

grampians *tourism*

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A reminder – our charter

- Marketing
 - To increase awareness of the Grampians
 - To increase visitor numbers and their spend
 - To improve travel around the region
- Product Development
 - Linking accommodation and experiences
- Industry Development
 - Offer opportunity to grow businesses/yield
- Investment & Infrastructure
 - Lobbying & supporting governments/agencies
 - Providing potential investors with research

Recent research – Awareness

Q1. Thinking about short break and holiday destinations in Victoria, what places come to mind? Any others?

Destinations 2009	% in 2009	Rank in 2009	% in 2007	Rank in 2007
Melbourne	37.1%	1	29.0%	1
(The) Great Ocean Road	17.9%	2	20.8%	2
Ballarat	10.1%	3	11.2%	3
Phillip Island	8.3%	4	8.5%	4
Mornington Peninsula	6.8%	5	5.3%	7
(The) Grampians	6.7%	6	6.8%	6
Bendigo	6.7%	6	5.0%	10
Daylesford	6.5%	8	3.1%	17
Lakes Entrance	5.6%	9	7.7%	5
Geelong	5.6%	9	5.1%	9
Lorne	5.1%	11	3.4%	13
Bright	4.9%	12	5.2%	8
Dandenongs (Dandenong Ranges/ Mt. Dandenong)	3.9%	13	3.8%	12
Mildura	3.8%	14	3.2%	15
Echuca/ Moama	3.6%	15	3.2%	15
Warrnambool	3.4%	16	3.4%	13
Wilsons Promontory	2.9%	17	2.8%	19
Torquay	2.9%	17	2.4%	20
Apollo Bay	2.7%	19	2.9%	18
Gippsland	2.5%	20	4.4%	11

Source: RAPS, 09

Comparing Research

VPS showed we do well in:	RAPS showed we do well in:
Nature-based exp	Nature-based exp
Adventure	Adventure
Child-friendly exp	Recreation
Space for quality time	Wildlife
Arts & culture (incl Indigenous)	Child friendly exp
General sightseeing	Arts & culture (incl Indigenous)
	Wineries/food

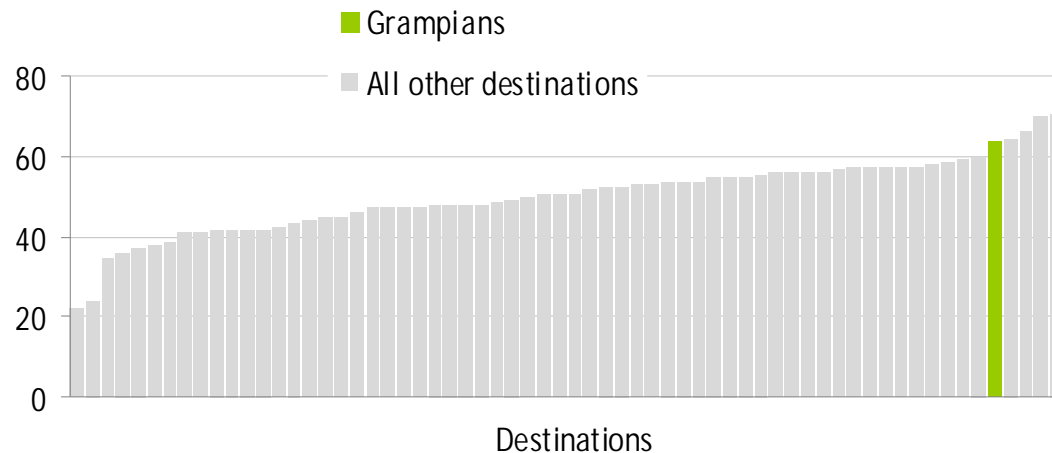
Source: Grampians VPS 09,
RAPS 09

Visitor Perception Survey results

Were visitors happy with their trip to the Grampians?

