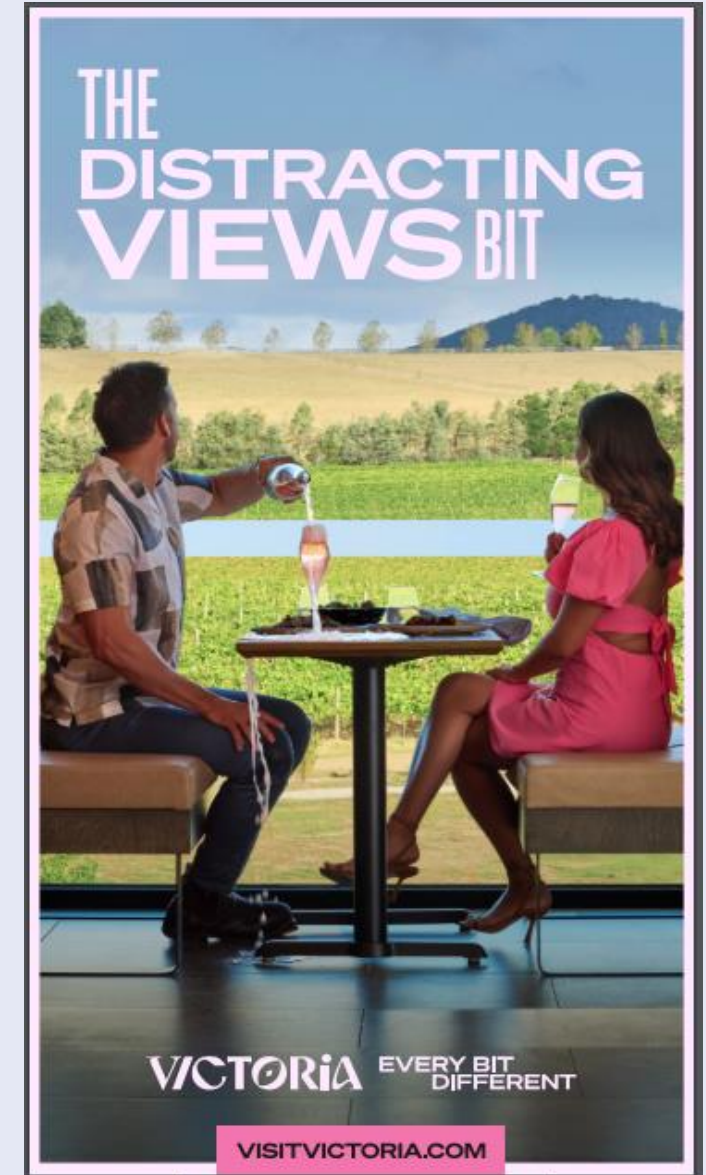
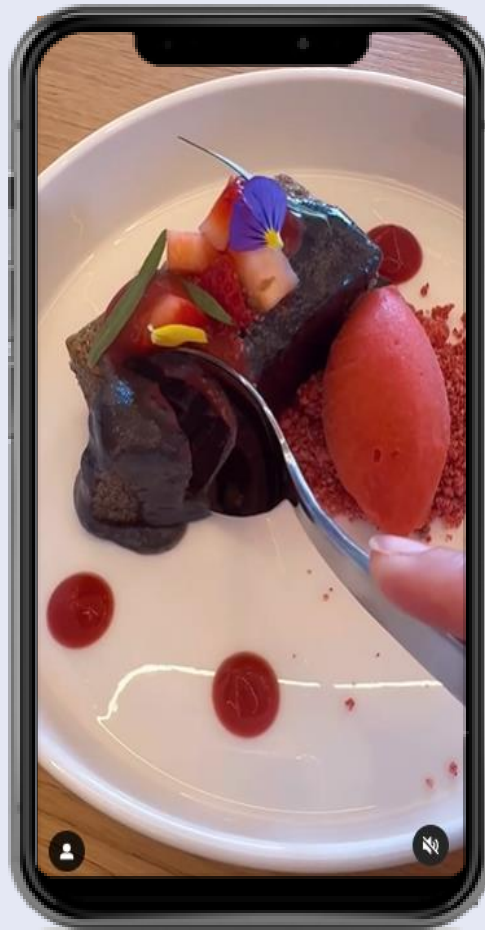


