J'isit grampians

2022 TOURISM CONFERENCE

HARNESSING OPPORTUNITY

THE POWER OF SOCIAL MEDIA KATE THOMPSON LITTLEBIG AGENCY



IS IT TIME TO THINK A LITTLEBIGGER?

We propel food, drink and tourism brands, businesses and experiences with a full suite of marketing services.

CLIENT SNAPSHOT

INDUSTRY ICONS

Brown Brothers
Innocent Bystander
Winemakers of Rutherglen
Muscat of Rutherglen
Devil's Corner
Tamar Ridge + Pirie
Melbourne Food + Wine
Patient Wolf Gin
Bridge Rd Brewers
Premium Beverages – Thatchers Cider

TOURISM + EXPERIENCES

Visit Grampians
Queen Victoria Market
Preston Market
Melbourne Airport
Air Canada
Malindo Air
BeerFest Australia
City of Ballarat
Sovereign Hill





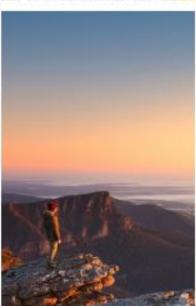












THE POWER OF SOCIAL MEDIA

There are now 20.5M active social media users in Australia, representing around 80% of the total population.

Social media, at 1 hour 46 minutes per day, accounts for roughly one-third of the time spent online, making it the second most popular media activity for Australians after watching television.

Over 1 in 3 users turned to social media to gather information about brands.

Australian Facebook users are some of the most active advert clickers in the world - an average of 22 adverts clicked per month vs the global average of 12. This is in the top 8% of countries globally. (Source, Analysis: Genroe)

89% of consumers say they will buy from a brand they follow on social media and 84% will choose that brand over a competitor.

Source: Hootsuite - Digital 2022 Australia



WHICH CHANNEL?

Research has cited social media as a key influencer in our target's decision-making process.

Social media is also a key driver of word of mouth, which is incredibly important in the travel decision-making process.

Most people (61%) have watched a video on social media, while a significant number have shared someone else's post (46%) or posted a selfie (45%) or picture of their food (40%). If your brand can be included in this, you are essentially getting **free** advertising!

Don't try and do it all!

Decide on your objective and your audience.

Facebook and Instagram (Meta) will get you most reach.

Be consistent in your approach and messaging.

BY THE-PIXEL.COM

Social Media Channels Explained

Each social media platform is different



Facebook

I like donuts



Twitter

I'm eating a tasty #donut



YouTube

I'm watching donut videos



LinkedIn

My skills include donut eating



of my donut

Snapchat

Instagram

Here's a photo



(0)

Short video with my donut



Discuss our love for donuts





I dance & sing with my donut



WHAT IMPACT CAN SOCIAL HAVE?

- Increased exposure (reach and frequency).
- · More engaged followers.
- Your brand becomes familiar and recognisable.
- More opportunities to convert.
- Improved brand loyalty, trust and credibility humanises brands and builds a two way relationship
- More cost-effective.
- · Better targeting capabilities.
- Real time reporting and response to results.
- Ability to retarget.
- · Facilitates word of mouth.
- Extends reach of content / advertising.
- · A source of research and recommendation.
- Trade engagement / distribution.
- Forum for customer research.



OUR GRAMPIANS PARTNERSHIP

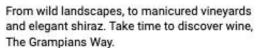
- Social content across Instagram and Facebook
- Weekly blog posts
- Monthly edms
- Operator content (dedicated edms)
- Google advertising
- Social advertising
- Adhoc creative, digital, influencer and community management campaigns including:
 - VFR
 - Road Trips
 - Breathe
 - Grampians Peaks Trail
 - Wine campaign.
- · Account management, planning and reporting





Find Space. Find Beauty. Find Yourself. Life Unleashed. The...







VISITGRAMPIANS.COM.AU Discover Wine, The Grampians Way.

LEARN MORE



Comment





OUR GRAMPIANS PARTNERSHIP











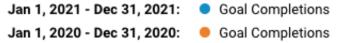


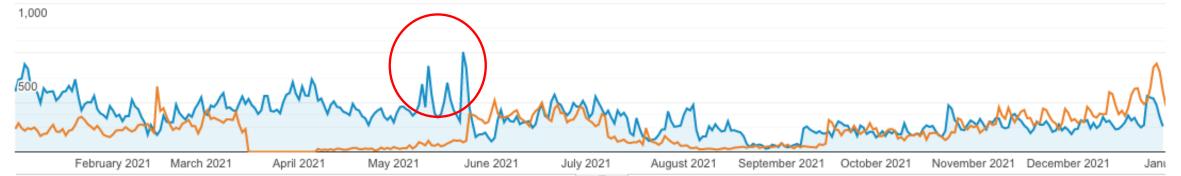
DIGITAL STRATEGY SUMMARY

Goal Brand		Increase awareness, visitor dispersal and grow yield.		
		Regional Victoria Focus	Audiences	
'The Grampians Way'		Explore your own backyard	Lifestyle Leaders – Outdoors, hiking,	
Website Traffic		41% YOY 20 -21	camping, fishing, nature, wilderness, road trips	
Engagement	Up 146% Q3 21 v Q322		Remarketing – Users that have either engaged with our ads or visited the website in the last 60 days add how	
Conversions	63% increase YOY 20-21			
Awareness	39% increase impressions YOY 20-21			
Community	Ave 545 new followers per month Database growth 86%			
Content Pillars				
 The Grampians Way Big Nature Eat and drink Arts/culture/History Sleep/Stay 		Paid Digital Campaigns	Channels	
		 The Grampians Way – Always On Wine Peaks Trail Road Trips 	 Meta advertising Google Search and Display EDM Blog Organic content 	

HOW IT'S GOING - THE POWER OF SOCIAL MEDIA

- Our audience has grown to 82,294, a 22% percent increase
 YOY over 2 years this makes Visit Grampians an.... Influencer
 in its own right!
- Avg 1 million views of our content per month higher circulation than many print publications!
- 41% increase in web sessions an increase that is disproportionate to the budget and climate.
- Total web conversions grew from 52,052 (2020) to 84,950 (2021) (63% increase)





littleBIG

VIDEO CONTENT

Stories, reels, videos, gifs, trending music tracks. These are guaranteed to increase your success and we are always happy to share!

Iconic images, unique locations, big nature, cute animals – this is the stuff that will get you impressions. Try posting is before you have something important to announce.

Reached 315,525 people and generated 570,847 impressions.

The ad has delivered 152,934 post engagements in the last 2 months for \$545.

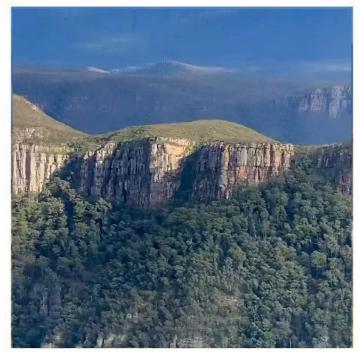
For context, a recent radio campaign with the same reach cost \$6,000 + GST.



Think the Grampians are spectacular? Wait till you see them from above!

Embark on an adventure of a lifetime with @GrampiansHelicopters this summer.

#TheGrampiansWay #Grampians #GrampiansRoadTrip #DiscoverAustralia #DiscoverVictoria #SeeAustralia #GrampiansHelicopters









Comment







Total Engagements ()

9,602

INFLUENCER ENGAGEMENT

- Content reached an audience of 1,032,534 and generated 6,450 interactions (likes, shares, saves and taps)
- For the weekend of Lee & Georgia's trip, we gained 226 IG followers and 47 FB followers (normally this is a month's worth of growth)
- Organic social engagements on social that weekend - up 41% on the weekend prior.
- 14.3% more web sessions when compared to the
- Total engaged audience reach for Georgia alone estimated to be 479,074,500.





12 h 1 like Reply

13 HOURS AGO

Liked by son.of.sass and 1,961 others

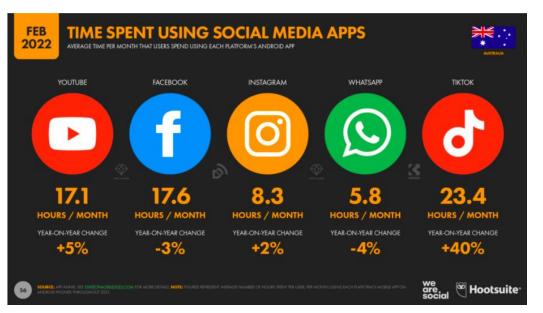
THE POWER OF THE COLLECTIVE

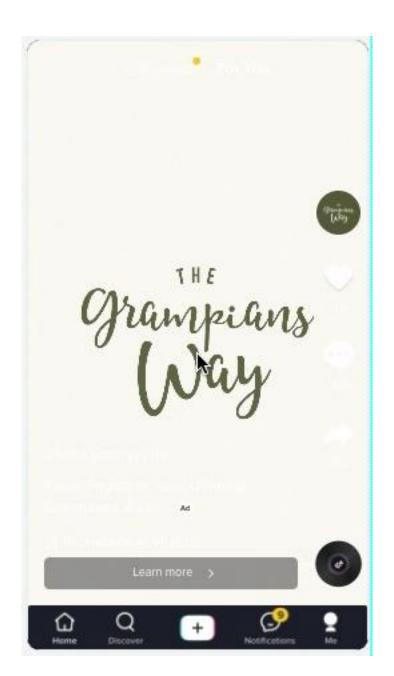
- Visit Grampians is only as good as the operators and experiences available (lucky for us)!
- Empower consumers by each helping to build the collective voice of the region. Use region #s in every Instagram post.
- Tag (@thegrampians) and hard-tag (within image)
 in all relevant/appropriate posts/stories.
- Share as much relevant news/images/video (content) with us as possible!
- News key updates on your businesses, availability, offers, events...
- Encourage visitors to not only follow your business on social media, leave a review, but also follow @thegrampians to keep up-to-date on everything going on in the region.
- Even better, ask subscribe to the edm! Consider adding an option.

EDUCATE	INSPIRE	SELL	BRANDED
#Hiking #Waterfall #Nature #Wildlife #Lookouts #Fishing #Winery #Wine #LocalFood #LocalWine #Vineyard #ArtGallery #AustralianCulture #LiveMusic #Events #Lake #Glamping #Camping #OliveFarm #HelicopterRide #TravelTips #CampingTips	#NatureLovers #RoadTrip #Explore #WeekendVibes #NoFilter #Sunshine #Sunset #Getaway #NeverMissAMoment #Vacation #Holiday #RAndR #FamilyActivity #Escape #Breathtaking #Freedom #Relax #Adventure #GirlsTrip #BoysTrip #FamilyTrip #FamilyTrip #FamilyFun #TravelPhotography #TravelGram #PhotoOfTheDay #WanderLust #OffTheBeatenTrack	#Australia #Tourism #Destination #HolidayHere #HolidayHereThisYear #ThisIsVictoria #VisitVictoria #DiscoverVictoria #AShortStayGoesALong Way #VisitGrampians #TourismVIC #TourismAustralia #SeeVictoria #Victoria #ThisIsVictoria #TravelVictoria #TravelVictoria	#Grampians #TheGrampiansWay #TheGrampians #YourHappySpace #GrampiansNationalPArk #GrampiansPeakTrail

TIK TOK

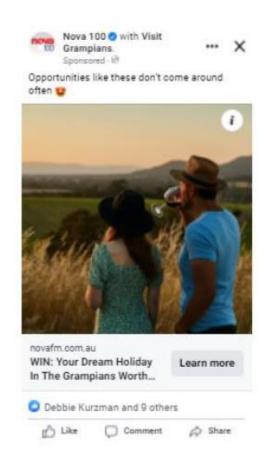
- Platforms are at a crossroads, TikTok is up 40% and grew to 1b users in considerably less time than FB, following a similar trajectory to Instagram
- It was the second most downloaded app in 2020 (after Zoom)
- Initial results point to TikTok ads being cheaper, faster, and more engaging
- Ave CPM (cost per 1k impressions) is between \$8-10 for FB/IG (industry-wide). The average for TikTok is around \$1-3.
- TikTok is still a relatively uncompetitive ad space.
- Cost per Click value \$0.30 CPC vs \$1 average on FB.
- Great for content creation and cost-effective ads.





