

GRAMPIANS TOURISM
PARTNERSHIP OPPORTUNITIES
AUGUST 2010 – JUNE 2011



THE GRAMPIANS
SPACE TO BREATHE



TOURISM – IT CONTINUES TO MOVE...

There has been global economic meltdowns, strong and weak Australian dollars, Code Red alerts and enormous and productive attention given to fire and emergency readiness. The summer season may well be dented, but we have another 10-11 months to stand out!

The world of on-line marketing, real time booking expectations, the growing use of social media like Facebook and TripAdvisor are extending the traditional strength of the word-of-mouth referrals and are a growing force in potential holiday-maker's research tool kit.

Tourism continues to be a challenging and volatile industry – often at the mercy of outside factors. Inside these pages are suggested activities that could make your business more resilient to these factors.

Our industry needs to present compelling reasons to holiday in the Grampians. The task is increasingly complex and expensive. This is not the time for going it alone. Tourism Victoria (TV) leverages off the work and marketing activities of Tourism Australia. In the same way Grampians Tourism (GT) positions itself to gain from the marketing activities of TV, it makes sense to attach your business to the marketing dollars of others. Your dollars, combined with those from other businesses improves the collective chance to draw more people into the towns, the attractions, the streets and laneways of the region.

Spring into the Grampians is one of three marketing campaigns providing opportunities for accommodation providers, attractions and events to collectively come

together. Visit www.springintothegrampians.com.au to see how this is working in 2010.

We detail opportunities to make your business a more compelling choice for potential customers. 22 x 30 second videos have been produced that you can embed on your own website. More are being planned. They help the consumer understand what there is to see and do in the Grampians. Have a look at a local operator's website grampiansgetawayresort.com.au for inspiration!

GT has had 9 industry workshops with great feedback. The outcomes translated to requests for training to help get heads around on-line marketing, how to network with colleagues and to improve your marketing outcomes, use TripAdvisor to your advantage, how to capture marketing leads from existing customers.

Please use this booklet to consider how your business might develop over the next 12 months.

Chris Burchett, Chief Executive

August 2010



CONTENTS

STRUCTURE OF THE VICTORIAN TOURISM INDUSTRY



There are many variations on this model. Each sector's responsibilities inevitably overlaps but generally:

#1 Industry collectively provide the visitor's experiences and services.

#2 Local Tourism Associations are often membership-based, are lobbyists for industry development and maintain communication links between members and other tourism agencies.

#3 Local Government's Tourism and Economic Development Units support VIC operations, deliver business and product development advice and support cross-regional cooperative marketing.

#4 Regional Tourism works to deliver destination marketing into state and national markets, they provide a platform for industry and Local Government coop marketing, leverage off state tourism marketing activities, coordinate specialist industry and product development and seek to influence investment.

#5 Tourism Victoria's role is to market the state into national markets, to partner with Tourism Australia in appropriate international markets, to harness the regional and industry marketing to achieve alignment with State activities.

Target markets	4
The rationale	5
Marketing opportunities	
2011 Grampians Official Visitors' Guide	6
2011 Grampians Official Touring Map	7
Online advertising	8
Cooperative Campaigns	9
Tourism Victoria Cooperative Campaigns	10
Other initiatives	11
Professional Development and Networking	
eMarketing	12
Exceptional Customer Service	13
Research	14
Christmas Get Together	14
Packaging	15
Leadership Training Course	15



TARGET MARKETS

WHO ARE THEY?

Socially Aware

Represent about 14% of the Australian population. They are usually associated with the highest socioeconomic group in the community.

Visible Achievers

Representing about 17% of the Australian population, are associated with the proof of having made it up the seemingly never ending social ladder, the expensive car, a leafy address, private school education for the kids and brag-able holiday activities.

Traditional Family Life

Represents about 20% of the Australian population and typify Australian home owners in suburbia with a relatively stable income.

These markets include the young families, young and mature-aged couples, baby boomers, grey nomads and other niche sectors.

AND WHERE ARE THEY FROM?