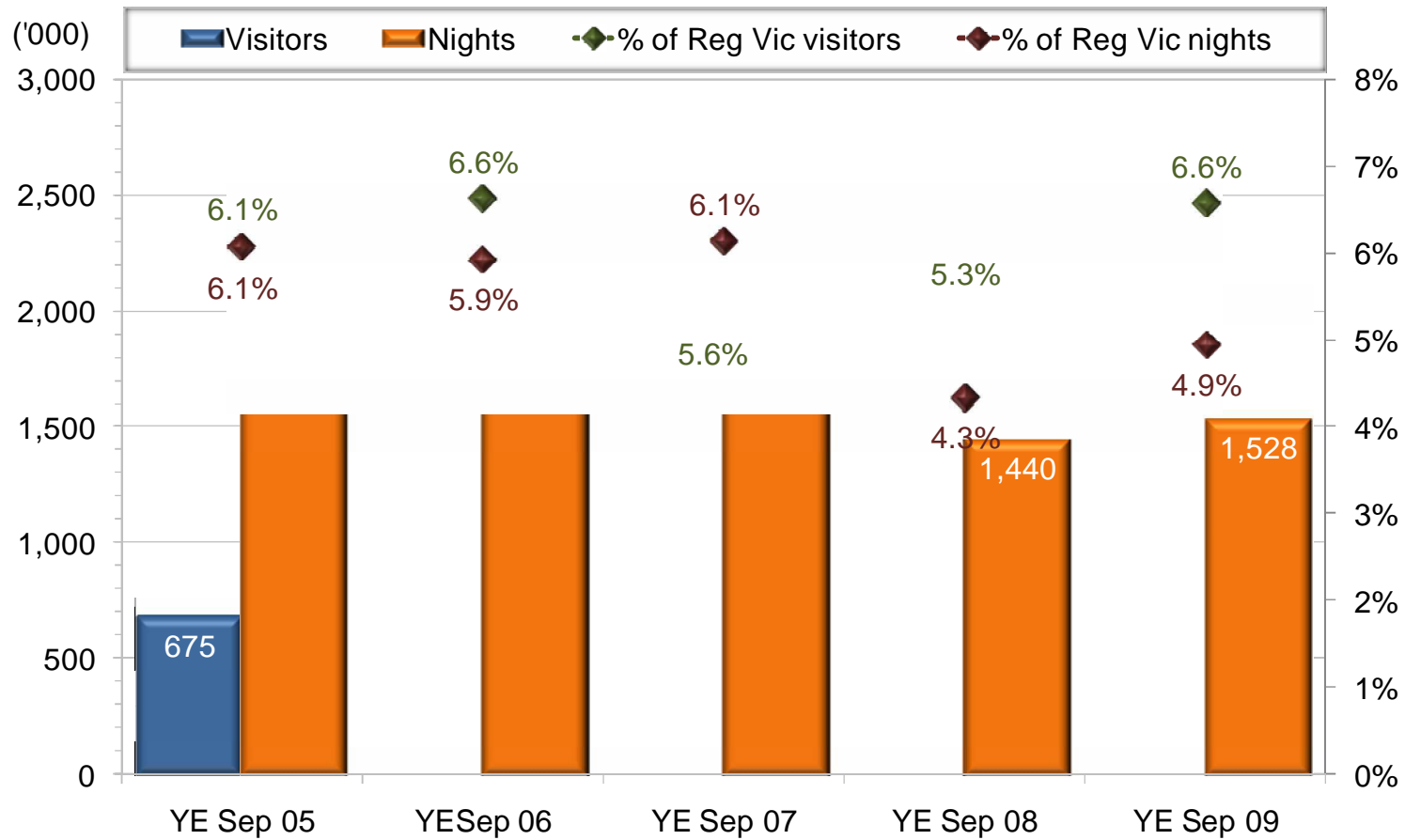
- overall satisfaction from Grampians visitors was very high – 64% (c/f 51%)
- Grampians was the fifth highest rated destination of 65 destinations. Of all visitors,
- 70% of Grampians visitors were very likely to recommend the holiday (c/f 51%).

