

The Future of Visitor Acquisition

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Supported by



Constant Change

Today's Presentation

- **Digital Marketing Fundamentals**
- **Our Results**
- **Mini-Campaigns**
- **How will Customers find you in 2025?**
- **Social Commerce**
- **Key Trends Moving Forward**
- **What Should you Do**
- **Our Strategies**



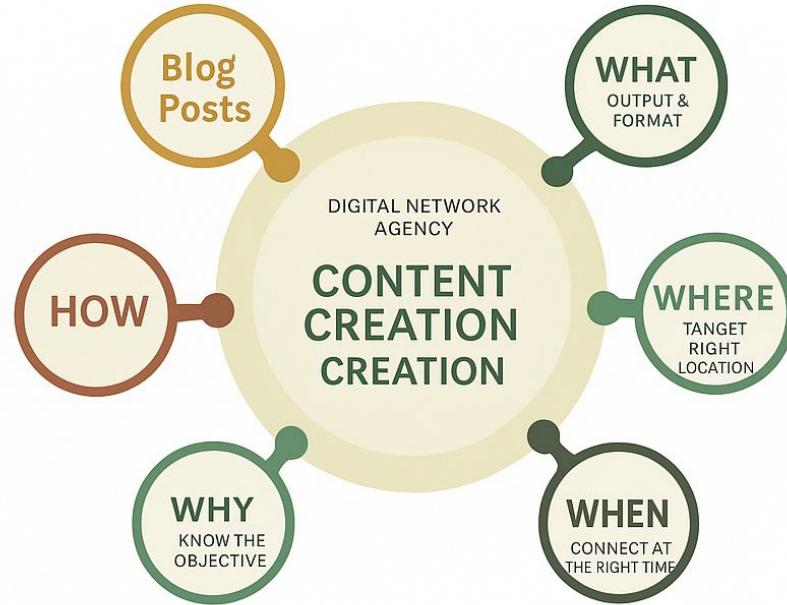
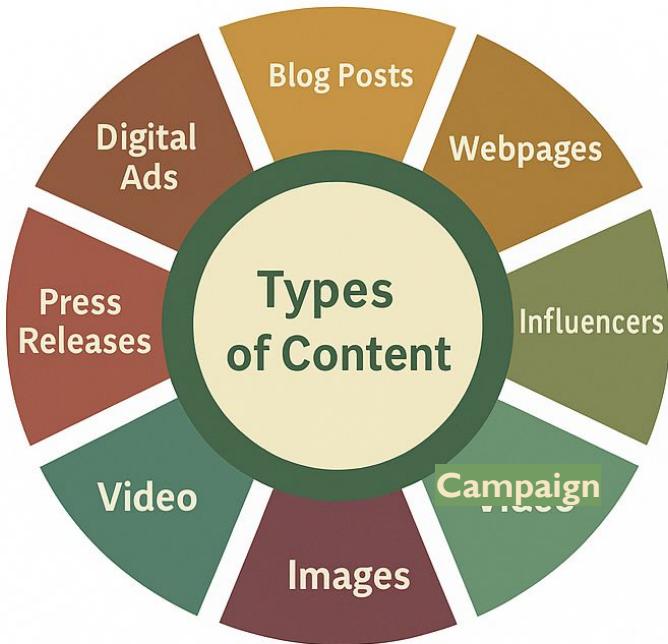


Don't find customers for your
products, find products for your
customers.

— *Seth Godin* —

AZ QUOTES





Digital Marketing

2024/25 Performance

- **Unique Users: 770K**
- **Page Views: 2.6M**
- **Emails Sent: 3.2M**
- **Email Subscribers: 42K**
- **Google Ad Impressions: 12M**
- **Social Impressions: 12M**
- **Clicks to Partners: 212K**
- **Most benefits ever used**



2024/25 Performance

Marketing Impressions
24 Million to 27 Million
12.5% Increase

Mini-Campaigns



Mini-Campaigns



Mini-Campaigns



Mini-Campaigns



Mini-Campaigns



Future of Visitor Acquisition?