OWNED DATA

- In 2022 building a large email database is paramount.
- Recent changes to Apple's privacy policy enacted by iOS 14 have changed the way that data can be used by advertisers
- · Cookies are being phased out.
- · Essentially targeting capabilities are being eroded.
- Using social platforms is essentially renting space you want to own and audience!
- We can also use databases to retarget audiences.
- Build your audience through competitions, opt ins, incentives, sharing information, lead generation forms, lead magnets.
- Our last lead gen campaign grew the database by almost 18%



ROAD TRIPS 2022

Granpians (Nay Granpians (Nay

ROAD TRIPS 22

- Radio Nova & Magic including integration with Fitzy & Wippa
- Australian Traveller Road Trips Edition
- Vacations & Travel
- Travel with Kids
- Outdoor Plakkit
- Google Ads & Display
- Social Media Advertising including Tik
 Tok
- Influencer Famils & Branded Engagement Campaigns
- Competitions
- Dedicated Landing Page with custom road trip itineraries and influencer content













GRAMPIANS PEAKS TRAIL UPDATE LISA PATRONI PARKS VICTORIA



Acknowledgement of Country

We acknowledge the Jadawadjali and Djab Wurrung peoples as the Traditional Owners of the land on which we are meeting.

We pay our respects to their Elders, past, present and emerging, and the Elders from other communities who may be here today.



Section 1

Product overview – Grampians Peaks Trail



A world-class 160km hiking experience

13-day/12-night hike or do it in sections

- 2015: Stage 1 completed; 1 new camp (Bugiga); 33km loop.
- 2021: Stage 2 completed; 144km; \$33.2M project funded by State and Federal government.
- 11 bookable hike-in campgrounds with a good level of amenities.
- No cost to walk the trail, but campground fees apply for overnight hikers.
- Part of a portfolio of long distance walks in Victoria: Great Ocean Walk,
 Falls to Hotham Alpine Crossing, Coastal Wilderness Walk.

Extensive planning and design process

- Detailed assessments considered many factors: environment, cultural, statutory, visitor experience, local community.
- Traditional Owners of Gariwerd have been engaged throughout via Cultural Heritage Management Plans and Project Governance (Project Steering Committee & working level partnership group).



Product profile

- Grampians Peaks Trail is expected to attract 35,000 targeted walking visitors and drive \$6.39m into the local economy p.a.
- Peak season: Autumn (March to May) and Spring (Sept to Nov).
- A challenging Grade 4 trail (with some Grade 5 sections).
- Target markets for multi-day hikes and full GPT:
 - 18-34YO Intermediate hikers & adventure hikers
 - 35+YO Active, nature-based bushwalking enthusiasts
 - International markets (hikers, outdoor adventurers).
- 26 License Tour Operators offering tours and support services.



Hike-in Campgrounds

- 11 hike-in campgrounds constructed along the trail.
- Numbers are capped at each campground at between 20 to 35 people depending on the location.
- Campground amenities include: raised timber or granite/sand tent pads, a main shelter or open area with a wind break, gathering areas for meal preparation, toilets, water tanks and on-site visitor information.
- Bookings are via the Parks Victoria website, 13 1963 and are booked by choosing specific itineraries (overnight and/or 3-day).
- Northern Huts Experience and other Grampian Peaks Trail services bookable directly via Licensed Tour Operators.





Hiker Hut at Werdug Hike-in Campground

Hiker Huts at Gar Hike-in Campground



View from communal shelter at Djardji-Djawara Hike-in Campground



View from inside Hiker Hut at Gar Hike-in Campground

Bookings process/itineraries

Day one | 22nd March Gar Hike-in Campground 👗 Unpowered Hike-in site 🙎 Max 3 people per site Campsites: 5m x 5m large timber tent platform, suitable for a 3 person tent. Tent platforms have steel chains that can be used to secure your tent. Additional guy rope may be needed for tent vestibules or tunnel style tents. Campground facilities: Enclosed communal shelter with tables and seats, non-flush toilets (toilet paper is not provided), rainwater tanks and solar powered USB charging station. HIDE AVAILABILITY 27 MAR Price per night 28 \$56.80 Ă5 Day two | 23rd March 2 Werdug Hike-in Campground 👗 Unpowered Hike-in site 🙎 Max 3 people per site Campsites: 5m x 5m large timber tent platform, suitable for a 3 person tent. Tent platforms have steel chains that can be used to

How many campsites do you need? 1 > BOOK NOW \$113.60

secure your tent. Additional g... Read more >

SHOW AVAILABILITY

Tue 22/03/2022



Add an itinerary



Bugiga-Barri Yalug
Multi-day Hike

2-night litinerary

SEE DETAILS

Duwul-Durd Durd M
day Hike

2-night litinerary

SEE DETAILS



Yarram-Wannon Multiday Hike 2 2-night itinerary 2



SEE DETAILS

Section 2

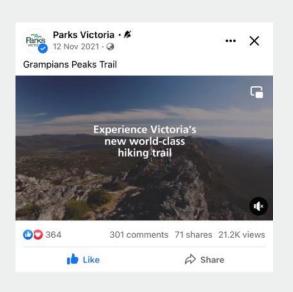
The launch and bookings



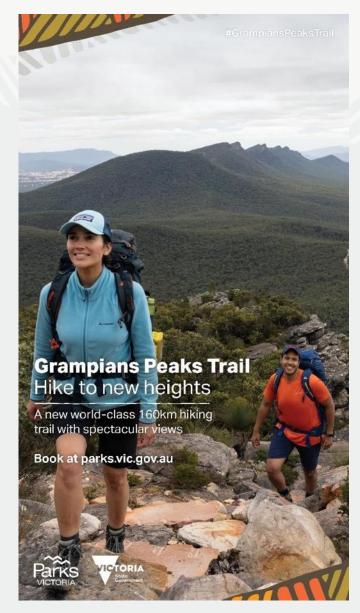
Launch campaign

"Hike To New Heights" 3-week marketing campaign commenced from launch in Nov 2021

- Video (30-sec): 130K views; 1.6M reach, plus Guardian hyperlapse
- Social media across all platforms: paid and organic posts achieved a reach of 2.1M
- Digital out of home: Melbourne metro and regional shopping centres
- Email marketing (PV): 13K subscribers







Media coverage

Media launch event and famil program generated 49 media articles, including television and radio reports and 36 print or online articles in The Age, The Guardian and local media.

Potential media reach approximately 5.3 million viewers.





Peaks trail opens

D epresentatives from all tiers of govern- then getting out to those local towns, support-Kment are confident millions of tourism ing bus dollars will flow into western Victoria as a local jobs. Everyone is a winner and what better result of a new 160-kilometre Grampians bushwalking and camping trail.

They have also spoken about how the \$33.2-million Grampians Peaks Trail, which takes visitors along the mountain-range 'spine' from north to south, will help people connect

nesses, spending money and supporting way to enjoy this wonderful landscape than to use these wonderful trails? Mr Tehan, joined by Member for Mallee Anne

Webster, said the trail was 'fantastic'

the state, across Australia and around the world. This will put the Grampians on the map and it will be one of the great walks of the world. It will bring jobs and will be just wonderful for western

The Guardian 2/4/22

Hyperlapse video: hiking the epic Grampians Peaks Trail in 5.5 minutes

The GPT is a new 13-day, 160km traverse of western Victoria's Grampians (Gariwerd) national park. David Fanner survived the walk, but condensing his journey into a hyperlapse almost

- On the new Grampians Peaks Trail: Thave the landscape to myself for days at a time'
- Get our free news app; get our morning email briefing



Sunday Herald Sun 6/2/22



Great Walks Annual 2021



The Sydney Morning Herald 12/2/22



Bookings performance

- Initial release of booking itineraries until June 2022
- Further release of bookings opened yesterday until June 2023
- Over 7,200 nights booked at hike-in campgrounds along the trail, approximately 14,000 people to date:
 - 213 hikers booked to do full 13-day itinerary
 - Most popular 3-day itinerary: Gar-Werdug (north section)



Customer feedback

- Over 170 hikers completed the post-hike online survey:
 - Over 80% said they would book again
 - Over 80% would recommend the trail to others



"The Grampians Peaks Trail is such an exciting addition to Victoria - thank you to Parks Victoria for creating it! We travelled as a group (two 65-year-olds and four 30-year-olds) and had a great time. In particular, we thought the facilities at the campsites were fantastic."



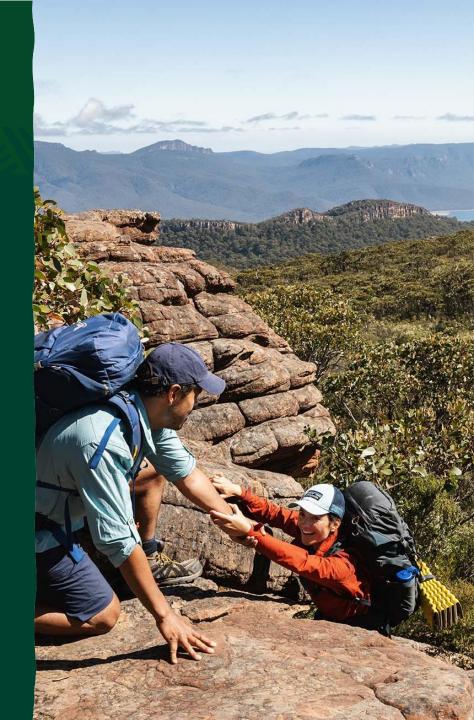
"A spectacular walk. A true gem and on par with Cradle Mountain experience."



"Beautiful scenery, stunning trail with incredible campsites."



"An amazing experience, I loved, and I'm super-happy that Parks Vic have embarked on building and opening such a top quality trail, looking forward to seeing how it develops.."



Section 3
What we've learned



Operational learnings

- Project scale and complexity
- Remoteness of trail infrastructure for viable construction, servicing and maintenance
- Launched in November, meant summer was fast approaching with 40+ degree temperatures and limited water levels in rain tanks. Additional serviced water tanks were provided along the trail.
- Some minor inaccuracies of distances and walk times in signage and map information have been corrected after hiker feedback.
- Additional trail markers have been added to key points along the trail (central section) to provide better way-finding.



Public sentiment

- Social media response was divided around price at launch.
- Price sensitivity of GPT campground prices: additional information added to website to explain the higher value of remote hike-in campgrounds along GPT and higher costs to service and maintain.
- Additional community monitoring of social media channels to answer questions and provide a balanced view to feedback. Initial concern from hiking/free-camping purists who oppose new nature-based tourism products in national parks.
- Comments from hiker survey around trail difficulty also prompted additional information to be added to the website.
- We will be trialling a new overnight itinerary in South section into Dunkeld.



Section 4

The next phase of Grampians Peaks Trail – what's coming up?



Licensed Tour Operators

26 Licensed Tour Operators providing experiences along the trail:

- Northern Peaks Experience (Huts): Fully-guided 3-day/2-night experience, sleeping in huts.
- Guided Experiences: Guided experience along the Grampians Peaks Trail.
- Outdoor Education and Group Experiences: Licensed Tour
 Operators that specialise in outdoor education experiences.
- Support Services: Operators that can provide support services to enhance your experience – transport, food drop offs, gear hire.



How to leverage the trail

- Value add/packaging local products and services.
- Work with Licensed Tour Operators.
- Accommodation Not all walkers will stay in the park.
- Think about the broader customer journey:
 - Before and after Eg. driving experiences, accommodation
 - Adapt your business to cater for walkers
 - Preparation and supplies, Transport and transfers
 - Post-walk recovery
 - Renew/refresh your offer to target walkers
 - See it for yourself know your local product.



What's coming up?

- GPT Marketing activity 2022-23:
 - Development of new promotional content of Hiker Huts for greater promotional use with LTOs and direct channels
 - Tactical paid bursts via social channels to drive bookings
 - Next phase of media famils currently being finalised
- Continue working with industry partners
 - Including Visit Victoria, Grampians Tourism, Tourism Australia and Great Southern Touring Route.
- Australian Tourism Exchange 2022.
- Grampians Tourism Packaging Workshops: 31 May & 19 July.



NEW MULTI-DAY WALKS & OPPORTUNITIES ANDREW WAGG TASMANIA PARKS & WILDLIFE SERVICE





New multi-day walks and opportunities for business and communities

Why develop new walks?

Tasmania has over 3 000 km of walking tracks, why do we need more?

Where many tracks have evolved and appeal to a specific market segment (a type of bushwalker), these new walks are custom designed and seek to broaden market appeal.



Why develop new walks?

BENEFITS

- Revenue associated with user charges.
- Increased economic activity associated with increased interstate and international tourism expenditure.
- Additional localised economic growth from intrastate tourism expenditure.
- Enhanced community recreational opportunities.
- Promotion of active and healthy lifestyles (resulting in health cost savings).
- Benefits linked to education and awareness of natural and industrial heritage values.
- Skills development in the parks and recreation industry subsector.
- Contribution to the 'brand value'.
- New business opportunities triggering investment in local businesses.
- An increase in the number and quality of regional jobs, potentially resulting in higher wages and salaries for residents.



Which visitor?

REGIONAL VISITORS

Family road trippers (domestic leisure market) and older (55+) affluent Australians, driven by convenience, affordability and the opportunity to spend quality time with friends and family, have a higher propensity to visit regional destinations; on the other hand, international (leisure) visitors to regional areas are most likely day trippers from capital cities (Deloitte Access Economics (2019) Understanding Visitor Regional Dispersal in Australia, October).



