

CONGRATULATIONS TO ALL 2009 POWERCOR GRAMPIANS PYRENEES TOURISM AWARD WINNERS



**Outstanding Community Event
Festival of the Year: Moonambel
Fireworks - Party in the Pyrenees**

OTHER WINNERS INCLUDED:

Outstanding Contribution to Tourism - **Dojo Design**

Outstanding Home Based Business - **Three Troupers Brewery**

Outstanding Service- **Dojo Design**

Environmental Responsibility - joint winners **Dog Rock Winery and Boroka Downs**

Best Website - **Boroka Downs**

Best New Business - **Nectar Ambrosia**

And the overall winner - Business of the Year - Dojo Design

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New Official Visitor Guide

We will be producing our first, whole-of-region Official Visitor Guide, incorporating Pyrenees, Southern and Northern Grampians Visitor Guides. The new Guide will be on the streets in March 2010, and together with the new Regional Map and website will support our marketing into Melbourne, regional Victoria and Adelaide.

The amalgamation reflects stronger commitments to cooperative marketing of the Grampians region with anticipated savings from storage and distribution costs. It will be widely distributed. Federation Square, Information Centres along routes to the Grampians region, at consumer travel shows in Adelaide, Melbourne and Sydney, used to brief visiting travel trade and journalists and to Tourism Victoria's international staff.

The Guide's purpose is two-fold. To motivate potential travellers to visit the region as well as informing those already in the region about what to see and do. This guide is an opportunity to bring your business to the attention of these target markets.

Ring our Production Contractor, Dojo Design, on 0428 629 019, 0425 778 892 or ovg@grampianstourism.com.au to discuss your needs.

Visitor Profiling Survey-Grampians

We have commissioned research into how visitors sourced their travel information, the routes used to travel into the region, places visited, experiences most and least enjoyed. Over 400, 15 minute face to face interviews with travellers have been conducted and we have also placed postcards in 17 locations asking travellers to complete the same survey. We hope to capture another 400 responses.

The results will be shared with industry and partners and used extensively to guide our marketing and industry development activities over the next few years.

Upcoming Events

For a full event listing, visit
www.grampianstourism.com.au

October:

- 25 Stawell Farmers Market
PH: 0404 165 150
- 25 Pomonal Market
PH: 5356 6312
- 30-1 Nati Frinj Festival
www.natimuk.com.au
- 31 Myers Estate Private Open Garden PH: 5577 2281

November:

- 1 Pyrenees Escapade Food & Wine Festival
PH: 5465 1003
- 3 Wimmera Racing Melbourne Cup Day
www.countryracing.com.au
- 6-8 Halls Gap Film Festival
PH: 5356 4448
- 7-8 Dunkeld Open Gardens & Galleries
PH: 1800 807 056
- 7-8 Narrapumelap Historic Homestead & Gardens Open Day PH: 5350 3220
- 7-15 Cavendish Country Gardens
PH: 5574 1254
- 8 NMIT China Bowl Cup Ararat
www.countryracing.com.au
- 13-15 Festival of St Arnaud
PH: 5495 2167
- 14 Betfair Dunkeld Races
PH: 0400 557 625
- 21 Beaufort Short Film Festival
PH: 5349 2017
- 27-29 50 years of Wimmera Rock
PH: 0438 820 270
- 27-29 Kannamaroo Festival Horsham
PH: 5382 1541



New Grampians Wripple Wrap Cups

Why Package Your Business?

This is an oft heard phrase in tourism. We thought it might be handy just to spell out what we believe is meant by it and how you might use the concept to build your marketing exposure.

Packages:

- add value to your bed/attraction without the perception of DISCOUNTING;
- serve to highlight your product at times when you have capacity. *The package doesn't have to be offered all year!*
- are a means for two or three operators to pool some of their marketing resources to collectively target the same group of consumers and pitching their collective offers;
- it has the potential to increase your marketing reach;

Following on from the June Networking Day, all Grampians attractions are invited to a ½ day "speed dating" workshop 1-4pm on Wednesday 11th Nov. The workshop will include a brain storming activity to produce packages that Grampians Tourism will promote in regional Victoria, Melbourne, Adelaide and Sydney. Venue: Lake Fyans Holiday Park Please advise attendance by Friday 6th to admin@grampianstourism.com.au

Beaumite, iSnack 2.0 or Cheesybite

The Kraft company's recent decision to launch a new product and to seek consumer naming presented Grampians Tourism with an opportunity to place our region nationally.

Kylie Schurmann came up with the name Beaumite – recognising the association of Vegemite's inventor Cyril Callister (he also invented the secret to processed cheese) with the town of Beaufort. We had stories in The Weekly Times, The Australian, The Age and radio interviews on ABC Radio National and regional ABC Qld and local regional radio. Why?

Ambush marketing is free, is a bit of fun and we placed the Grampians town of Beaufort into the ears and minds of the masses.

Order Wripple Wrap Coffee Cups

A reminder that if you use 12oz disposable wripple wrap cups Grampians Tourism has joined forces with Western Victorian Wholesalers, who have the cups in storage now. A special 10% discount has been arranged when ordering a min. of cups -email grame@cleanpack.com.au