Overall satisfaction: Proportion of visitors very satisfied



Research

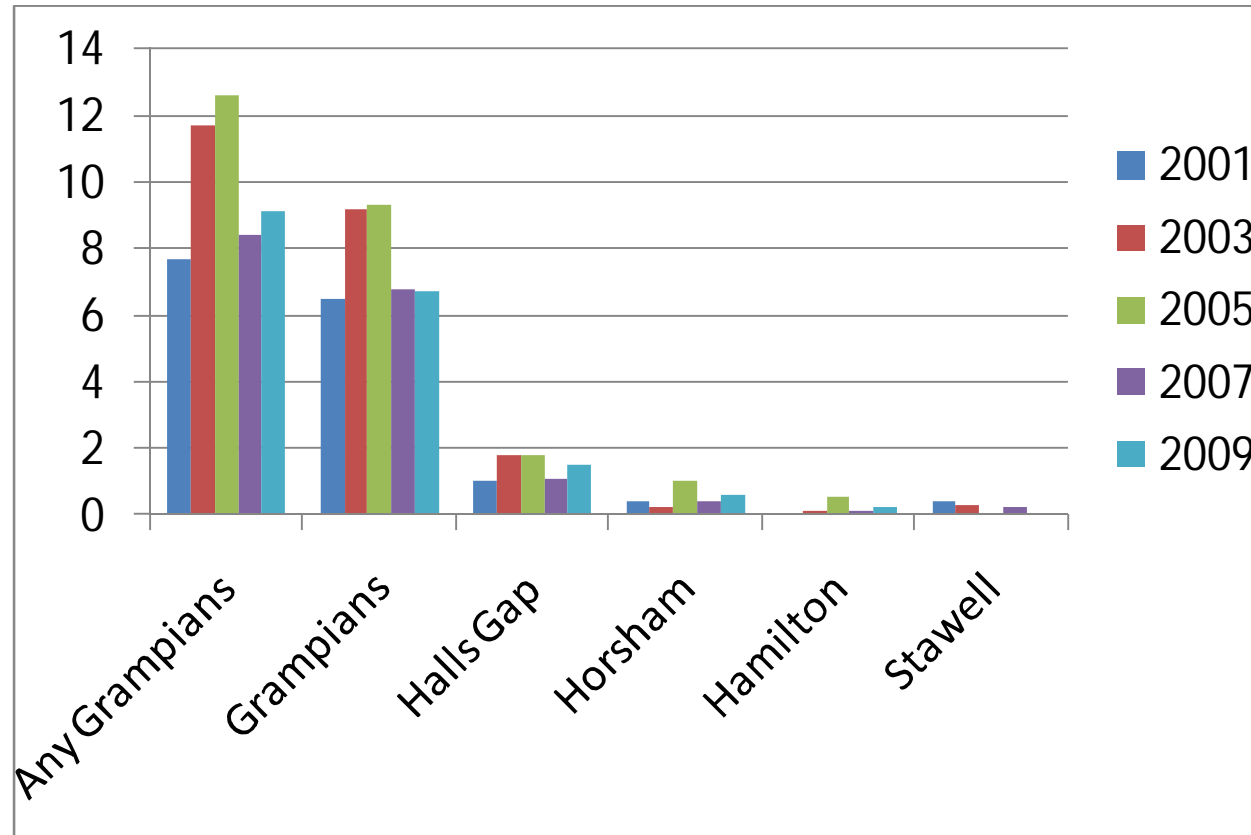
Visitor #s, nights and market share



Source: NVS, Sep 09

Research

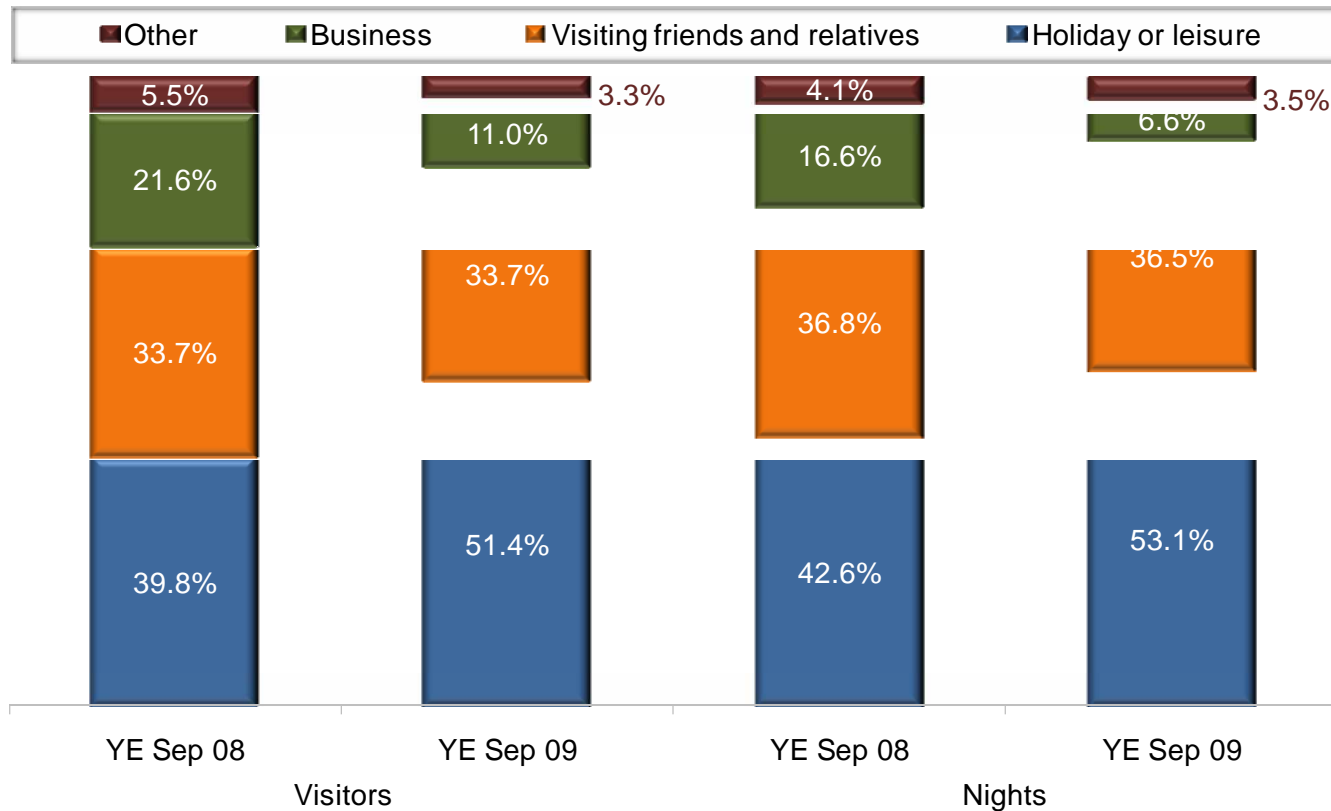
Shows much higher recognition of the name GRAMPIANS



Source: RAPS 09

Research

- Staying with friends and relatives is a significant opportunity



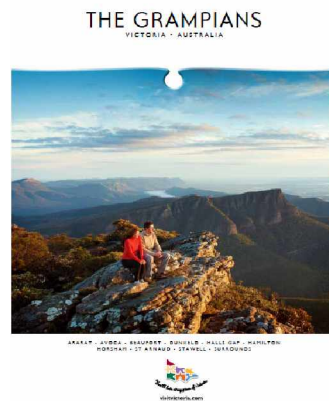
Source: NVS Sep 2009

To recap the research

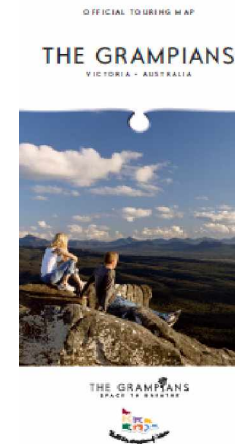
- Awareness of the Grampians can be better
- Our strengths are clearly identified
- People who find us are happy with the experience
- Visitor numbers are returning, while bed nights dropping off
- ‘Grampians’ is only “branding” recognised
- VFR offers opportunities

How do we raise awareness?

Visitor Guide – sections/images



Touring map



Online – eg EDM



PR – themed

EVENT 'Spotlight on Dunkeld'

THE picturesque Grampians village of Dunkeld throws open its doors for one weekend in September. Take a tour of the Mount Sturgeon Homestead, one of western Victoria's first and most elegant colonial homesteads, or check out one of the country's most comprehensive wine collections in the Royal Mail wine cellar. Join a tour of the Dunkeld Arboretum, hunt Grampians wildflowers or go on a guided tour of one of the many open gardens. Alternatively, visit local galleries, enjoy live jazz at the Royal Mail Hotel or visit the wineries.