- **Search Engines/Content (fresh)**
- **AI Search & Chatbots**
- **Direct Booking Channels (has to be easy)**
- **Online Travel Agencies (OTAs)**
- **Don't Forget Locals / Visiting Friends & Relatives**
- **Influencer / Ambassador Marketing**
- **Social Media - Ads & Content**



Used to learn new skills (daily)



Gen Z
18 - 28



Gen Y
29 - 43



Gen X
44 - 58



Boomers
59 - 77

TikTok (48%)	Websites (42%)	Websites (35%)	Websites (22%)
Instagram (46%)	YouTube (41%)	YouTube (27%)	Books (18%)
YouTube (42%)	Instagram (38%)	Instagram (16%)	YouTube (14%)

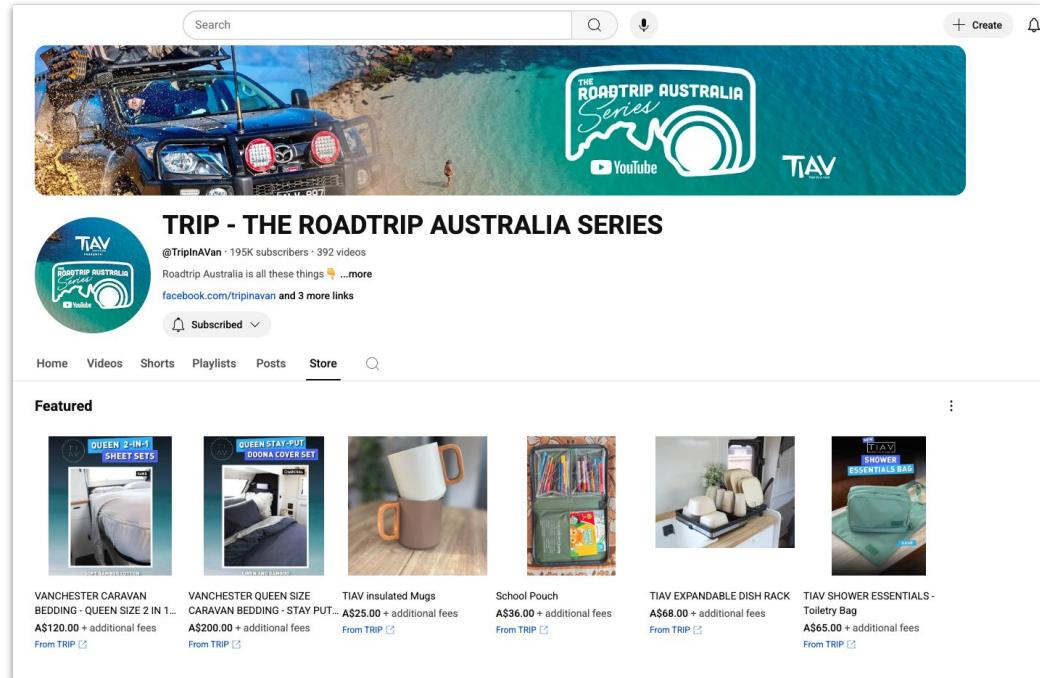
Source: McCrindle, Generations Defined Report, 2023

Social Commerce

Integrating:

- Product Lines
- Referral Discount Codes
- In Video Promos

They know their customers, and spend their time developing and finding products for them.



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Social Commerce

Integrating:

- **Product Lines**
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DISCOUNTS ON THE GEAR WE USE : <https://www.tripinavan.com.au/store-discounts>

All our gear here: <https://navigatorgear.net.au/collective>

You can catch up with our travels on social media:

Instagram - <https://www.instagram.com/tripinavan>

• https://www.instagram.com/justins_roadtrip

Facebook - <https://www.facebook.com/tripinavan>

Our most watched Episode - z  BEACH CAMPS ON THE NINGALOO COAST ARE INSANE

LOTUS CARAVANS - <https://lotuscaravans.com.au>

Big Dog Builds - <https://bigdogbuilds.com>

Norweld canopy's - <https://norweld.com.au/tiav>

15% OFF ALL ORICOM GEAR WITH CODE TIAV15

<https://oricom.com.au>

REDARC battery systems - <https://www.redarcelectronics.com/au/>

It all started when...