Which visitor?

VISITOR SEGMENTS: WALKERS



These are different size markets with different ease/factors of triggering.

"Comfort rewards" measures the

food experiences, wellness, and

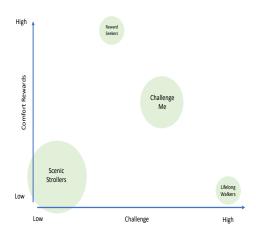
level of rewards the walkers seek for their effort. Pack and carry services,

superior sleeping arrangements are



Which visitors?

VISITOR SEGMENTS: WALKERS



■ Турея	Challengex	Comfort-Rewardsम	Duration和	Profiles	×
Scenic- Strollers¤	LOWE	Lowst	<1-hours	Scenic-Strollers are found within-the-existing-traveller-market. Walking-is-not-a-driver-for-visitation; however, if-the-weather-aligns, Scenic-Strollers-will-take a-short-walk-to-connect-with-Tasmania's-wilderness. On-the-West-Coast-they-are-more-likely-to-be-aged $45+$ -travelling-as-couples-(BDA-Study-2020). Walking-is-not-a-priority-and-will-fit-around-other-activities. If the-weather-is-right, time-allows, and the-walk-destination-is-visually-compelling-enough, Scenic-Strollers-will-do-short-walks-such-as-Nelson-Falls, Hogarth-Falls-and-Horsetail-Falls. 3	×
Challenge-Me- (Day-Walkers)я	Moderate- Difficultम	Moderates	1-5-hoursя	Challenge-Me-(Day)-Walkers are active-travellers who seek-to-connect-with-Tasmania's natural-environment. They are likely to-be-somewhat-prepared for-day-walks, and while-walking-will-not-be-the-driver-for-their-holiday, iconic-walks-will-be-on-their-radar. While-extended-walks-are-appealing, a-number of options-compete-for-their-time, and the-weather-and-walk-duration-will-play-a-large-part-in-walk-participation. Appealing-Tasmanian-day-walks-will-include-Montezuma-Falls, Hazards-Beach-Circuit-and-Cape-HauyThey-may-have-multi-day/walk-experience, or-just-longer-day-walks. 31	Ħ
Challenge-Me- (Overnight- Walkers)¤	Moderate- Difficults	Moderates	Overnight- Multi-Day-Walksग	Challenge-Me-(Overnight)-Walkers-are-active-travellers-who-seek-to-connect-with-Tasmania's-natural-environment-through-an-extended-multi-night-walking-experience. The-West-Coast-environment-is-likely-to-capture-the-attention-of-walkers-who-have previously-done-a-multi-day-walk-and-seek-to-further-challenge-themselves. They will be-prepared-and-ready-to-walk-in-any-conditions; however, for-many-this-will-be-their-first-experience-walking-in-more-challenging-weather-conditions. Appealing-walks-will-indude-the-Three-Capes-Track-and-Great-Ocean-Road-Walk-R	×
Reward- Seekers#	Moderates	Highя	Overnight- Multi-Day-Walksя	Reward Seekers are active-travellers-who seek to connect-with-Tasmania's-natural-environment-through-a-less-challenging-and-high-reward-walking-experience. The-majority-of-Reward-Seekers-will-value-a-'lighter'-walking-environment;-however,-some-are-still-up-for-agreater-challenge-Personal-reflection-and connecting-with-Tasmania's-nature-through-an-overnight-walk is the-primary-reason-for-travel-to-Tasmania. The-West-Coast-environment-is-likely-to-capture-the-attention-of-walkers-who-have-previously-done-a-multi-day-walk-and-seek-to-further-challenge-themselves. They-will-seek-reward-for-their-effort-through-pack-carry,-food-experiences, and-superior-sleeping-arrangements. A-level-of-exclusivity-and-brag-ability-surrounds-successful-walks-targeting-this-walker-Appealing-walks-will-include-the-Three-Capes-Track-(guided), Bay-of-Fires-Lodge, Freyoinet-Experience-Walk-and-Maria-Island-Walk. R	Ħ
Lifelong- Walkersя	Difficults	LOWR	Extended-Day- and-Overnight- Multi-Day-Walksri	lem:lem:lem:lem:lem:lem:lem:lem:lem:lem:	×



Which visitors?

INDEPENDENT, & GUIDED WALKS

Of all multi-day walks completed in Australia [by the 814 survey respondents], 16.9% were guided or supported walks, compared with 22.5% of New Zealand (NZ) walks, and 52.7% of overseas walks.

Source: Myriad Research Report (2020)

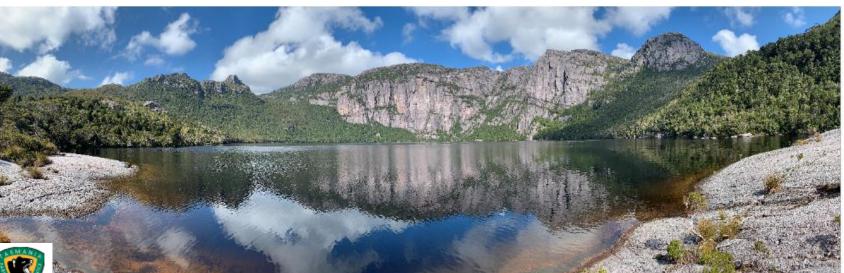


NEXT ICONIC WALK







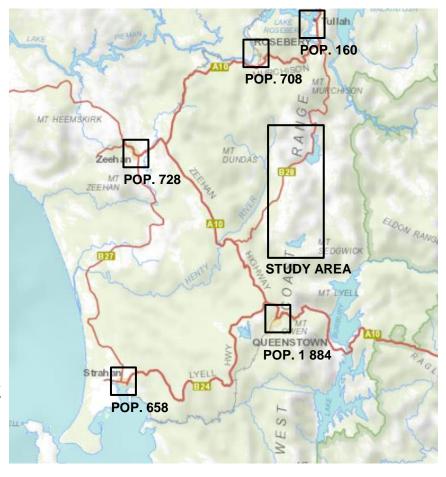




NEXT ICONIC WALK



- Regional economic development project.
- Feasibility study.
- 35 Tasmanian locations and 50 walk options assessed.





NEXT ICONIC WALK

Are potential visitors interested?









NEXT ICONIC WALK

- What can be developed?
- What opportunities are there for the region?











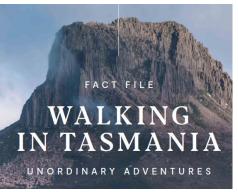




CONTEXT AND RESPONSES

- Regular market surveys to understand trends.
- Share some of our findings.







Walking Situational Analysis





ISSUES, DRIVERS & CONSTRAINTS

- Community & operators remain concerned about private businesses monopolising walks.
- Community concerns about creating an equity imbalance between those who can afford to purchase high-end walking experiences, and the remaining walker market.
- Important to consider equity implications when testing variables such as accommodation and experience price point, and exclusive access to infrastructure.
- Perceived impact on natural environment.
- Climate, weather & seasonality. Visitors are concerned about their comfort, safety & not seeing the main scenic attractions.
- We found that a reliable, frequent (daily) and affordable public transport option is critical to the success of regional multi-day walks. This is a commercial opportunity and to make it an attractive part of the visitor experience.
- Drive-in, walk and go tours are perceived by locals as adding little value to local communities.
- Workforce availability and supporting infrastructure (e.g., affordable accommodation).



ISSUES, DRIVERS & CONSTRAINTS

- Multi-day walking in the consumer's mind is a broad set of options, not just a walk from A to B.
- Not all walkers are interested in the same attractions, natural immersion (most), historic heritage (5-7%) etc.
- The top five drivers of interstate visitation to Tasmania for a walking holiday are scenery, sufficient and quality information about walks and facilities, familiarity with location, access to other activities, and branding as an attractive destination to partners (Instinct and Reason, 2019).
- The presence of a multi-day can be enough to build a regions reputation as an iconic walking destination, even if most visitors don't do the multiday walk. Cradle Mountain 284,000 visitors (2018-2019): Overland Track 8,267 visitors (2019). Most bushwalkers walk less than 2 hours.
- Track and accommodation standard affect appeal.



TRENDS

- Independent walk: ↑ Self drive & longer stays (more days in Tasmania either side of walk).
- Independent walk:

 Group sizes (family, friends, special events).
- Independent walk:

 Repeat visits.
- Independent walk:
 \(\backslash \) Tasmanian participation & word of mouth promotion.
- Innovation: Developing different experience models.
- Regional packages for groups, products for walkers and nonwalkers travelling together.



WALKING SECTOR PROVIDERS & ADVENTURE SPECIALISTS

- Highly responsive.
- Structuring their businesses in and around the gaps and opportunities in the market.
- Most also have set products in the market.
- Walking market in Tasmania (and elsewhere) has grown rapidly and is continuing to change, so they flex and deliver to market demand, building custom solutions to queries.



SUMMARY

- Part of the walking experiences.
- Optional packaged value adding activities.
- Use the walk's infrastructure.
- Support the walk.
- Provide required & optional services for visitors attracted to the region by the walk.

How does, can and do you want your business to relate to the Grampians' Walk? Craft your story.



PART OF THE WALKING EXPERIENCE

Businesses that deliver one of more of the walk's core visitor services:

- booking & information;
- reception;
- transfers (between reception & walk); &
- integrated activities.







OPTIONAL PACKAGE VALUE ADDING ACTIVITIES

Services & activities that facilitate and enhance the regional visit & their walk participation:

- regional transfers (to/from Grampians);
- walking gear hire & sales;
- food packs;
- branded merchandise; and
- pre & post walk accommodation.









USE THE WALK'S INFRASTRUCTURE

Offers alternative visitor experiences using the walk's infrastructure:

guided walks (different standards possible).



Tasmanian Walking Company - https://www.taswalkingco.com.au/three-capes-lodge-walk/



Tasmanian Walking Company - https://www.taswalkingco.com.au/three-capes-lodge walk/



SUPPORT THE WALK

Enables the walk's operation & maintenance:

- transport (vehicle services, helicopters);
- consumables (fuel, water, ticketing, information packs);
- waste management;
- facility maintenance (materials & labour); &
- professional services (marketing, risk management).



























Required & optional services for visitors attracted by the walk to the region:



- food & drink;
- entertainment;
- parking; &
- community services (government, health care, toilets, waste management, public transport).



























COMMITMENT

Three Capes Track

- Long term strategy 1997-2015 (inception- operation).
- \$33.1 million (2015-2016) Australian & Tasmanian Government investment.
- \$12 million private investment (2018).
- Our target market is walking enthusiasts, rather than bushwalkers specifically, as there is a significant difference in market size. In Australia, there are an estimated 436,500 bushwalkers (2.4% participation rate) compared with 4.25 million (23.6%) who walk for exercise (Source: Table 15, ABS 4177.0 Participation in Sport and Physical Recreation, Australia, 2011-12).

Bold, ambitious & somewhat risky vision.