September 5-6, All Dunkeld accommodation providers are offering three nights for the price of two this weekend. Phone 1800 837 056.



- Campaigns

The screenshot shows the BigPond News & Weather website. The main headline is "Afghanistan situation 'grim': Rudd". The article text states: "Prime Minister Kevin Rudd says the security situation in Afghanistan is 'grim' and Australians need to prepare themselves for more casualties in a 'difficult, dangerous and bloody' year ahead." Below the article are links for "FULL STORY" and "VIDEO HEADLINES". To the right is an advertisement for "THE GRAMPIANS SPACE TO BREATHE" with the website "visitgrampians.com.au".

OTHER TOP STORIES

- ▶ Chaser case dropped
- ▶ Hanson 'moved \$200k' from party account
- ▶ Owner, manager held over Morocco fire deaths

JUST IN MORE

- ▶ Turnbull warns on 'overdoing' Budget cuts
- ▶ Zimbabwe election results 'out this week'
- ▶ US pushes for UN sanctions on Zimbabwe
- ▶ Alcopop tax surprises

alcohol industry

NATIONAL MORE

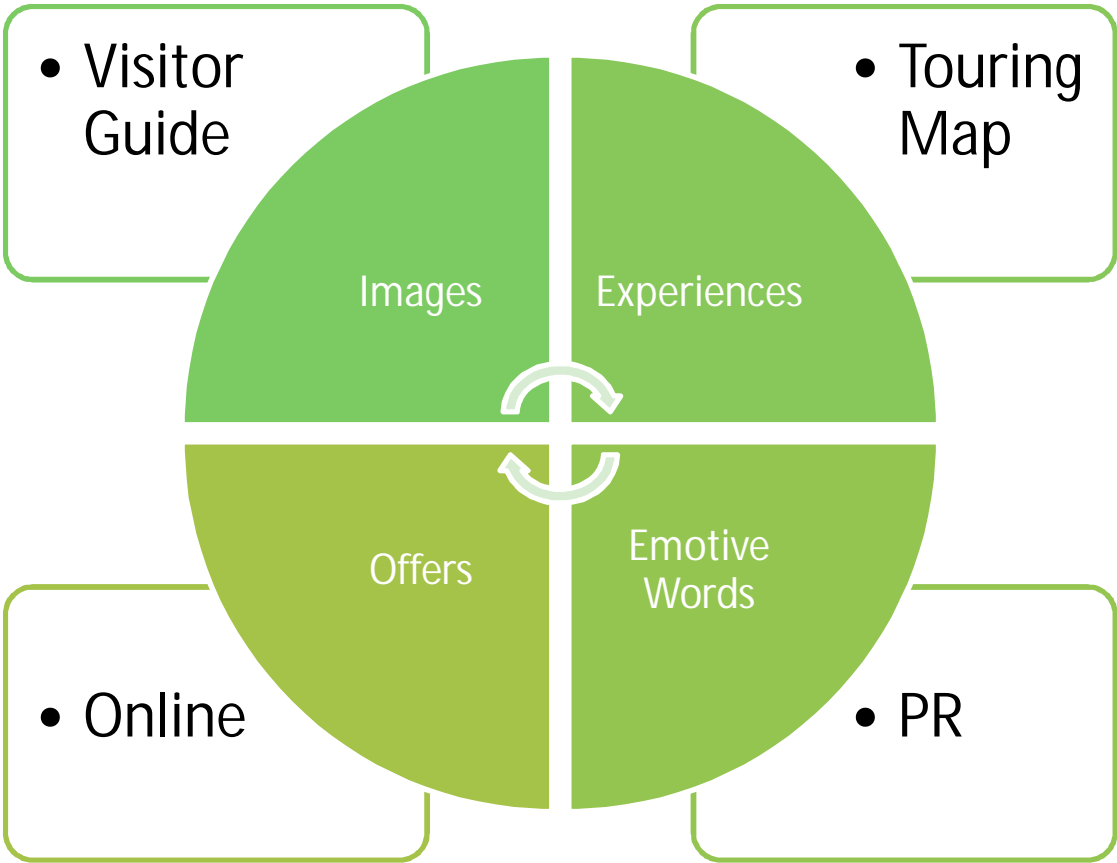
- ▶ Digger killed, 4 wounded in Afghanistan
- ▶ Rain gives hope to SA farmers
- ▶ 1 in 4 police recruits failed exams: NSW Opp
- ▶ Alcopop tax an ineffective 'quick fix': Tas AHA

WEATHER MORE

All the Current and Forecast information for Australian Current Weather conditions right at your fingertips.