Domestic

- » Metropolitan Melbourne and Adelaide
- » Regional Victoria and eastern South Australia
- » And an emerging potential from metropolitan Sydney

International

- » UK, German-speaking European and Scandinavia
- » New Zealand, and
- » South East Asia

THE RATIONALE...

Recent research is showing:

- » 37% of interstate and intrastate visitors said word-of-mouth referral as the most significant influence on holiday choice. TripAdvisor and Facebook are entering this space. More holiday makers are seeking out the opinions and experiences of previous holiday makers.
- » 54% used the internet to research destination information and 50% booked online.
- » While leisure was the principle reason for travel to Halls Gap (91%) it was less so for the western cities of Hamilton and Horsham and the eastern towns of Ararat and Avoca (where 67% was for holidays) with Visiting Friends and Relatives and Business Travel statistically important.
- » 72% of travellers were repeat visitors and travelled for the scenic location (17%) to experience nature (9%), the variety of experiences (6%) and to be with family and friends (17%).

There is not just one single approach to motivating, informing and winning visitors to the Grampians region.

Spelling out the experiences on offer is a critical part of your marketing strategy. Also, ensure you have an effective presence, on-line, real-time booking capacities are of growing importance for travellers in regional Australia, bundling your experience, bed or tour with others, in order to collectively reach an audience BEFORE they leave home is a very cost-effective strategy.

*Source: Visitor Profiling & Satisfaction Survey, BTR, Nov 2009.

GT is also aware of the relevance of Tourism Australia's recent research into the Experience Seeker, who is:

- » Open to new adventures, so they can learn more about themselves;
- » More open minded;
- » More inquisitive;
- » More progressive;
- » Less materialistic;
- » More active on their holidays;
- » Better educated;
- » More driven in their personal achievements;
- » More likely to emphasise personal development;
- » Marketing/advertising savvy.

Experience Seekers deal with information and advertising in a different way. They:

- » Are highly interested in travel for travel's sake – it is a big part of their life;
- » Recognise the role of communications and mass media but tune into personally relevant information;
- » Are inspired by books, stories, movies and by friend's travel stories.

**SO... THE OPPORTUNITIES TO
GET INVOLVED ARE...**





2011 GRAMPIANS OFFICIAL VISITORS' GUIDE

Sales begin September 2010

- » Up to 100,000 copies.
- » Early April 2011 release.
- » This Guide, the Official Touring Map and our website (visitgrampians.com.au) form the three interlinked and cross referenced marketing tools of GT's activities.
- » Strategically distributed across Victoria, South Australia and the Grampians.
- » In accommodation properties and other retail outlets in and around the region.
- » Used at travel consumer shows in Adelaide and Melbourne.
- » Provided to Tourism Victoria for use across their international offices.
- » Provided to visiting travel trade and media writers.
- » Provided to retail travel outlets including RACV and RAA.



2011 OFFICIAL VISITORS' GUIDE RATE SHEET

ADVERTISEMENT SIZE	RATE
1/12 size	\$ 395
2/12 size	\$ 780
3/12 size (quarter page)	\$ 1,160
4/12 size (third page)	\$ 1,540
6/12 size (half page)	\$ 2,300
8/12 (two-thirds page)	\$ 3,100
9/12 (three quarter page)	\$ 3,500
Full page	\$ 4,550
Feature page	\$ 5,000
Back page	\$ 6,050

* All prices ex GST.

2011 GRAMPIANS OFFICIAL TOURING MAP



- » 75,000 copies.
- » July 2011 release.
- » Revised with more visitor information about attractions.
- » Strategically distributed across Victoria, South Australia and the Grampians.
- » Placed in non-traditional outlets such as service stations and cafés along the Adelaide – Melbourne coastal and inland routes.
- » Used at travel consumer shows in Adelaide and Melbourne.
- » Provided to visiting travel media and trade.
- » Will carry symbols for accredited VICs and natural attractions.
- » Will carry a disclosure stating that attractions listed have paid to participate.