VISITOR JOURNEY



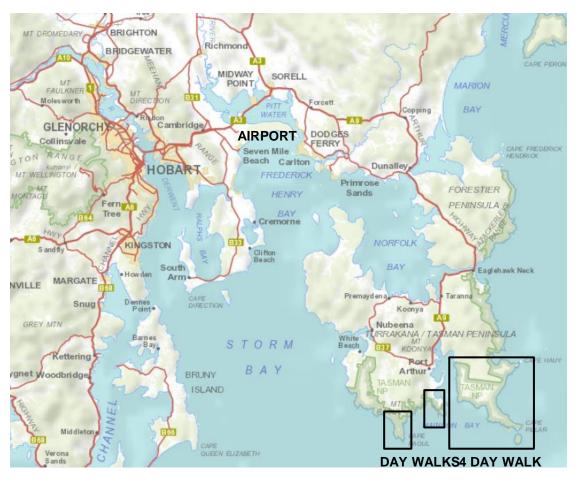


Tasmanian Walking Tracks

THREE CAPES TRACK



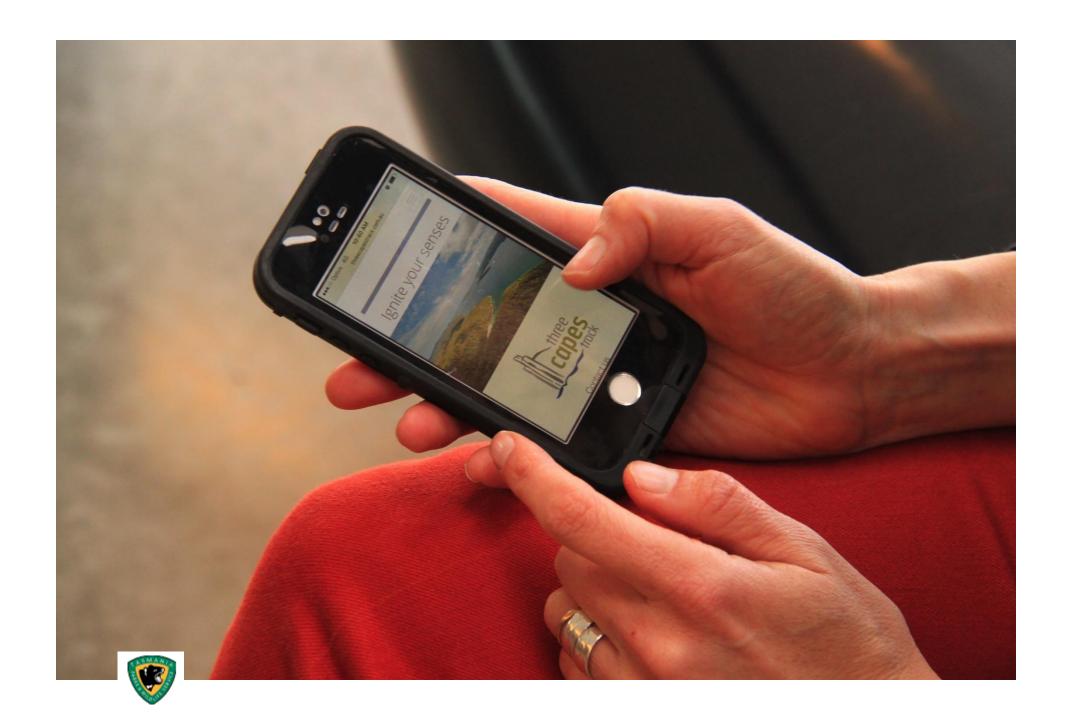
Hobart-Tasman Peninsular 1-1.5 hours (drive).

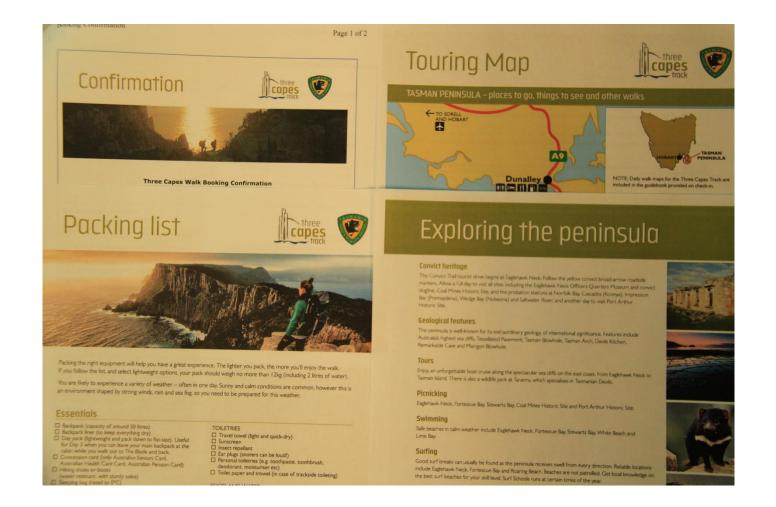


























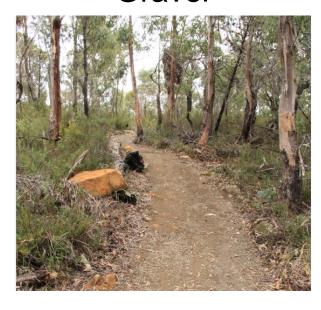






Track

Gravel



Boardwalk



Stone Stepping









Munro



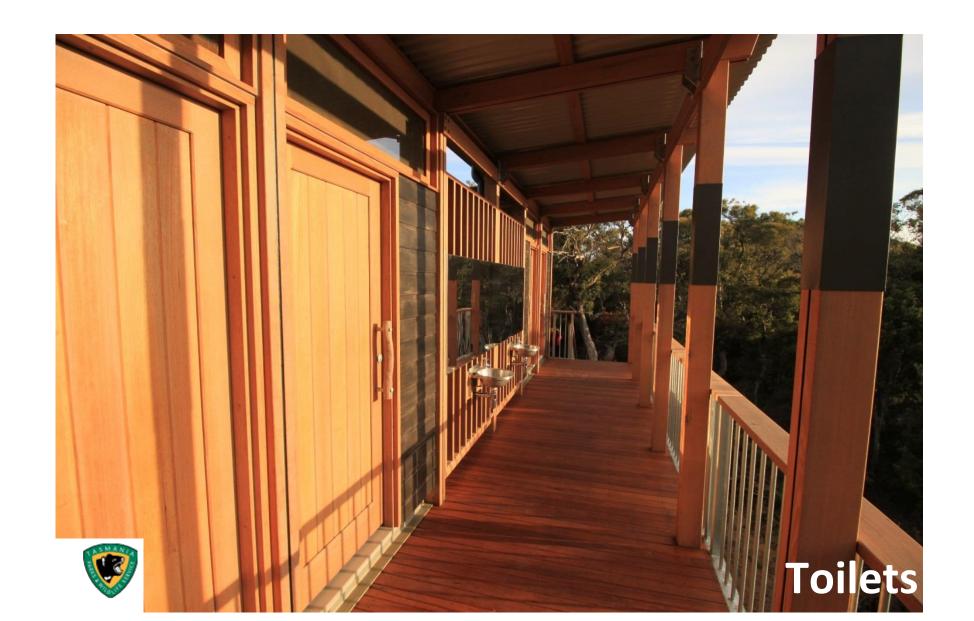
















Fauna
Photo credit: PWS , Tourism Tasmania & Chris
McLennan







A walking experience at the world's edge





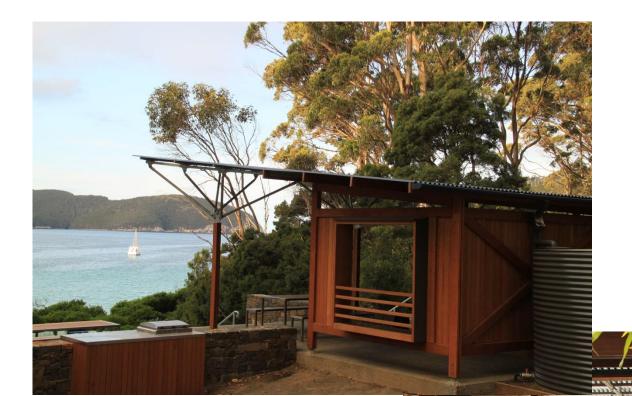






Munro Bight towards Cape Pillar Photo credit: Adrian Marriner





Fortescue Bay





"When the Three Capes Track opened...it immediately set a new benchmark for Australian bushwalks, creating a hike that's both heady and hedonistic, combining the raw beauty of the southern hemisphere's highest sea cliffs with comforts and interpretation unsurpassed by any other trail in the country."

Andrew Bain – Lonely Planet



Stages 1-2: What has the track delivered?

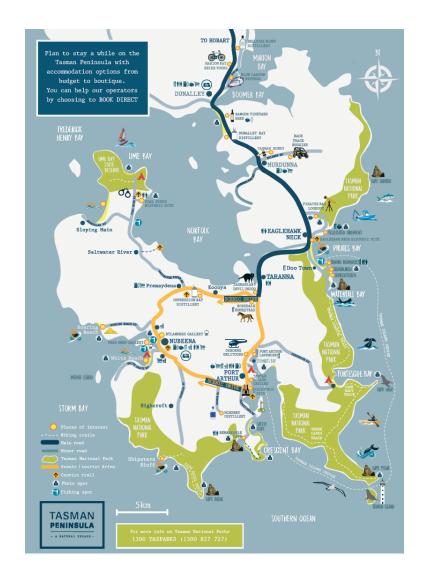
(in 2017-2018)

- 2011-2015: 400 individuals employed in planning & construction,
 93% spent in Tasmania.
- 12 000 visitors each year.
- 61% cited the Three Capes Track as the main reason for visiting Tasmania and they would be staying longer to do other walks or activities.
- >90% of walkers rated the multiday walk as one of the best things they have ever done in their life or in the past year.
- Net promoter score 88.3%.
- >31% of visitors stayed extra nights on the Tasman Peninsula.
- Average stay in Tasmania 10.6 nights.
- \$17 million economic benefit for Tasmania.
- 21 FTE direct employment.
 - sustaining business enterprise.

Commercial opportunities

FOLLOW UP, UPDATE, NETWORKS

- Regular visitor exit surveys to improve product.
- Update website & pre-walk information.
- Refer enquires about visitor information about local area to Port Arthur Visitor Centre (local connection & knowledge).
- Work with local tourism industry.
- Encourage Tasman stays.





CREATING ACCESSIBLE EXPERIENCES HAILEY BROWN VACAYIT

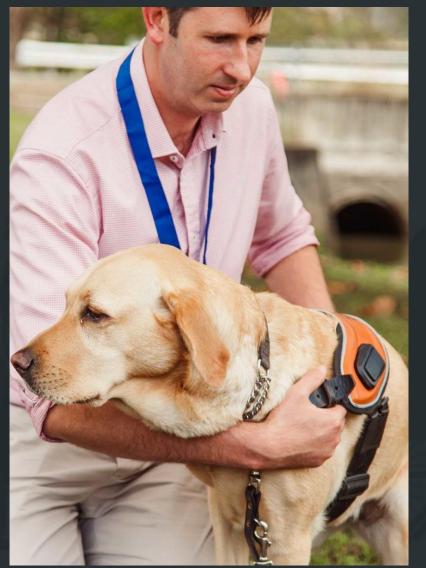
CREATING ACCESSIBLE EXPERIENCES

Hailey Brown

CEO / Founder of Vacayit



HENRY







LACK OF INFORMATION



MARKETING IS OFTEN IMAGERY

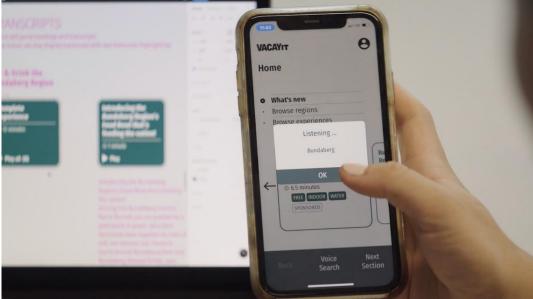


HARD TO MAKE

INFORMED DECISIONS









DESCRIBE CORAL





Making adventure accessible for everyone.





Built in voice search. **Explore with ease.**

Get a global view with an interactive map.





Bookings made easy with Vacayit.



SINCE THEN...



World Tourism Forum Lucerne Innovation Winner



Remarkable Tech Accelerator

Top 8 disability tech in the world



Australian Government
Accelerator for Women Winner



Gen [in] Community
Entrepreneur Winner







PHYSICAL INFRASTRUCTURE



EXPERIENCE



18%

OF AUSTRALIANS
HAVE A DISABILITY

1 in 2

PEOPLE OVER THE
AGE OF 65 HAVE A
DISABILITY







When nobody gets left behind, everybody moves forward.

PROACTIVE NOT REACTIVE



PROGRESS > PERFECTION



SCENIC RIM HIKE



UNIVERSAL DESIGN



WHERE TO START?