- Trade marketing (both dom & int'l)

Messaging of what we do well in



Grampians experiences deliver

- Continue to develop 'word of mouth' referrals
 - Social media ie  
 - Database acquisition strategy
 - EDMs & Enewsletters
 - PR

Visitor length of stay

- Influencing decisions about travel at planning stage by
 - Website content inc videos
 - Exploring smart phone ‘apps’
 - Travel shows



Using existing events to build occupancy and length of stay , especially shoulder/off seasons

Using the 'Grampians'

- Consistent language and imagery across all collateral
- Encourage industry to leverage eg link to videos



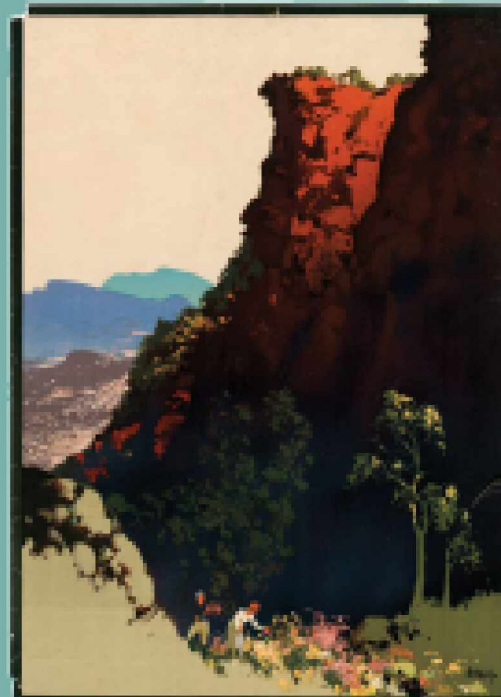
VFR offers opportunities

- Facebook & You Tube – directly targeting local ambassadors (and others)
- Investigating ways to raise local awareness of regional experiences eg:
 - regional newspaper insert
 - PR
 - community consultation

Development Directions

- Workshops/mentoring
- Offering cost effective cooperative marketing
- Awards support
- Collected data available for potential investors and industry use
- Support projects like Long Distance Walk, cycling development
- Spring into the Grampians

Some things never go out of fashion...



PHOTOGRAPHY BY GARY WILSON FOR THE GRAMPIANS NATIONAL PARK

THE
GRAMPIANS
WILDFLOWERS & RUGGED GRANDEUR
TAKE A KODAK

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

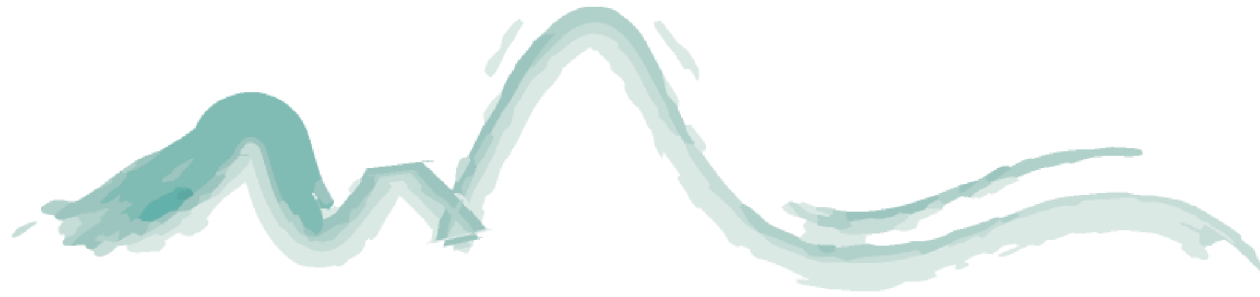
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Where to from here ? Questions?

Discussion points:

- Awareness of the Grampians can be better
- Our strengths are clearly identified
- People who find us are happy with the experience
- Visitor numbers are returning, while bed nights are static
- Grampians' is only "branding" recognised
- VFR offers opportunities

Thank you ...



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