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## Links

[www.visitgrampians.com.au](http://www.visitgrampians.com.au)

[www.grampiansgrapeescape.com.au](http://www.grampiansgrapeescape.com.au)

VISIT GRAMPIANS 

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## Message from CEO

We have been busy finalizing the editorial and images for the new Visitor Guide that should be out from the printers in mid April. 100,000 copies of the new 72 page booklet has new maps of the region, of the wineries, of the Grampians National Park and a map that shows the Adelaide to Melbourne journey with the Grampians at the centre. Thank you to all of the 460 businesses that supported the production of this cooperative marketing tool – without it in the marketplace the task of drawing visitors into the region would be impossible.

As members of the Great Southern Touring Route, Chris was in SE Asia in late February at trade and consumer shows. It is pleasing to see the awareness and interest in the Great Ocean Road and the Grampians from the mature Singaporeans who self-drive. Other GSTR members have been to New Zealand and Europe and Grampians Tourism will be hosting large groups of Germans and UK travel trade over the next 4 weeks.

In the domestic market, Kylie and I, together with staff from each of the Shires have been talking to intending holidaymakers at Caravan shows in Melbourne and Adelaide.

A reminder that if you haven't registered to have the 20 short, 30 second videos of the Grampians experiences tagged onto your own website, please contact Leah at [admin@grampianstourism.com.au](mailto:admin@grampianstourism.com.au)

Chris Burchett

## Autumn Campaign

To meet the objective of raising the awareness of the Grampians region, as well as gathering more contacts for our database, Grampians Tourism are currently running an online campaign. We have purchased space on the popular Bigpond website for 4 weeks over March – April, that clicks thru to an enticing competition offer page. We are also sending out to a dedicated electronic direct mail to 50,000 subscribers to a targeted nature-based database promoting the competition also. Our own database will also hear from us via our quarterly e-Newsletter, scheduled to be forwarded during this time.

## Our Board

Ross Hatton-Chair

Aaron Davis

Bob Farmer

Chris McClure

Graham Parkes

Hugh Koch/Mary McArthur

Jeremy Clark

Judy Vanrenen

Peter Duffy

Ray Davies

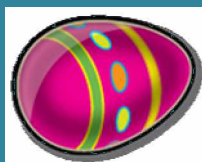
Robyn Dalkin

Samantha Magill

Stephen Chapple

Chris White (TV Observer)

Meets monthly at different venues  
around the region.



## Caravan & Camping Shows

Together with our 5 partner shires, Grampians Tourism took out a double stand at the Adelaide and Melbourne Caravan & Camping Shows. We distributed our Visitor Guides, maps, 4 WD and other information to an interested audience, while also promoting caravan park deals and entry to the Autumn competition.



## Spring into the Grampians

'Spring into the Grampians' is about using our floral wealth to engage with the markets in South Australia and Victoria – talking about self drive holidays, roadside wildflower displays, flower shows, workshops about wildflower photography, flower arranging, painting and touring.

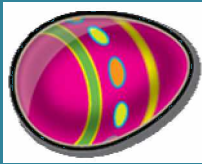
GT has had a photographer and a writer here last Spring to capture the essential messages and images. We are now recruiting an Event Menu, confirming which private and public gardens will be open, which workshops or nurseries are happening, which shows will be happening, etc.

The menu of activities will be marketed widely – we are looking for editorials in magazines like Gardening Australia, House and Garden, SA Motor, Royal Auto, as well as on-line and via direct mail to clubs, societies and coach companies across SA and Vic.

There are opportunities for accommodation properties to get involved. Our editorial and PR will be directing interested parties to [visitgrampians.com.au](http://visitgrampians.com.au). We encourage all beds to ensure that their registrations are current. If not already registered visit <http://my.visitvictoria.com>

### IMPORTANT

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



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## Upcoming Events

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### Industry Feedback Road show

GT is developing its Business and Marketing Planning activities for the next year and would like to hold a series of feedback sessions around the region to hear from industry about your tourism marketing and development ideas. Venues are being finalized at the moment with the 2<sup>st</sup>, 22<sup>nd</sup> & 23<sup>rd</sup> April locked in. More details will follow.

Diary date Grampians region was the subject of a recent visitor satisfaction survey. Over 400 visitors participated in face to face surveys, conducted in Halls Gap, Horsham, Hamilton,



Dunkeld Wartook, Ararat and Avoca. The results will be presented at a 5.30pm workshop on Wed 7<sup>th</sup> April, Mural Room, Halls Gap. It includes data on

travel routes into and through the region, top 10 highlights and promotional opportunities, Drinks and nibbles and Q&As should make for a useful 90 minutes. For catering purposes, please advise [admin@grampianstourism.com.au](mailto:admin@grampianstourism.com.au) by COB Thursday 1<sup>st</sup> April.

The following short quiz consists of 4 questions and tells whether you are qualified to be a "manager". The questions are not that difficult.

1. How do you put a giraffe into a refrigerator? The correct answer is: Open the refrigerator, put in the giraffe and close the door. This question tests whether you tend to do simple things in an overly complicated way.
2. How do you put an elephant into a refrigerator? Wrong Answer : Open the refrigerator, put in the elephant and close the refrigerator. Correct Answer : Open the refrigerator, take out the giraffe, put in the elephant and close the door. This tests your ability to think through the repercussions of your actions.
3. The Lion King is hosting an animal conference, all the animals attend except one. Which animal does not attend? Correct Answer : The Elephant. The Elephant is in the refrigerator. This tests your memory.

OK, even if you did not answer the first three questions correctly, you still have one more chance to show your abilities.

4. There is a river you must cross. But it is inhabited by crocodiles. How do you manage it? Correct Answer: You swim across. All the Crocodiles are attending the Animal Meeting! This tests whether you learn quickly from your mistakes.

According to Andersen Consulting, around 90% of the professionals tested got all questions wrong. But many pre-schoolers got several correct answers. Andersen Consulting says this conclusively disproves the theory that most management consultants have the brains of a four year old.