GOOGLE: "TEST MY WEBSITE ACCESSIBILITY"

e.g. webaccessibility.com



IF YOUR WEBSITE IS INACCESSIBLE

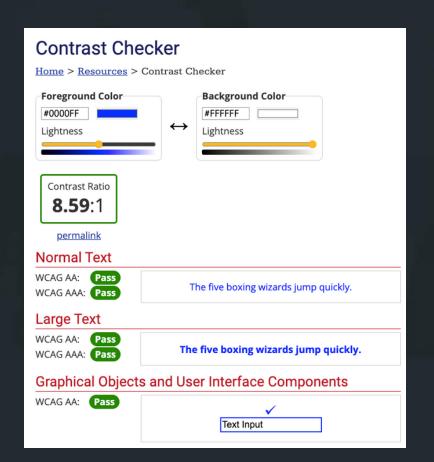
240 PEOPLE

OUT OF 10,000 PEOPLE CANNOT VIEW YOUR WEBSITE

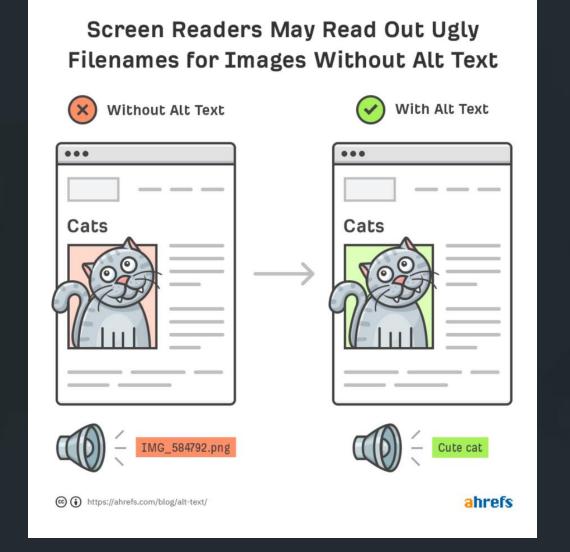


AIM FOR AAA

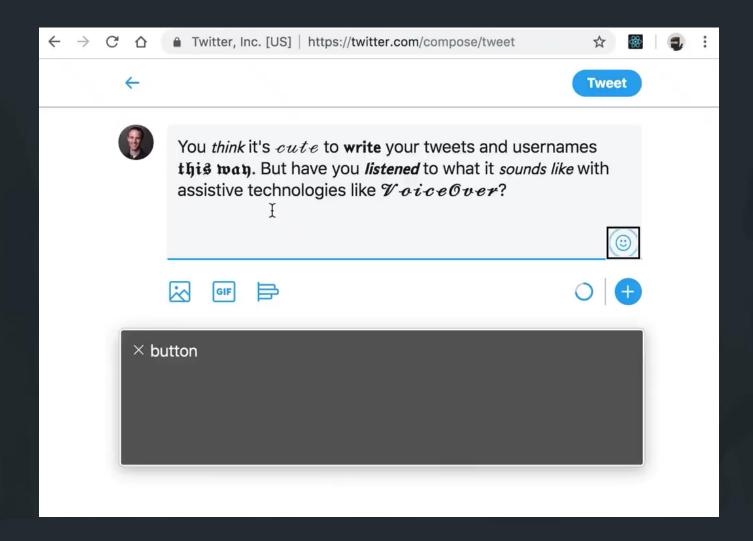
CONTRAST webAIM.com



USE ALT TEXT



TEXT





12% INCREASE ON VIEW TIME AVERAGE WITH CLOSED CAPTIONS



ECONOMIC VALUE



STAY LONGER



SPEND 2.3X MORE



40% BOOK MULTIPLE ROOMS



INFORMATION



Related to their disability



Easy to find and absorb



Well-structured





JUST START!

IF YOU REALISE A PROBLEM, RESEARCH HOW TO FIX IT.

THERE ARE A LOT OF THINGS AND PEOPLE
OUT THERE READY TO HELP



Join the Waitlist.

Join our waitlist to be the first to know about the launch of Vacayit!

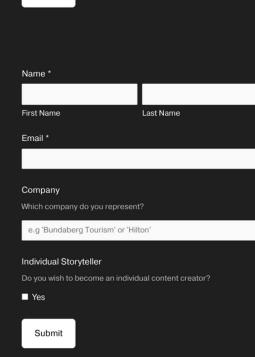
First Name Email * Join Waitlist Select plaform Apple Android (Google) Submit

Name *

Become a Content Creator.

We are also on the lookout to create content with keen tourism organisations (regional and state level), as well as hotels, experience providers and individual storytellers.

Register your interest now!





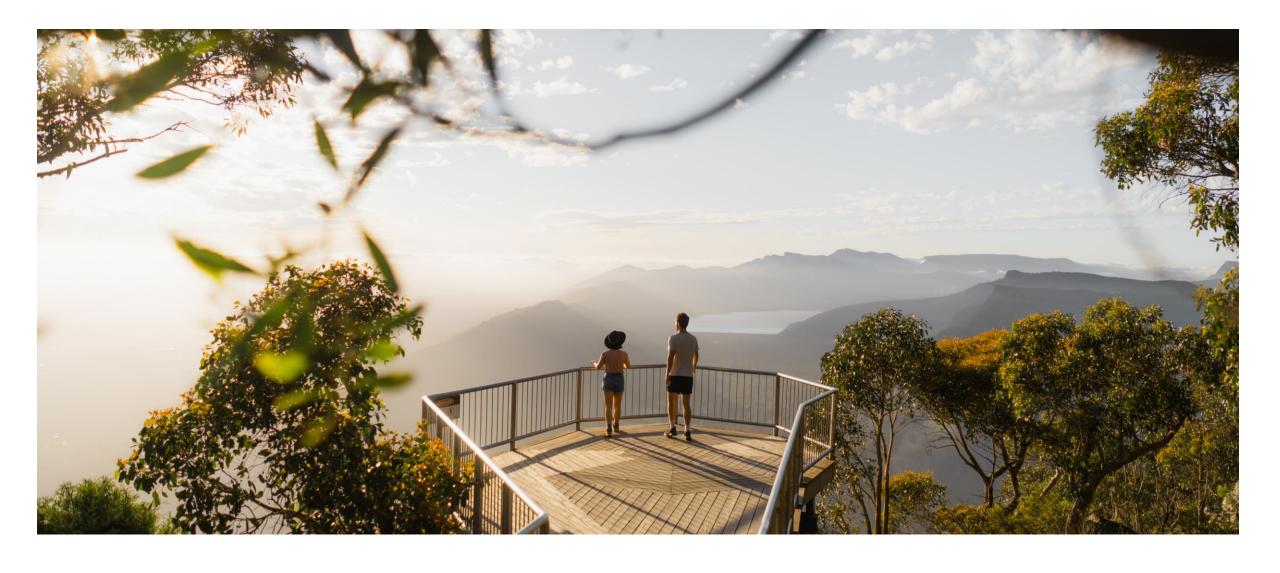


BECAUSE EVERYONE DESERVES A HOLIDAY.



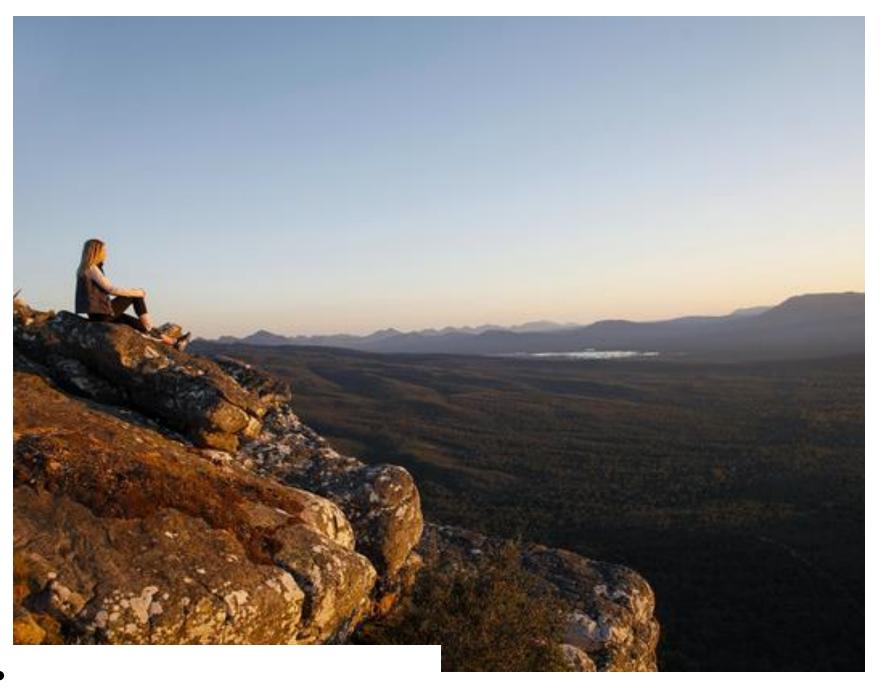


WHAT'S NEXT FOR INTERNATIONAL TOURISM? NIGEL ALDONS VISIT VICTORIA



Visit Victoria Update

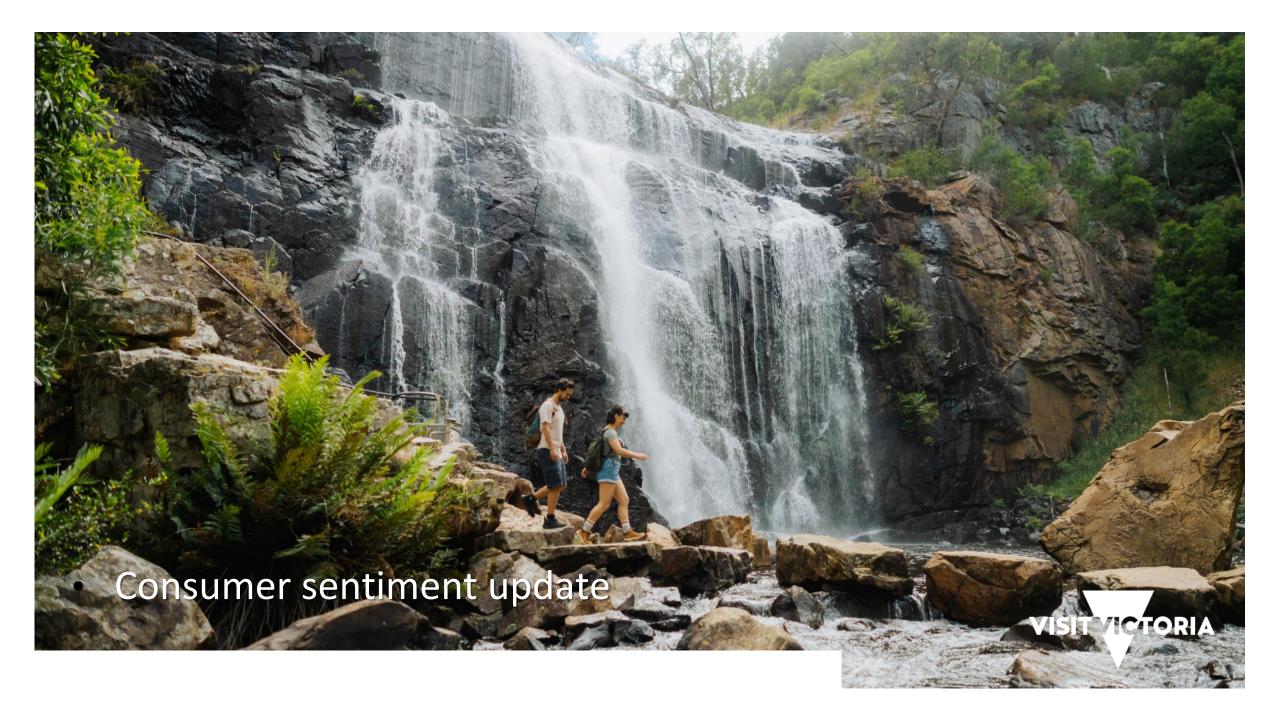




AGENDA

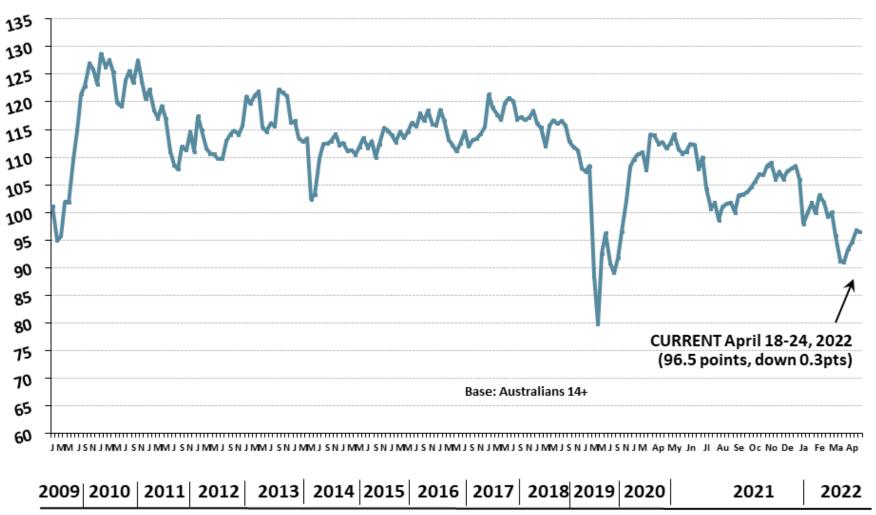
- 1. Consumer sentiment and where we see the opportunities
- 2. Visit Victoria's strategic approach
- 3. International markets
- 4. 'Stay close, go further' & co-op update



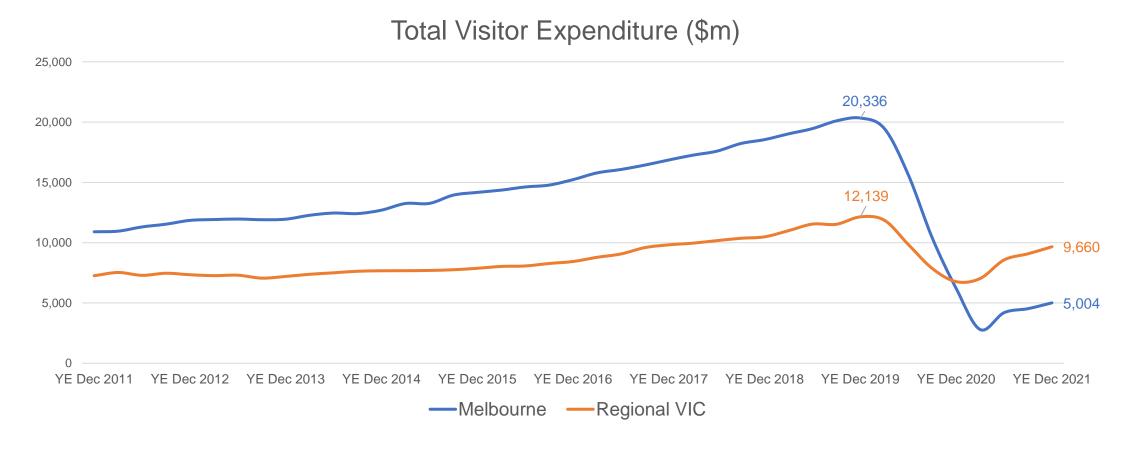


Consumer confidence took a hit due to Omicron and remains bumpy.