2011 GRAMPIANS OFFICIAL TOURING MAP



Attractions* can purchase a numbered symbol on the map face and short explanatory contact on reverse for \$80 (ex GST). This offer is open to attractions who are participating in the 2011 Official Visitor Guide.

*This offer is open to winery cellar doors, farm gate produce outlets, man-made attractions, golf clubs and other sporting clubs open to the public at least five days per week.

Sales
begin
September
2010

AUGUST 2010 – JUNE 2011 | GRAMPPIANS TOURISM



ONLINE ADVERTISING

LISTING AT VISITGRAMPIANS.COM.AU

- » Grampians averages 200,000 page views per month;
- » A full page listing includes up to nine images, tariffs, map facility, a link to your website and on-line booking capability, if set up (via TXA or own system);
- » Businesses are encouraged to opt into the Australian Tourism Data Warehouse link to ensure their business is visible to people searching www.australia.com and the many distribution channels that are now drawing their content listing via the ATDW. (see Seminars for assistance with your online eMarketing.) GT has a capacity to assist operators with their ATDW listing.
- » Your listing at www.visitgrampians.com.au automatically appears at www.visitvictoria.com.

eMarketing Seminars coming soon, see page 12

TYPE	RATE (incl. GST)
Accredited businesses	\$ 100 pa
Non accredited businesses	\$ 250 pa

- » **To set up your self-authored business profile www.visitgrampians.com.au and click on 'list your business'.**

WEB DEALS & PACKAGES

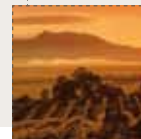
Web deals are featured on a dedicated deals home page of www.visitgrampians.com.au as well as on the www.visitvictoria.com deals homepage.

- » Deals are also featured on an interactive Google map.
- » There is a link to your web page and email contact.
- » The deals homepage averages over 3,500 unique visits per month.
- » Trackable page impressions provides measuring device.
- » Must have a listing on www.visitgrampians.com.au to participate in web deals.



- » **\$227 ex GST per three month exposure.**

COOPERATIVE CAMPAIGNS



SPRING INTO THE GRAMPIANS

Spring into the Grampians – rolls out annually between August and November, focusing on springtime activities across the region. An extensive media plan includes print, radio, online, direct mail and PR. Accommodation operators are encouraged to update or register their profile on www.visitgrampians.com.au as this is the accommodation link from www.springintothegrampians.com.au.

Consider the opportunity to offer deals and packages during the campaign.

DIRECT EMAIL

GT intends to coordinate targeted emails to 'permission-qualified' databases to promote special packages or promotions. There are two formats:

- » Electronic Direct Mail (eDM) – Distributed to a targeted database selected on our target markets and other filters such as desire to travel in regional Victoria
- » E Newsletter – Distributed to our continually growing Grampians database built up over many campaigns and consumer show attendances

These activities will be undertaken seasonally to coincide with our campaign activities. Cost will depend on number of participants.

A VISITING FRIENDS & RELATIVES CAMPAIGN

Two campaign periods are planned to be rolled out pre Christmas 2010 and pre Easter 2011, reminding and making locals aware of regional attractions. Opportunities for attractions to buy into tactical collateral will be offered supported by a media plan and other initiatives.

A WORD OF MOUTH CAMPAIGN

Roll out in February/March 2011 – This campaign aims to encourage valuable word of mouth recommendations will offer tactical cooperative buy in opportunities, as well as build our databases to use for online marketing initiatives.





TOURISM VICTORIA COOPERATIVE CAMPAIGNS

Tourism Victoria is planning to roll out three product themed campaigns this financial year. GT will be offered opportunities to participate and will advise relevant sectors how they can leverage off these activities. Themes of the planned campaigns are:

VILLAGES OF VICTORIA

Tourism Victoria have nominated a number of villages around the state that will be part of this campaign. Halls Gap has been selected, with our other villages expected to benefit from branding exposure. More details as they come to hand.