Dog-friendly:
Impressions: 59.3K
Reach: 53.k

Tesselaar Kabloom:
Impressions: 96.1K
Reach: 94.9K

Puffing Billy:
Impressions: 307.6K
Reach: 295.2K

CAMPAIGN ACTIVITY



[@melbournesights](#) (content creator) reel
as a result of the Re'em media famil

NEWS REACHING 200,000 SUBSCRIBERS



Beauty abounds in Victoria

Autumn is right around the corner, and Victoria is set to erupt in a psychedelic riot of reds, oranges, golds and yellows. So, pack the car and grab your camera and start chasing the fabulous colours of autumn. Check out bangin' festivals, explore local walking or cycling trails and see mammoth displays of public art on show around the state. It's time to celebrate the beauty of autumn in Victoria.

Take me away



Our fave autumn towns



Accessible escapes



SPECTACULAR COLOURS ON SHOW

Victoria's regions come alive in autumn, with scenic streetscapes bathed in warm tones and tiny towns abuzz with seasonal activities. Plan your perfect autumn road trip and pop into picturesque towns to enjoy local delights while soaking up spectacular scenery.

Savour seasonal produce, stroll through lush gardens and frolic in the autumn leaves at these 10 idyllic towns.

1. Olinda

One of the highest villages in the Dandenong Ranges, Olinda is home to postcard-perfect scenery and an array of beautiful public and private gardens. See the changing colours of autumn at stunning spots like RJ Hamer Arboretum, Cloudehill Gardens and Dandenong Ranges Botanic Garden.

After a day of exploring, head to one of Olinda's cosy cafes or quaint tea rooms and snuggle up with a hot drink. Enjoy a decadent high tea experience at Olinda Tea House or pop into Only Mine Gourmet Chocolates to stock up on sweet treats.



Image: Cloudehill Gardens, Olinda

7. Warburton

An easy drive from Melbourne, the town of Warburton is another popular destination for admiring autumn leaves in all their splendour. Follow the Yarra River as it meanders through the picturesque Warburton Valley on a leisurely riverside walk or cycle into town along the Lilydale to Warburton rail trail.

Just out of town, pick seasonal produce year-round at Rayner's Orchard or stand beneath towering trees and marvel in awe at the Californian Redwood Forest. With so much to see and do, an overnight stay at the newly renovated Alpine Hotel Warburton is the perfect way to extend your time in this beautiful riverside spot.



Image: Cycling in Warburton

Autumn EDM to Victorian database

RECENT PR ACTIVITY

TAKE ME OUT

THE LUX FILES

YARRA VALLEY

Happy valley

Victoria's Yarra Valley is home to lush green fields spotted with plump dairy cows, rows of historic, gnarled vines and innovative cuisine that celebrates the region's unbeatable produce. Jonathan Lee runs Hop It, a hop-on, hop-off bus service that takes you to the best parts of the region for cider, cheese, gin, wine and a fun time and he shows us his perfect day out in the valley.



Surprisingly, Hop It is the first hop-on, hop-off bus to service wine regions in the state. Owner and driver Jonathan Lee started the business with his wife Sara just before the pandemic, briefly pivoting to become a wine delivery business after tearing all the seats out of their buses. This not only helped the business stay afloat but it formed lasting relationships with the Yarra Valley vignerons that have remained strong to this day.

Despite also servicing the Bellarine Peninsula, the Yarra was Jonathan's first passion. "We are from Europe and we love the wine regions surrounding Melbourne," he says. "Every time we have family and friends come from Europe, we go there but someone always has to drive. Sara and I have done hop-on, hop-off buses all over the world - Dubai, Berlin, London - and we loved them and thought it was something we could do together."

OPPOSITE: Vines in the Yarra Valley. CLOCKWISE FROM TOP: Jonathan and Sara Lee; dining and touring the Yarra Valley.

VICTORIA

9am Cream of the crop

"Up in the valley, Coombe Yarra Valley is our first stop. It was the home of famous opera singer Dame Nellie Melba and they do some beautiful freshly baked scones with pots of jam and cream and you can pair that with a lovely sparkling blanc de blanc. Breakfast of champions. Or a coffee if you prefer. You can also book in a garden walk or a tour of Dame Nellie Melba's old homestead."

