

YARRA RANGES TOURISM ACTIVITY DURING THE COVID-19 PANDEMIC MARCH-NOVEMBER 2020

During the past six months Yarra Ranges Tourism has continued our outputs at full capacity to ensure that visitors retained their connection to our region for when travel has been again been permitted, highlights include:

- Establishing The Regional Pantry to promote online sales of regional products
- Coordinating a Crisis Response and Recovery subcommittee and working extensively with the state government on behalf of business
- Coordinating significant online marketing and influencer presence through social media
- Hosting a series of webinars with expert speakers to support businesses
- Hosting a virtual Spring Garden Party event to connect consumers with the region
 - This event saw over 142 000 views across 2days of engaging hosted events and promotions
- Creating regional promotions that had both virtual and purchasable elements. The *Alternative Taste Trail – Taste The Road Trip* pack in winter was the first of these initiatives
- Communicating weekly with industry on the latest restrictions and sharing key industry information and the responses from Government
- Hosting a series of CEO Industry sessions that informed two MP Roundtables, providing a direct opportunity for Partners to talk with the Government and Opposition
- Delivered specific case studies to the Government on issues facing each segment of the tourism industry in our region and opportunities to support recovery
- Providing advice and initiatives to the Government to support tourism recovery through the state budget, such as the regional travel voucher scheme and business support fund
- Conducted industry business surveys to get on-the-ground feedback to assist in advocating to government
- Facilitated free ATDW listings on [visitvictoria.com](https://www.visitvictoria.com) with Visit Victoria