NATURE BASED

Details are still being developed but GT will be seeking cooperative tactical opportunities. More details as they come to hand.

FOOD & WINE TOURING

Opportunities are being developed. GT will be seeking cooperative tactical opportunities. More details as they come to hand.

OTHER INITIATIVES

INTERNATIONAL MARKETING

The Grampians tourism region is ideally positioned to leverage off traffic travelling off both the Great Ocean Road and along the inland and coastal corridors between Melbourne and Adelaide. If your tour, attraction or accommodation property wants to be involved, please talk to GT. The 2011/12 participation will be offered in February 2011. As a guide, last year's rates were:

- » **Accommodation \$2,070 ex GST.**
- » **Attraction, Tour \$1,760 ex GST.**
- » **Cafés/Restaurants \$315 ex GST.**

CONSUMER SHOWS

GT and its partners will be attending consumer travel shows in Melbourne and Adelaide in early 2011. The Grampians Official Visitors' Guide and Touring Map (see page 6) and other collateral will be heavily distributed.

- » **A Show-Special flier will feature tactical offers – a limit of one per business/group at \$100 ex GST.**

ATTRACTION VIDEOS

GT has a YouTube Channel currently featuring a number of short themed videos, aimed at showcasing a range of activities available in the Grampians. Contact us if you would like to use on your own website free of charge*. GT is planning to produce more videos and welcomes your suggestions for themes and locations.

PUBLIC RELATIONS

GT have contracted a PR agency to generate positive free publicity about the Grampians.

- » **Hosting media famils – Please advise GT if you are interested in participating in media famils by providing a trade rate or special deal.**

VICTORIAN TOURISM AWARDS

GT has engaged the services of a mentor to assist those considering entering the state awards. The mentoring service is free and provides you with early discussion on category, feedback and advisory support on early draft submissions. Nominations for the 2011 Victorian Tourism Awards will open in May 2011.

- » **Contact admin@grampianstourism.com.au for further information.**





PROFESSIONAL DEVELOPMENT AND NETWORKING

**\$30
ex GST
per
person**

E-MARKETING

1pm-5pm at the following venues:

- » **August 16, Hamilton** – Hamilton Hospital – Education Centre, 20 Foster St;
- » **August 17, Halls Gap** – Colonial Motor Inn, Grampians Rd;
- » **August 18, Horsham** – Horsham House, 27-29 Roberts Ave;
- » **August 19, Ararat** – Colonial Lodge Motel, 6 Ingor St;
- » **August 20, Avoca** – VIC Meeting Room, 122 High St.

During these **four hour workshops**, participants will:

- » Consider typical tourism e-Marketing issues to overcome in today's world;
- » Discuss changes in traveller internet usage behaviour;
- » Discuss key online strategy components;
- » Look at the current social media space and how it is being used;
- » Review cost and time requirements to plan, set up and manage your online strategy;
- » Analyse sample costs for developing a successful online strategy;
- » Recognise the importance of website integration with your overall marketing strategy;
- » Explore steps to planning or redesigning a website;
- » Identify why and how ATDW and TXA can support your e-Marketing efforts;
- » Consider mix of on-and off-line marketing activities.

Follow up from this workshop will include the opportunity for one-on-one sessions, at your property with a social media mentor, heavily subsidised by Grampians Tourism to implement some of the techniques discussed during this session.

PROFESSIONAL DEVELOPMENT AND NETWORKING



EXCEPTIONAL CUSTOMER SERVICE

- » **September 6, Halls Gap** – 1pm-5.15pm
- » **September 7, Horsham** – 9am-1.15pm
- » **September 8, Dunkeld** – 3pm-7.15pm

During this **four hour workshop**, participants will:

- » Consider why exceptional customer service matters;
- » Look at potential customer 'touch points' maximise effective communication for each;
- » Recognise that exceptional customer service for one may not apply to another;
- » Recognise the importance of listening skills for effective communication;
- » Create a vision statement for exceptional customer service;
- » Consider ways to moderate your social media exposure;
- » Learn about the imperative to deliver exceptional customer service;
- » Building on strengths, develop an Action Plan and commitments to deliver and maintain exceptional customer service.