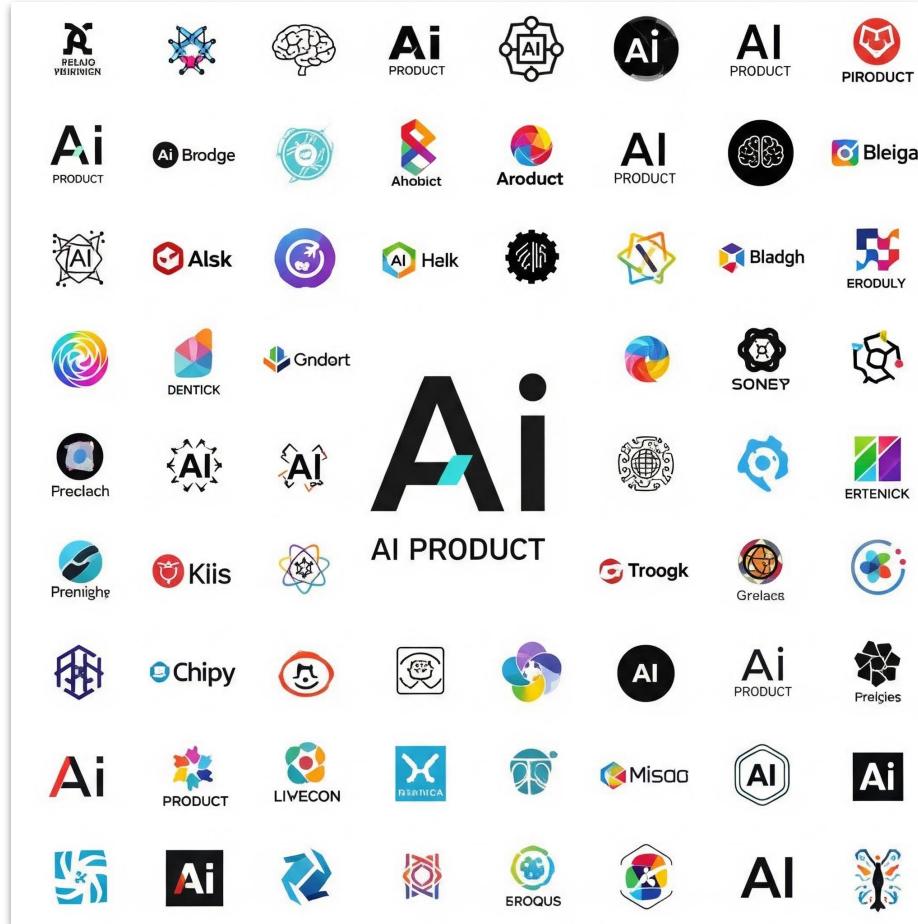
In December 2015 we packed up and hit the road for what we thought would be a 12 month Lap of Oz. Fast forward 7 years and we decided to create a video series of life on the road!!

Cheers everyone, safe travels.

 Music licensed from Lickd. The biggest mainstream and stock music platform for content creators. Heat Waves by Glass Animals, <https://lickd.lnk.to/53b1IUID> License ID: OWK6M6arZ0k

I'm Gonna Be (500 Miles) by The Proclaimers, <https://lickd.lnk.to/7jkAvwID> License ID: eKZGOQK7Zp5
If you want to use music from famous artists, try Lickd to get track credits and unlimited stock music: <https://go.lickd.co/Referral-Offer>