10am Natural beauty

"Alwyn Gardens is a beautiful walk that you can do in about an hour. They have a café and a hedge maze and the place changes throughout the year with the seasons."

11am Bubble trouble

"Chandon is a stunning venue if you like your sparkling wines with views out to the Yarra Ranges and the lake they have there. You can either sit down in their wine bar or outside under the umbrellas and enjoy a sparkling wine paddle or have a guided tasting that includes the history of Chandon."

1pm Picnic in the vines

"Punt Road is owned by the Napoleone family and they are one of the largest apple growers in Victoria. As you head down the driveway you have all these pink lady apple trees lining the sides of the road and they have an old cargo shipping container that they have converted into a cider bar, which opens up during the hotter months plus they have a lovely cellar door with an open fire for the winter months. They have award-winning cabernet sauvignon and are one of the only producers of gamay, which is like a distant relative of the pinot noir grape. You can also try some of their ciders. The very special rose cider is made using their shiraz grape skins. They also offer picnic hampers that you can create yourself with local produce out of a fridge."

3pm Cheese dreams

"Tokar Estate is located a bit higher up, so you have views of the valley and as you approach the estate guests often say that it looks like it has been plucked out of Tuscany. You drive up and are greeted by their dog, the cellar door is in a barn and they have wine and chocolate tastings. They also serve Stone and Crow cheeses, which is local and made by Jack Holman, who used to be the head cheesemaker at Yarra Valley Dairy. He specialises in pairing his cheeses with local businesses, so he does a Four Pillars [gin distillery] ash cheese. Tokar specialises in

4pm Gin & clock

"Four Pillars are geniuses at what they do. They celebrated their tenth anniversary last year and Cam McKenzie won best gin distiller in the world [for the third time, the first gin maker ever to achieve this]. What is great about Four Pillars is that they have a new cocktail lounge, which is attached to the original distillery. Now, you can do a guided gin tasting at the original distillery or go into the lounge, sit back, relax and have a look at the food menu, comprised of things like truffle fries, croquettes and salmon bagels. Then you have a tasting panel that includes special gins like their Christmas gin or their yuzu gin. I usually recommend this as a last stop because people often spend two hours there and there are so many other businesses within just a few minutes. You have Payten and Jones, an urban cellar door all about natural wines; Number 7 does tapas-style food and wine made by local young winemakers coming up the ranks; Jaden Ong winery, and then across the road you have Watt's River brewery, a small family-run brewery."

tempranillo and they keep them in amphoras, the only winery in the Yarra Valley to do this, which is how the ancient Romans used to store their wine, in big ceramic pots. It's very unique."

DREAM BY LUXURY ESCAPES 43



Luxury Escapes, May 2024

Social coverage: Wendy Hargreaves (journalist), Ricky French (journalist) & Melbourne Sights (influencer)
Re'em media fam, December 2023



ATE CONNECTED THE REGION TO THE WORLD



ATE24 - ONE OF THE BIGGEST IN ITS 45-YEAR HISTORY

2,600

delegates

714

international
trade buyers from
37 countries

100+

Victorian tourism
operators

+50K

meetings over four
days

\$9M

Economic impact
during the event

\$9B

visitor
expenditure
forecast in
2024

3K

room nights at 26
partner hotels

17

days,
including pre and
post famils

330+

Victorian products
from every region
included on famils

461

Buyers participating
in famils

GLOBAL IMMERSION PROGRAM

153 global key decision makers in region over 15 days



Domaine Chandon, Kangaroo Ridge Retreat, Puffing Billy, TarraWarra, Re'em

HOW TO GET INVOLVED



Connect with
Yarra Ranges Tourism



AUSTRALIA'S SMARTEST TOURISM DESTINATION

List your business on ATDW
to leverage 10 million
website visits



Sign up to Visit
Victoria's e-news
corporate.visitvictoria.com



Share your business's point of
difference on social
#EveryBitDifferent #VisitVictoria
#VisitMelbourne



Share your stories with
pr@visitvictoria.com.au
social@visitvictoria.com.au

THANK YOU