ANZ-ROY MORGAN WEEKLY CONSUMER CONFIDENCE RATING

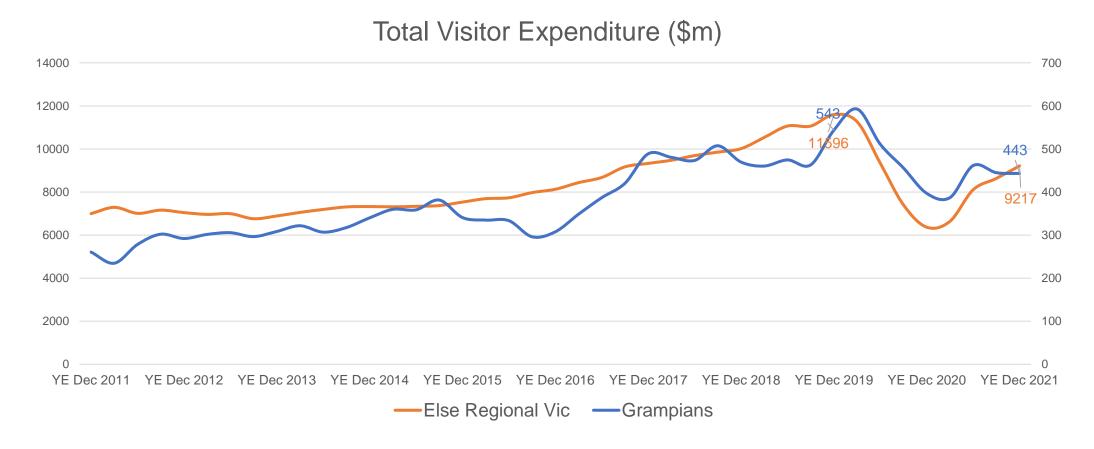


 Regional Victoria has held up strongly through the pandemic, down 20 per cent (Melbourne is down 75 per cent).

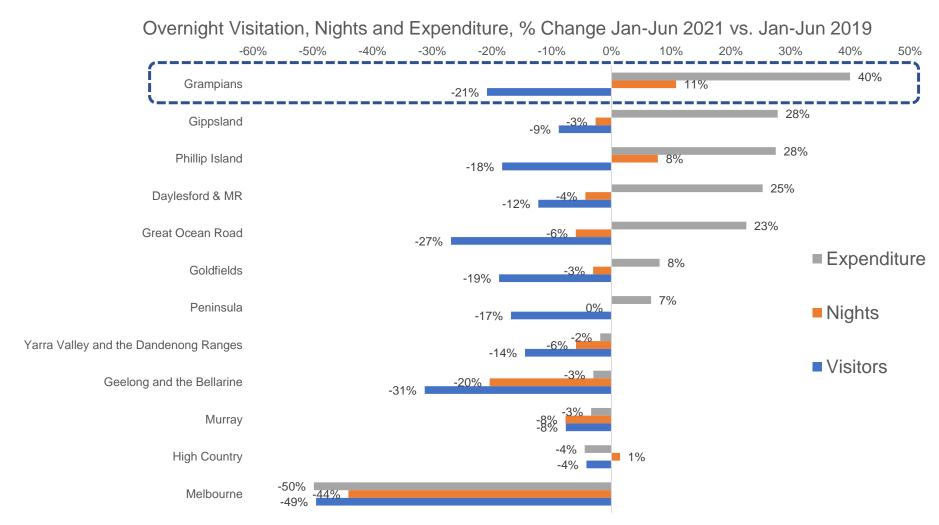


Source: Tourism Research Australia, Regional Expenditure Model, Data to Year Ending December 2021.

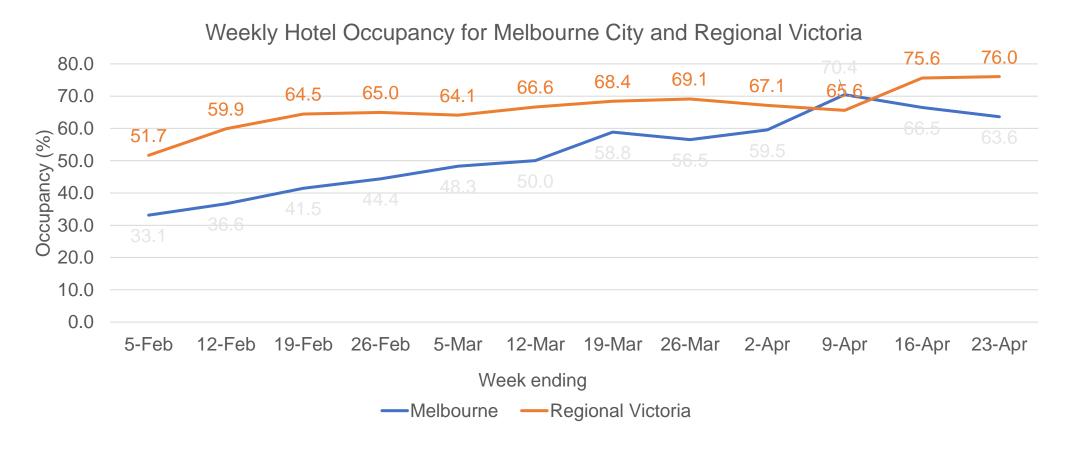
Grampians has got its fair share of recovery \$\$.



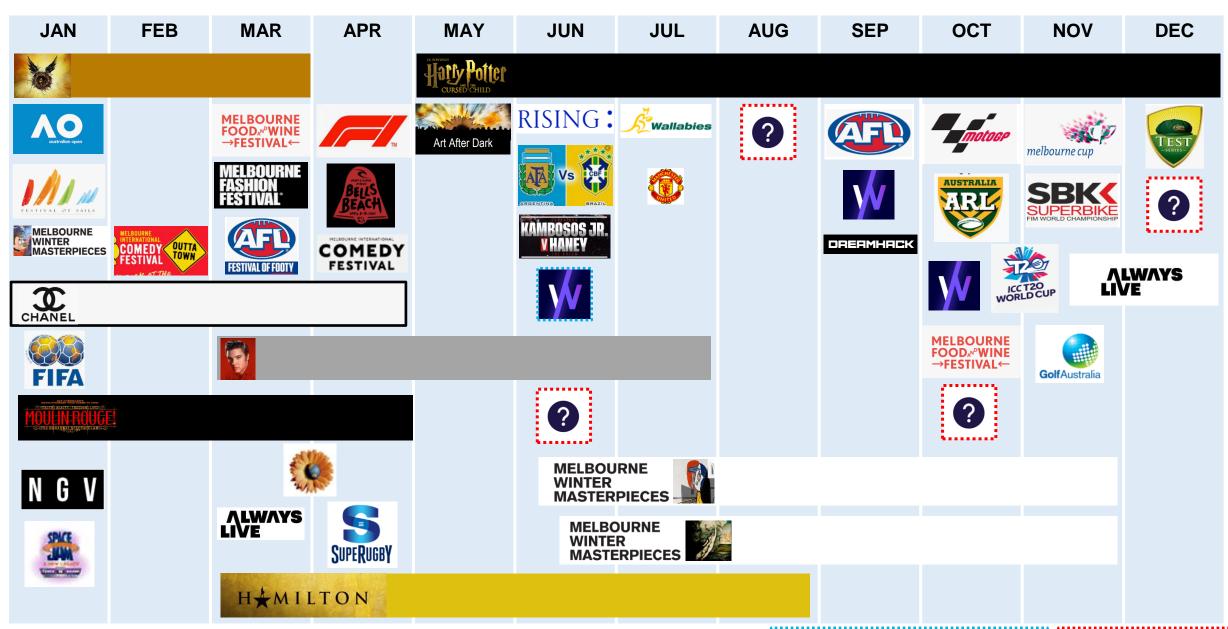
 Grampians was up 40 per cent on spend in H1 2021 vs pre COVID. Spend and nights growth higher than visitation, highlighting shifting travel patterns



 Regional Victoria is maintaining consistent strong demand, while Melbourne is recovering particularly during key event and holiday periods.

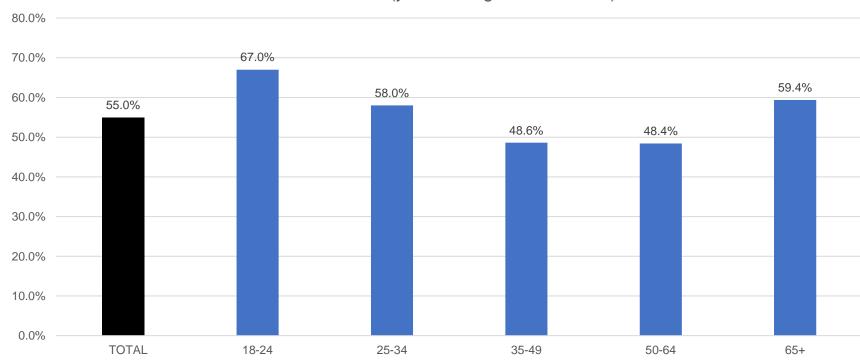


Visit Victoria Major Events Calendar 2022

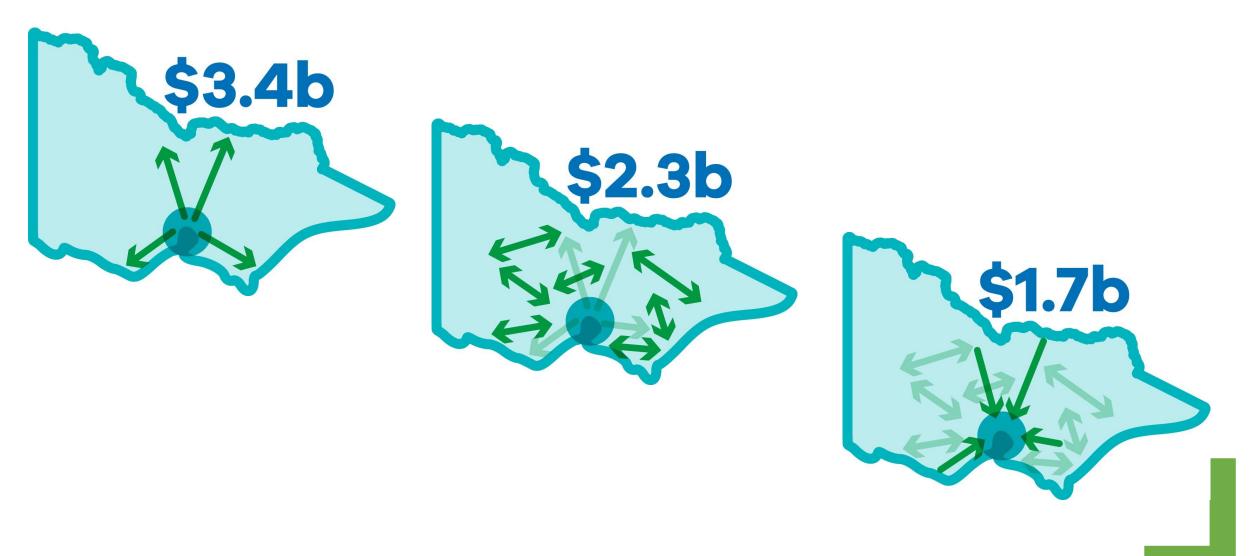


 Pre-COVID, around 55 per cent of Melburnians had not been overnight to regional Victoria, with this higher for younger age groups

Proportion (%) of Melburnians who have <u>not</u> been to regional Victoria overnight in last 12 months (year ending December 19)



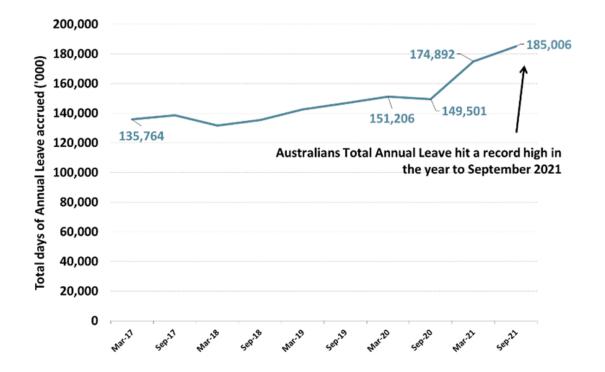
Considering our market through a different lens – focus on drive



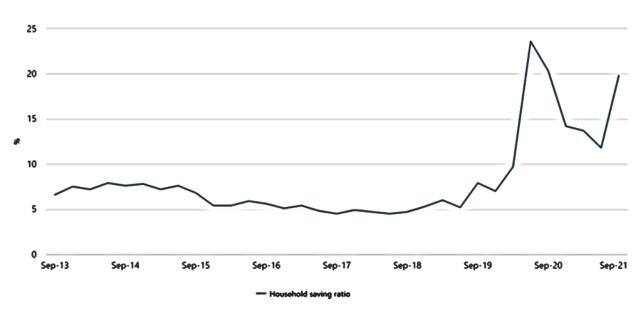
Opportunities for Melbourne and Victoria in the short term

Australians have <u>time and funds</u> available to travel and with international borders so uncertain domestic travel is will be the beneficiary. Visit Victoria will focus on ensuring Melbourne and Victoria is well placed to leverage this opportunity.