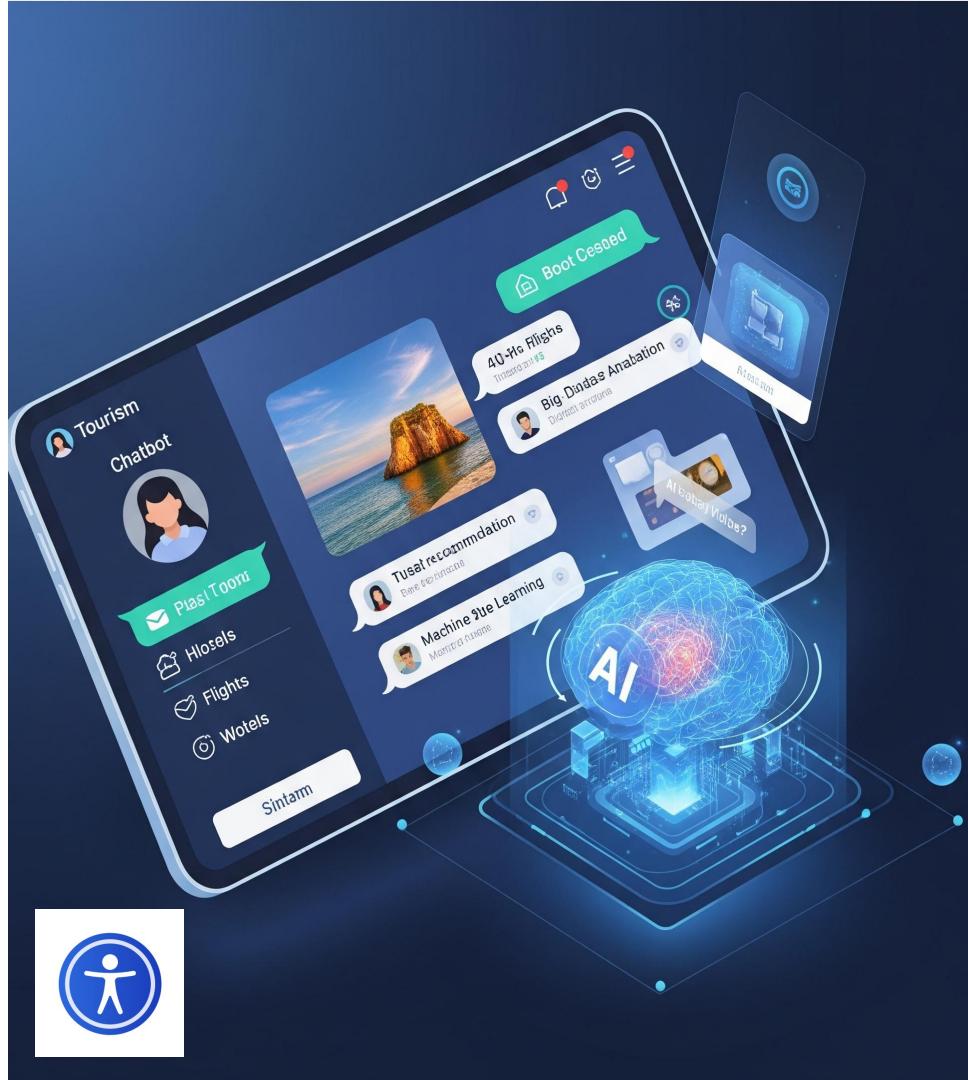




Key Trends

Digital Transformation and AI:

- **AI Powered Personalisation**
- **AI Chatbots**
- **Where will AI get information?**
 - **Websites**
 - **Google Business Profile**
 - **Other Listings**
- **Tailored Itineraries - Learn Consumer's Preferences**
- **Dynamic Pricing**
- **Language and Accessibility features**



FIND YOURSELF MELBOURNE'S YARRA VALLEY AND DANDENONG RANGES

MENEMUKN LIHATA LAKUKAN TINGGAL RENCANA PERSALJANAN RENCANA APA YANG SEDANG TERJADI PENAWARAN

TENTANG INFO LEBIH LANJUT PEMESANAN & PERTAANAH

Didirikan pada tahun 1985 oleh kritikus anggur dan penulis legendaris James Halliday, Coldstream Hills Winery menawarkan pengalaman pengalaman yang mengesankan dan mendalam dengan pintu gedung anggur yang ramah, staf yang ramah dan berpengetahuan luas, serta kualitas yang luar biasa, khususnya Pinot Noir dan Chardonnay kelas dunia.

Pembuat anggur veteran Andrew Fleming telah memimpin tim pembuat anggur Coldstream Hills selama lebih dari satu dekade, dan anggur mereka terus mendapat pengakuan dan penghargaan.

