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Links

www.visitgrampians.com.au

www.grampiansgrapeescape.com.au



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Message from CEO

GT is planning its 2010/2011 Business and Marketing activities and would welcome your ideas and feedback.

A roadshow has been organised, commencing this week, and will be travelling across the region to maximise the opportunity for you to get to one of the sessions.

If you are unable to get to one of these sessions we would still welcome your input via emails.

Research is presenting interesting data that will be presented in detail at the roadshows but consider the following:

- While visitor numbers are almost back to 2005 levels, visitor nights have fallen by 25%;
- 34% of all visitors stay with family and friends and it represents 37% of all visitor nights;
- Unprompted awareness of our region and towns as a short break (2-3 nights) destination has continued to fall – in the period 2003 to 2009 “Grampians” dropped from 9% to 6.8% “Halls Gap” dropped from 1.8% to 1.5% and all other destinations had a recognition factor under 1%;
- Our key associations, in the mind of visitors (in order of ranking) were nature, adventure, recreation, wildlife, family friendly, Indigenous experiences and wineries/food.

We look forward to meeting with you and discussing ideas and ways to most effectively use this data.

Chris Burchett

Roadshow dates - please RSVP to Grampians Tourism

April 21st, 12.30 pm - Beaufort, Recreation Hall

April 21st, 3.00pm - Avoca, RTC Centre

April 22nd, 10.30am - Hamilton, Grangeburn Motor Inn

April 23rd, 9.30am - Ararat, Visitor Information Centre

April 23rd, 2.00pm - Horsham, Comfort Inn

April 27th, 3.30pm - Halls Gap, Mural Room ,Brambuk

May 4th, 9.30am - St. Arnaud, Council Offices

May 11th, 7.00pm - The Wander Inn, Wartook Valley

DID YOU KNOW??...

That Cavendish General store in Southern Grampians is home of Australia's biggest hamburger - weighing in at 4kg, anyone who can finish it off has the purchase price refunded.

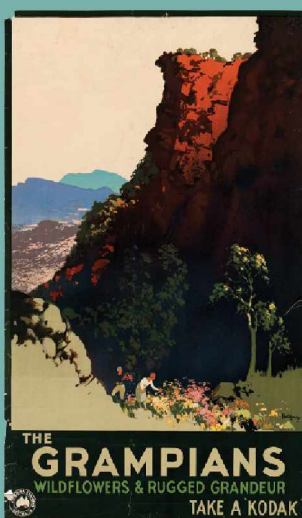


The Halls Gap Zoo now has Meerkats



Spring into the Grampians Update

Some things never go out of fashion...



Visit the 'Garden of Victoria' this Spring

Wildflower Shows | Open Gardens | Wildflower Hot Spots | Workshops | and much more

Spring into the GRAMPIANS springintothegrampians.com.au

Welcome on board

- *Stawell Orchid Show
- *Ros McArthur Art Studio
- *Moco Gallery
- *Grampians Four Artists
- *Grampians - Wildflower Show
- *Mooramong Homestead

Want more information about our Spring into the Grampians Campaign?

Contact GT ' 5361 4010.

Regional Success for Local Produce Group

The Grampians Produce Group has received high recognition from its peers at the recent Harvest Picnic at Hanging Rock.

The group received the award for Best Regional Exhibitor and Kalaparee Olives, one of the group's members, received Best New Exhibitor.

Thousands of people visited this year's event, providing the Grampians Produce Group with great exposure and publicity. Ten of the group's members attended the event:

- Bellellen Grampians Organics
- Warrenmang Vineyard & Resort
- Three Troopers Brewery
- Michael Unwin Wines
- Goldfields Farmhouse
- Bagdad Foods
- Greenvale Meats
- Scrumlicious
- Laharum Grove
- DogRock Winery
- Kalaparee Olives

The Grampians Produce Group supports regional producers within the area. The group attends many events in the region including the Grampians Grape Escape and local farmers markets - www.grampiansproduce.com.au

Do you have any interesting
'Did you know' items that we can
include in the next e-news?

Our Board

Ross Hatton-Chair

Aaron Davis

Bob Farmer

Chris McClure

Graham Parkes

Hugh Koch/Mary McArthur

Jeremy Clark

Judy Vanrenen

Ray Davies

Robyn Dalkin

Samantha Magill

Stephen Chapple

Chris White (TV Observer)

Meets monthly at different
venues around the region.

We have a Board Vacancy. For more
information contact Grampians Tourism.

IMPORTANT

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

Grampians Tourism

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Wimmera-Mallee Pipeline Opportunities

Individual properties will gain access to a minimum supply of pipeline water included in the standard meter costs of up to 730,000 litres per household. Often this amount of water is some-what more than will be used for household use.

From a tourism prospective there are developing mechanisms already in place to support small operators of local food and produce such as the Grampians Produce Group and others.

Some of these producers have the opportunity to consider utilising organic farming techniques which is growing in popularity.

If a number of small boutique businesses took up the opportunity to develop a business including farm gate sales there could be potential for the development of a food and produce trail and new food and produce events.

Upcoming Events – Tourism Workshop

The Backpacker Operators Alliance of Victoria (BOAV) and Tourism Victoria invite you to attend the upcoming Tourism Workshop to be held in Halls Gap on Wednesday 28 April. This is a networking and professional development event for all Victorian tourism operators and managers.

Come along, learn about our backpacking industry and trends from experts, see what's happening in your tourism sector and take part!

Our special guest speakers will be Joel Thorsen from Bliss Media, Dr Jeff Jarvis from Monash University, Kylie Schurmann from Grampians Tourism and the BOAV Team.

Date	Wednesday 28 April 2010
Time	1pm – 5pm
Cost	\$22 BOAV Members \$32 Non Members BBQ lunch and refreshments included
RSVP by	Thursday 22 April
Location	Mural Room, Brambuk Cultural Centre 277 Grampians Road, Halls Gap www.brambuk.com.au
Enquiries	e: info@boav.com.au or ' 03 8662 5425

Visiting Trade

Grampians Tourism will be hosting four groups of international trade (in total about 40 wholesale companies) over the next six weeks, from the UK, Germany, Netherlands, Italy and Scandinavia.