Total annual leave accrued owed to Australia's paid workers (2017- 21)

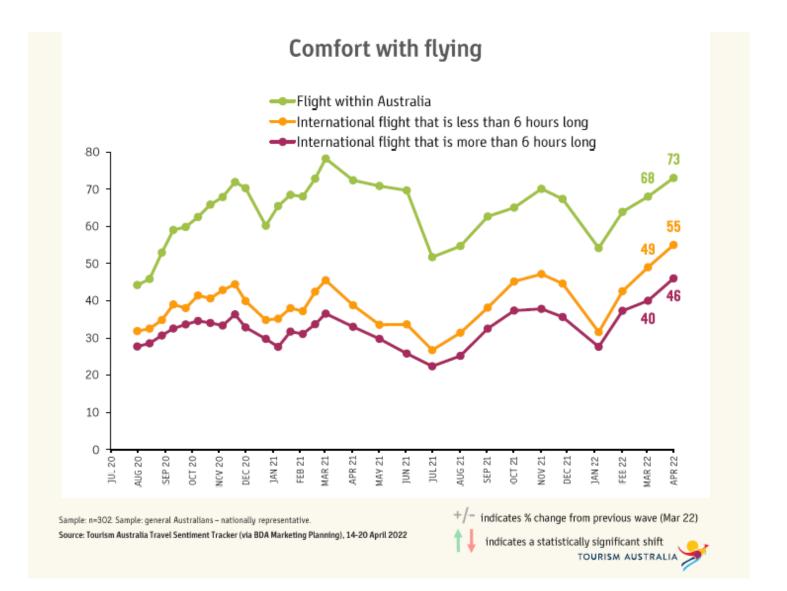


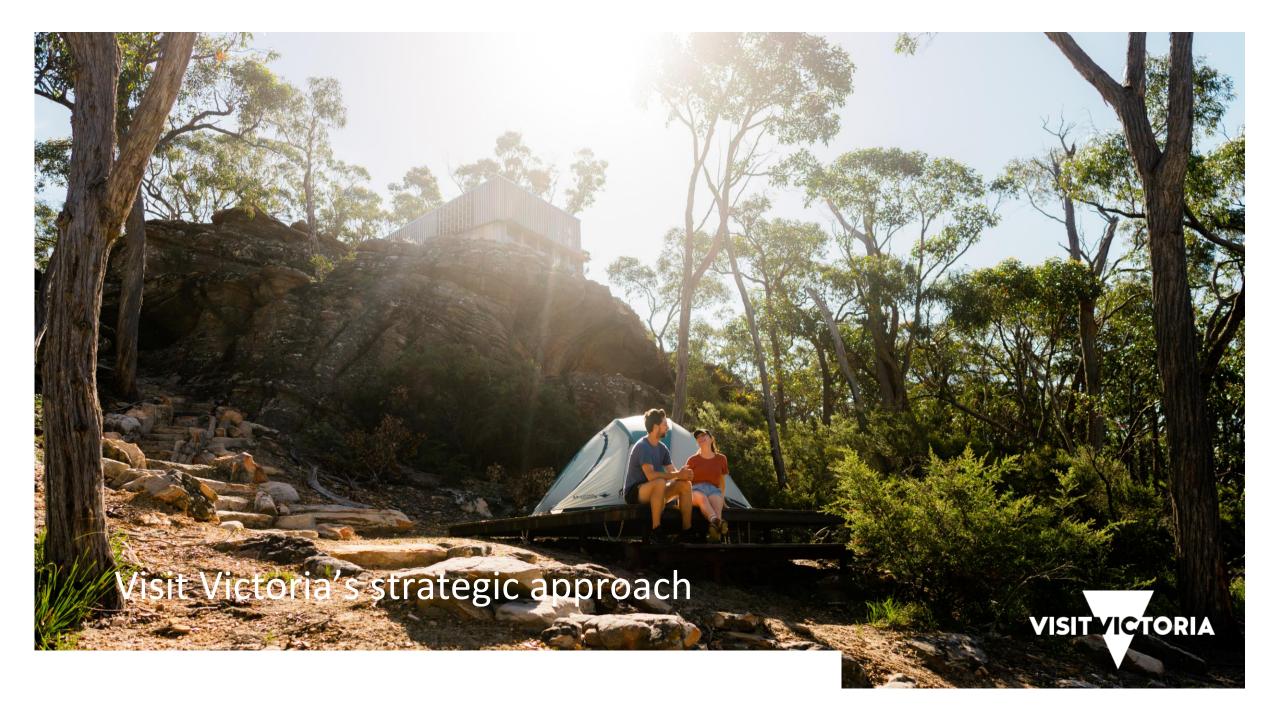
Household Saving Ratio, seasonally adjusted (2013 – 21)



Source: Australian Bureau of Statistics, Australian National Accounts: National Income, Expenditure and Product September 202

• After a difficult January, Australians are now more comfortable with the prospect of living with Covid and jumping on a plane



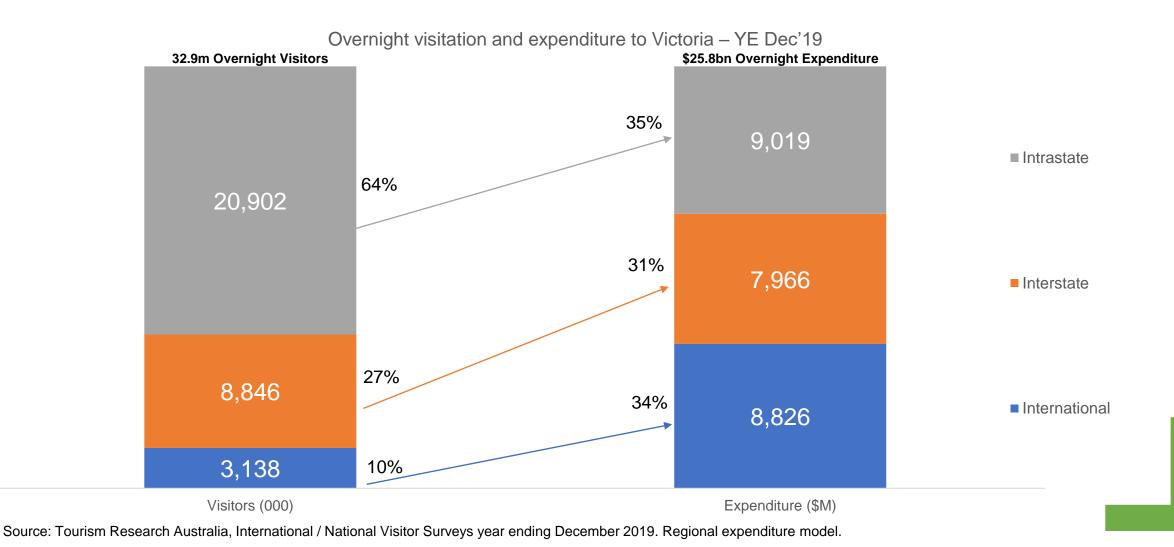


Strategic Approach FY22

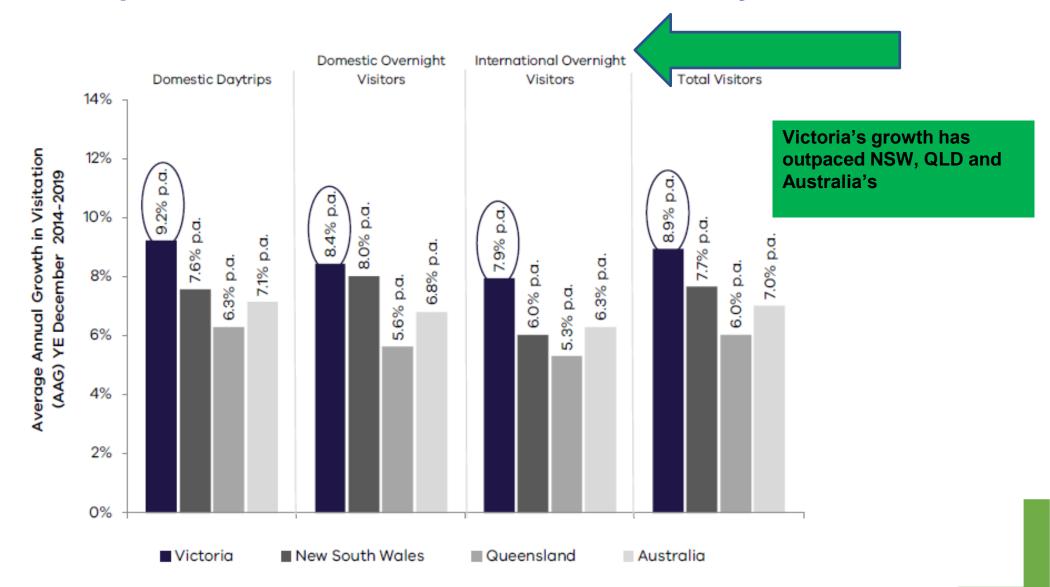
November 2021 to June 2022	From July 2022
Rebuild national confidence in the Melbourne experience and drive immediate travel. Position regional Victoria as an ideal short-break destination via seasonal propositions for Victorians.	Building positive emotional connection to the Victoria Brand Tactical support for key priorities via seasonal propositions for Victorians. Get Melbourne on the Australian itinerary of international travellers.
Drive visitation by promoting the depth of Melbourne major events and attractions to be enjoyed in Summer. Drive visitation by promoting outer regions of Victoria to be enjoyed in Summer & Autumn.	Drive visitation by promoting the depth of Melbourne major events, attractions to be enjoyed in Spring and Winter. Drive visitation to key regions of Victoria, prompted by the change in season. Partner with Tourism Australia and key trade partners to increase awareness of Melbourne's reopening.
Visit Melbourne 'get set' Stay close, go further	Visit Melbourne 'get set' Stay close, go further Targeted international campaigns, trade and PR initiatives.



• Pre-Covid, Victoria had a balanced portfolio of markets.