Jalan Maddens 29
Arus dingin
VIC 3770
Situs web
(03) 5960 7000
Tertutup
Melainkan orang yang memiliki roda
Mengelola

Menu Aksesibilitas (CTRL+U)

Bahasa Indonesia (Indonesian)

Profil Aksesibilitas

XL Widget kebesaran

Baca Halaman

Kontras Gelap

Kontras Cerdas

Sorot tautan

Teks Lebih Besar

Spasi teks

Animasi dijeda

Sembunyikan Gambar

Df Ramah Disleksia

Kursor

Keterangan aks

struktur halaman

Tinggi garis

Perataan Teksi

Kejuhan

USERWAY a Level Access company



FIND YOURSELF MELBOURNE'S YARRA VALLEY AND DANDENONG RANGES

DISCOVER SEE & DO STAY ITINERARIES PLAN WHAT'S ON DEALS

ABOUT MORE INFO BOOKINGS & ENQUIRIES

Established in 1985 by legendary wine critic and writer James Halliday, Coldstream Hills Winery offers visitors a memorable and immersive experience with a welcoming cellar door, friendly knowledgeable staff and exceptional quality, particularly its world-class Pinot Noir and Chardonnay.

Veteran winemaker Andrew Fleming has led the Coldstream Hills winemaking team for more than a decade, and their wines continually to recognised and awarded.

With a commitment to sustainability and artisanal techniques evident in every bottle, visitors can also enjoy an incredible

29 Maddens Lane
Coldstream
VIC 3770
Website
Email
(03) 5960 7000
Closed
Gaters for people who have a wheelchair

Accessibility Menu (CTRL+U) UserWay Accessibility Menu

English (Australian)

Accessibility Profiles

XL Oversized Widget

Screen Reader

Invert Colors

Smart Contrast

Highlight Links

Bigger Text

Text Spacing

Pause Animations

Hide Images

Df Dyslexia Friendly

Cursor

Toolips

Page Structure

Line Height

Text Align

Dictionary

Manage

USERWAY a Level Access company

What Should You Do?

1. Embrace Digital Transformation
2. Digital Platforms are Consistent
3. Offer Products for Diverse Needs / Immersive Experiences
4. Assess Your Business Against Others
5. Optimise for Mobile

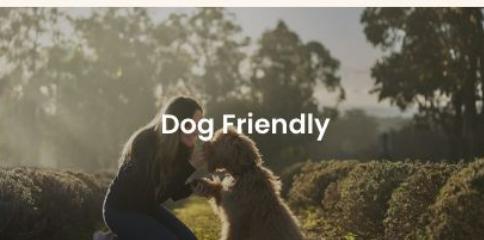
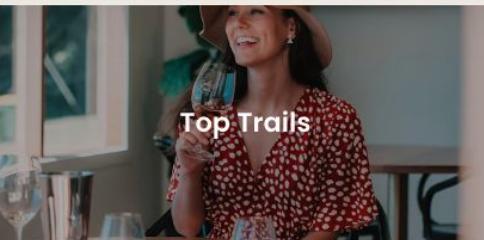
Remember - People live in the last minute lifestyle now.