TripAdvisor and Facebook have joined forces and are set to radically change the way suppliers and customers relate. Do you understand how your potential customers are using these social media tools to research what your past customers have said about your business? Learn about customer service and how the 'social media' networks are chattering about it.

It is anticipated that 40% of potential customers are seeking referrals prior to committing to purchasing accommodation. While marketing exposure are still critical elements in your business plan, so too must be your capacity to deliver what your potential customer expects and interprets from your marketing.





PROFESSIONAL DEVELOPMENT AND NETWORKING

RESEARCH

- » **September 8, Hamilton** – 9am-1.15pm
- » **September 9, Stawell** – 9am-1.15pm

**\$30
ex GST
per
person**

Overlaps with Exceptional Customer Service. This seminar looks at ways to use simple but effective ways to gather market intelligence from your existing customer base, using this to improve your understanding of customer-needs and service expectations. Research doesn't have to be expensive and it is usually not reinventing a wheel! Network with others and learn some of the tricks to delivering what potential customers want from your business.

During this **four hour workshop**, participants will:

- » Recognise the importance of research for understanding visitor needs and wants;
- » Use research to identify who your competitors are, their strengths and gaps;
- » Discuss how research can help you to benchmark, differentiate and communicate your special selling points;
- » Review a model for effective research
- » Consider simple steps to take when conducting research;
- » Describe key tools for conducting effective research;
- » Analyse tips and hints for using research tools;
- » Identify industry resources available to support research efforts;

- » Share personal stories and insights about using research to inform and improve business practice;
- » Identify potential areas for research and use the model and steps to draft an action plan that can deliver more rewarding returns.

**Book your
place at any of the
listed seminars with
admin@grampians
tourism.com.au
spaces limited**

Christmas Get Together

The Board of Grampians
Tourism is again delighted to
invite industry partners to
celebratory nibbles and drinks.

Please note Grampians Estate,
1477 Western Highway
Great Western
4-6pm Wednesday
December 1, 2010
in your diary.



PROFESSIONAL DEVELOPMENT AND NETWORKING



PACKAGING

Venue and Date (expected to be held in November) – To be advised.

During this *four hour workshop*, participants will:

- » Recognise current industry opportunities of packaging to create compelling visitor experiences;
- » Describe the difference between packaging and bundling products;
- » Discuss key benefits of packaging for customers;
- » Suggest elements that may be included in tourism packages;
- » Consider key influences on package creation;
- » Develop a draft Action Plan to improve current pricing and packaging;
- » Discuss internal and external factors influencing pricing logic and decisions;
- » Compare and contrast pricing objectives;
- » Identify relevant target markets and describe pricing considerations for each;
- » Reflect on common pricing mistakes to avoid.



LEADERSHIP TRAINING COURSE FEB-SEP 2011

This course will run over seven (7) months, involving a day every 4-5 weeks. It seeks to support the leadership resources available to local and regional tourism networks and is suited to people working in tourism holding an interest in developing their understanding of the industry and its potential leadership roles and needs.

Space will be limited to 15 participants and **substantial subsidies** will be available to selected candidates. During this course, participants will explore and undertake projects relating to:

- » Relationship building;
- » The structure of tourism at State, regional and local levels and its major issues for local operations;
- » Conflict resolution;
- » Leadership styles and options
- » Being an agent for change, decision making and time management;
- » Scoping and conducting meaningful reviews;
- » Public speaking and presentation skills;

Register your interest in attending by contacting GT, or your local governments tourism unit.



PO Box 81, Halls Gap, VIC 3381
Phone 03 5361 4010 | Fax 03 5356 4238
Email admin@grampiantourism.com.au
Web grampiantourism.com.au

Grampians Tourism Inc. has made every endeavour to ensure that the details contained within this Guide are correct at time of printing, however information including prices, details and services shown are subject to alteration or withdrawal.