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Links

www.visitgrampians.com.au

www.grampiansgrapeescape.com.au



We need your help.....

Don't forget to let us know if any of your details change, this helps us keep our database up to date.

PO Box 81

Halls Gap Vic 3381

Ph 5361 4010

admin@grampianstourism.com.au

www.grampianstourism.com.au

Message from CEO

Grampians Tourism's research continues to show unprompted awareness of our short break holidays to be very low. Our autumn campaign focuses into Melbourne and seeks to stimulate thinking of previous family holidays and to give people word and visual prompts of what we offer.

We have produced the first 16 x 30 second videos that detail some of our experiences – horse riding, rock climbing, tricycle riding in Halls Gap, the walk to Venus Baths, bush walking, touring the Seppelt's underground cellars, camping at Mt Staplyton, dining at Royal Mail, picnicking, mountain biking, wildflower viewing, driving through Carroll's cutting, Farm gate produce, Ararat farmers markets, cellar door wine tasting, spa retreat and even one of our festivals. There will be others.

The videos are on our own You tube channel, see the link on the front page of www.visitgrampians.com.au.

GT believes these motivational tools can help to sell your beds and other attractions. GT is contracting Dojo Web Design to assist industry to put the relevant code on their own websites to link to these videos. Email admin@grampianstourism.com.au to get it happening. The links are free for the first 150 operators.

cb

Jazz Festival



Halls Gap came alive with a big sound last weekend. Having been languishing under Code Red blues, Jazz musicians from Melbourne, Adelaide and elsewhere came together to play – traditional, improvised and contemporary styles - trombones, trumpets, clarinets, saxophones by the truckload and big swinging singers collectively brought the 24th Halls Gap Jazz Festival to town. Fantastic stuff – congratulations to Janine and Doug, Don and the many others who have worked for months to bring it all together. As we enter the event season, we also

acknowledge the tireless work of other event committees whose dedication adds great events to our calendar.

VisitGrampians goes viral

join our Face book group or
You Tube Channel and
encourage your friends
to do the same.



We will use the site to advise news
& events to those who love us!

Your time is
not refundable

Spend it
well.....

PO Box 81

Halls Gap Vic 3381

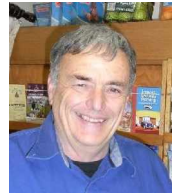
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New Faces

A casual GT Board seat has been filled. After expressions of Interest were canvassed, Bob Farmer, of Lake Fyans Holiday Park was appointed to the seat. Bob brings a wealth of experience to the position and we wish him well in his deliberations.



GT also has a new staffer- Leah Voigt from Bellellen has taken on the part-time Admin position at the Halls Gap office. Leah has been running her family's Kit Shed business over the past 7 years.

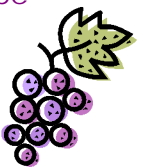
Upcoming Events

Caravan & Camping Shows-The GT team and Shire tourism staff are off to Adelaide next weekend and Melbourne 3 weeks later to staff a Grampians Holiday booth. Many of the Parks have cooperatively contributed to a promotional flier to be distributed. Chris is attending trade and consumer shows in Singapore and Kuala Lumpur as part of his Great Southern Touring Route responsibilities later this month.



Grampians Grape Escape is encouraging operators to offer special two or three night packages over the weekend of the Halls Gap festival May 1 & 2. Participating providers will be featured on the festivals website

www.grampiansgrapeescape.com.au and the opportunity exists for you to package your beds with Wine Lovers packages for the weekend. Please contact Festival Director Charee Lowe to discuss how you can get involved on 0408 811 459 or info@grampiansgrapeescape.com.au



Diary date Grampians region was the subject of a recent visitor satisfaction survey conducted late last year. Over 400 visitors were interviewed and asked a range of questions about their travel pattern, how long their bookings were made prior to booking, why they came here and what they thought of their stay. You are invited to hear the results and learn tips on how to use this information to make positive impact on your business. Keep 8th April 2010 free, more details to follow.