Working With Us

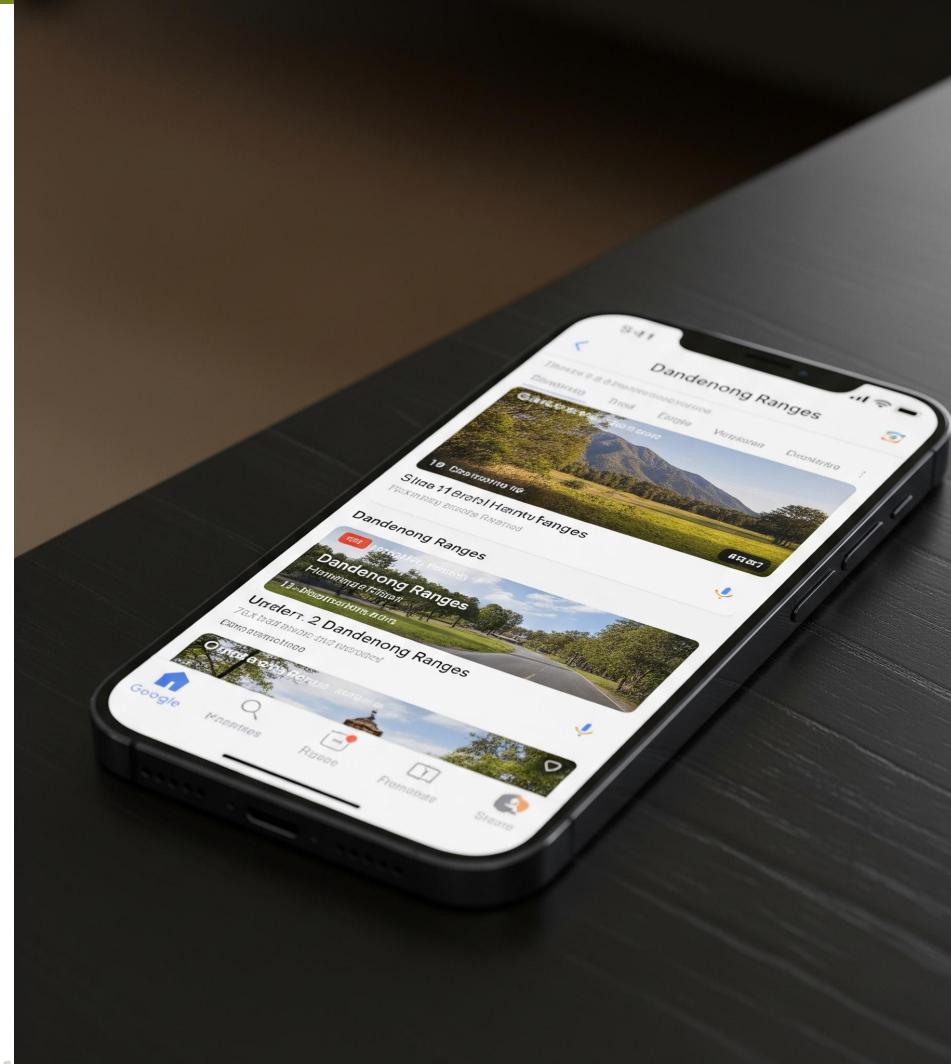
- 1. Use Your Marketing Benefits**
- 2. Images and Wording on Web Listing**
- 3. Content for Socials**
- 4. Upload Events and Deals**
- 5. Your Partnership - 10% of your Marketing Budget**

When in doubt see number 1.

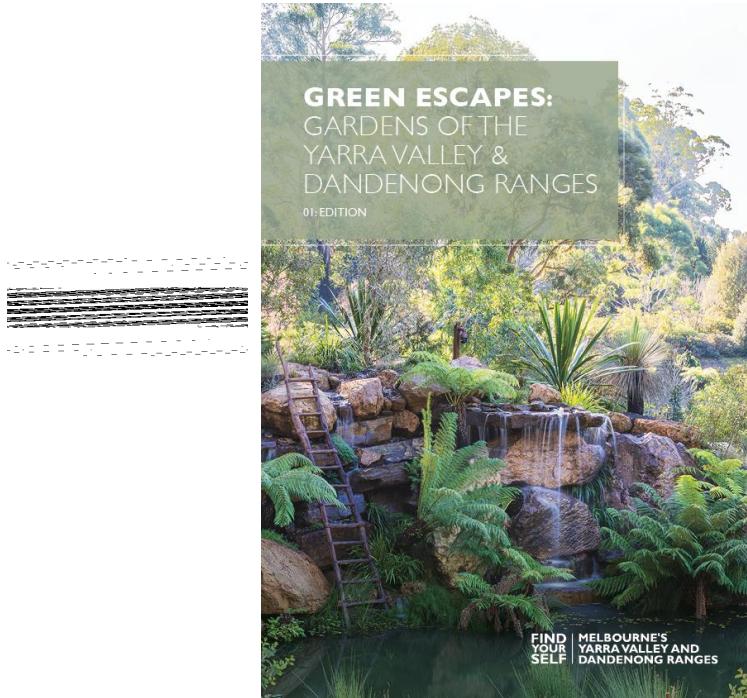


Our Strategies 2025

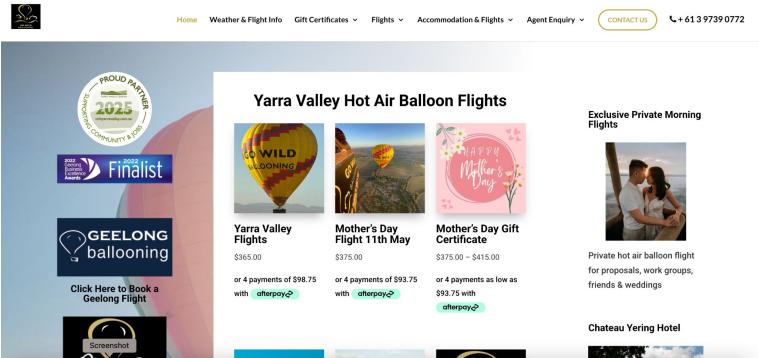
- **A.I. Piloting**
- **Content**
 - **Web**
 - **Socials**
 - **Influencers**
 - **Media**
- **Video and Imagery**
- **Digital Advertising**
- **Mini-campaigns 2.0**
 - **Competitions**
 - **Collective Partners**
 - **Experience Segments**



Visitor Guides



Partnership



Yarra Valley Hot Air Balloon Flights

Yarra Valley Flights
\$365.00

Mother's Day Flight 11th May
\$375.00

Mother's Day Gift Certificate
\$375.00 – \$415.00
or 4 payments of \$98.75 with [offerpay](#) or 4 payments of \$93.75 with [offerpay](#) or 4 payments as low as \$93.75 with [offerpay](#)

Exclusive Private Morning Flights

Chateau Yering Hotel

Proud Partner 2025 Victorian Community Award Finalist

GEELONG ballooning

[Click Here to Book a Geelong Flight](#)

Screenshot



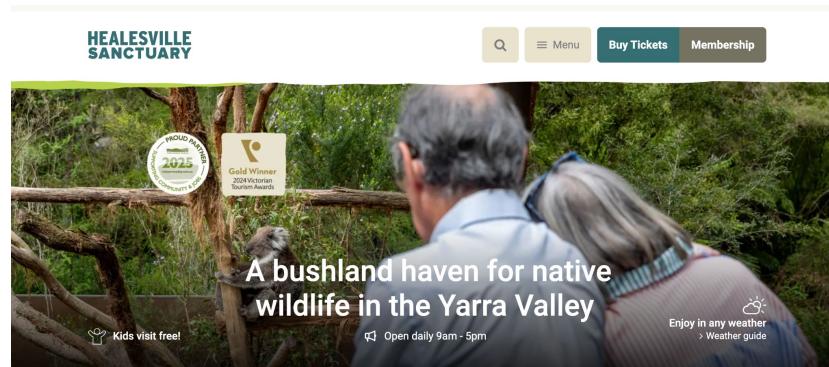
...lballooning.com.au

Mother's Day Magic | Limited Time Offer

BOOK NOW

- Saturday – Sunday: Closed (urgent emails responded to prior to 4pm)
- Public Holidays: Closed (urgent emails responded to prior to 4pm)

If you wish to visit our office, please book an appointment.



HEALESVILLE SANCTUARY

Proud Partner 2025 Victorian Community Award Finalist

Gold Winner 2024 Victorian Tourism Awards

A bushland haven for native wildlife in the Yarra Valley

Kids visit free!

Open daily 9am - 5pm

Enjoy in any weather

Weather guide



Winner 2014, 2015, 2016 Victorian Tourism Awards

Tripadvisor Travelers' Choice Awards 2024

Quality Tourism Accredited Business

Proud Partner 2025 Victorian Community Award Finalist

Greenfleet



MARKETING IS
A **CONTEST** FOR
PEOPLE'S
ATTENTION.

SETH GODIN