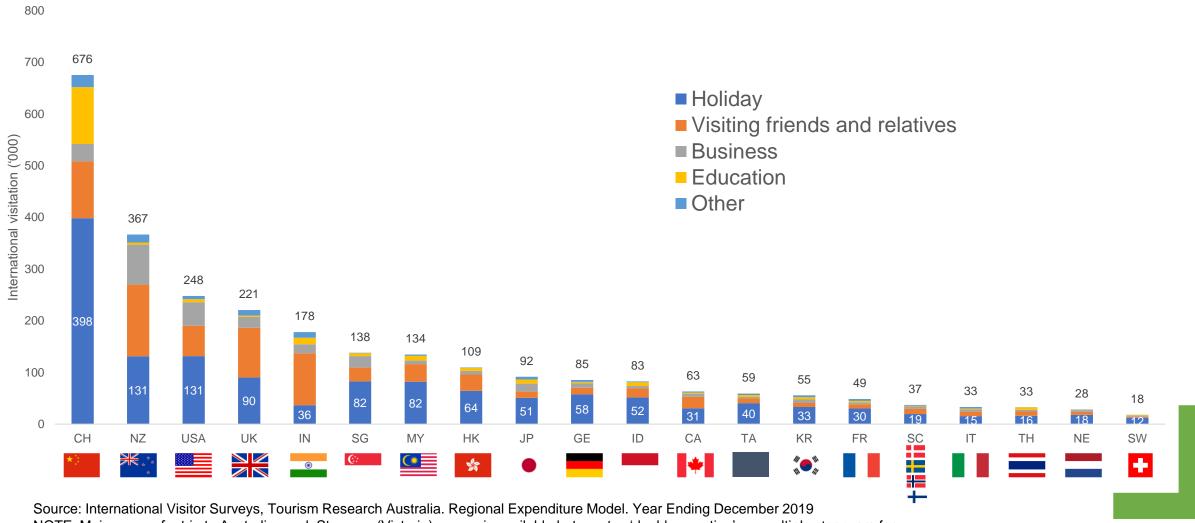


Victoria has outperformed other states for the last five years



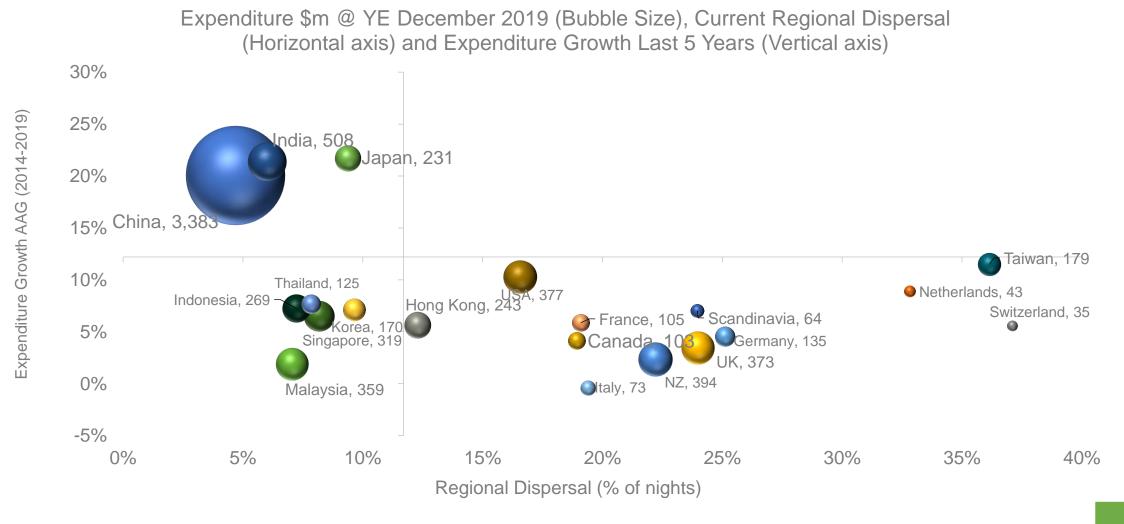
Top 20 International Markets for Visitation - Year End December 2019

Total International Visitation to Victoria by main reason of trip*



Source: International Visitor Surveys, Tourism Research Australia. Regional Expenditure Model. Year Ending December 2019 NOTE: Main reason for trip to Australia used. Stopover (Victoria) reason is available but creates 'double counting', as multiple stopovers for different purposes can occur in Victoria.

Regional Dispersal and Expenditure, by International Market, YE Dec'19



• Where we play – strategic approach





Benefits of international

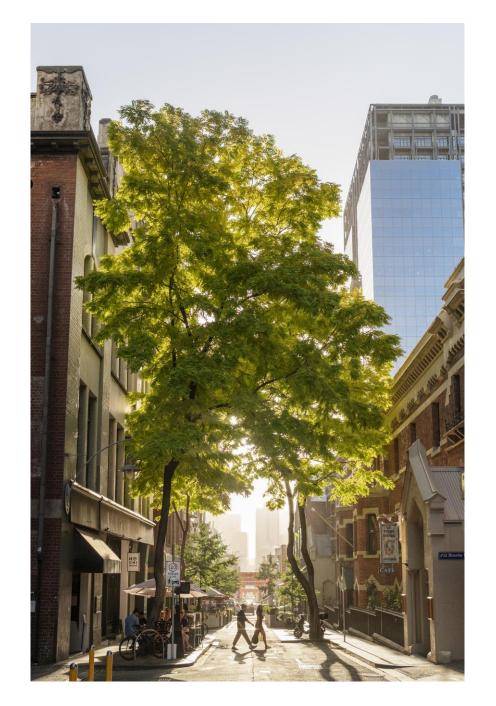
- Not subject to domestic seasonality
- High yield
- Good product fit
- Growing market
- Access via ITOs and partnerships such as GSTR

We are starting to see green shoots

- Continued strong demand for regional Victoria.
- Domestic flight search and bookings gaining momentum after difficult start to Summer.

Feb'22 +80 per cent to Jan'22, nearing pre Covid levels, first time since 'Covid Zero' periods.

- Signs of event led recovery in Melbourne. Occupancy for Australian Grand Prix >90% for race weekend. Events trigger decision, show demand exists for premium experiences.
- International flight search responding to announcements. Forward bookings positive from certain markets.
- Melbourne is held in strong regard by international visitors

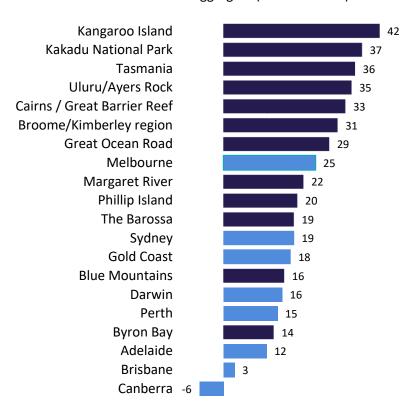


 CDP data shows Melbourne consistently has the highest NPS scores out of any major capital city.



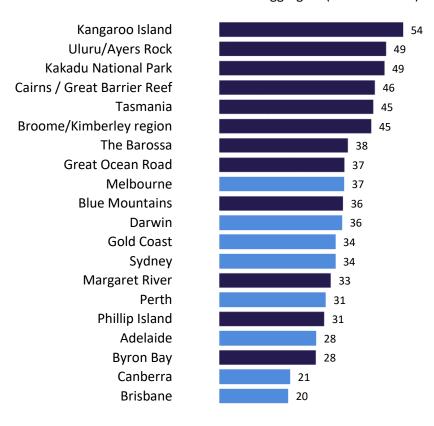
NPS - Australian destinations ever visited

11 market aggregate (Feb – Jul 2021)



NPS - Visited Aus destination in the last 5 years

11 market aggregate (Feb – Jul 2021)





What's happening in overseas markets?

- Borders have reopened with restrictions easing to several key source markets that will facilitate travel
- Still some pain points with China's covid zero policy and Japan capping arrivals
- Savings high around the world along with leave
- International aviation capacity increasing but still sitting around 10% of pre Covid levels
- VFR leading the charge along with student travel. Pent up demand to drive holiday leisure travel in the second half of the year.

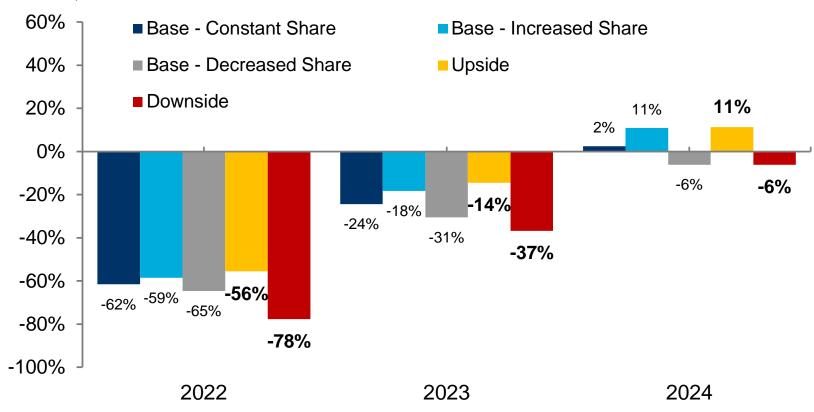


- Leverage Tourism Australia activity and commence Victorian campaigns
- Tourism Australia launched its new campaign Don't Go Small. Go Australia and Australia Yours to Explore
- Visit Victoria to leverage these two campaigns. Commence airline and KDP activity in the coming months as intent to travel improves.
- Opportunity for people to tick off bucket list destinations
- Launch Get Set into the NZ market and partner with airlines and KDPs to drive conversion
- Partner with Melbourne Airport and the Vic Govt to increase airline capacity to Melbourne.
- It will be a couple of years before travel gets back to pre Covid levels

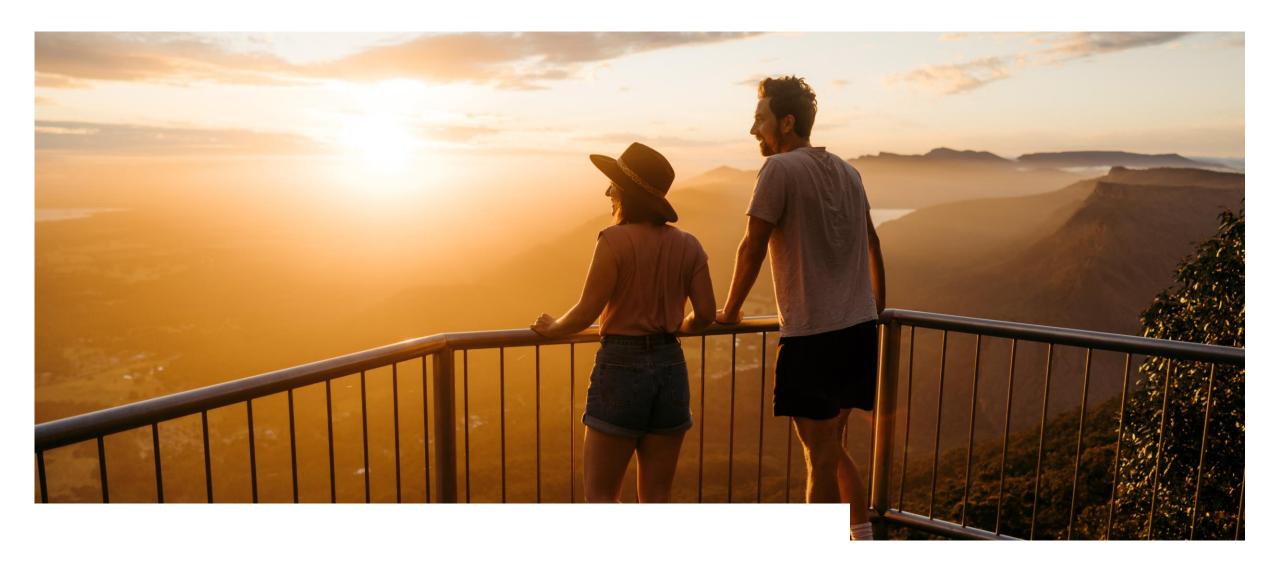
Our forecasts are saying it will be a 2-3 years for a full recovery, with Omicron increasing chances of Downside scenario in short term.

Inbound Leisure Travel to Victoria - Baseline, Upside and Downside

Visitors, relative to 2019 volumes



Source: Tourism Economics; IVS; Visit Victoria



• Stay close, go further



• Campaign overview – Stay close, go further

Stay close, go further is Visit Victoria's drive campaign designed to help rebuild Victoria's visitor economy.

The 'Stay close, go further' concept is a unifying proposition that aims to create a 'new view' of our state to Victorians.

Grampians is the next hero region to be launched

Stay close, go further Grampians campaign assets will launch

13 May

Channels: Metro and regional television, print, radio, digital, social media, supported by public relations and industry partnerships.



Grampians maker films



Grampians print





• Stay close, go further - autumn creative examples



Space magazine -Herald Sun and Geelong Advertiser (19/20 March)



Great Ocean Road TVC - launched 20th March





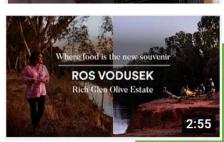


Great Ocean Road maker films



The Murray- launched Nov 2022





Connecting community with produce

DEBORAH BOGENHUBER Food Next Door

The Murray print

The Murray maker films

Great Ocean Road - print

Social media – autumn examples



What's On - IG story placement



Day hikes – dynamic link placement



Autumn Leaves – Instant Experience

Instagram Stories

Grampians Takeover

- 265K impressions
- 435 engagements



VV's PR support for Grampians



Grampians Grape Escape on Nine News, 28 April

WALK TALL

Best foot forward on the Grampians Peaks Trail
PATRICIA MAUNDER

IN GIANTS' FOOTSTEPS

There are many stories to be told along the spectacular Grampians Peaks Trail, writes Justin Meneguzzi.



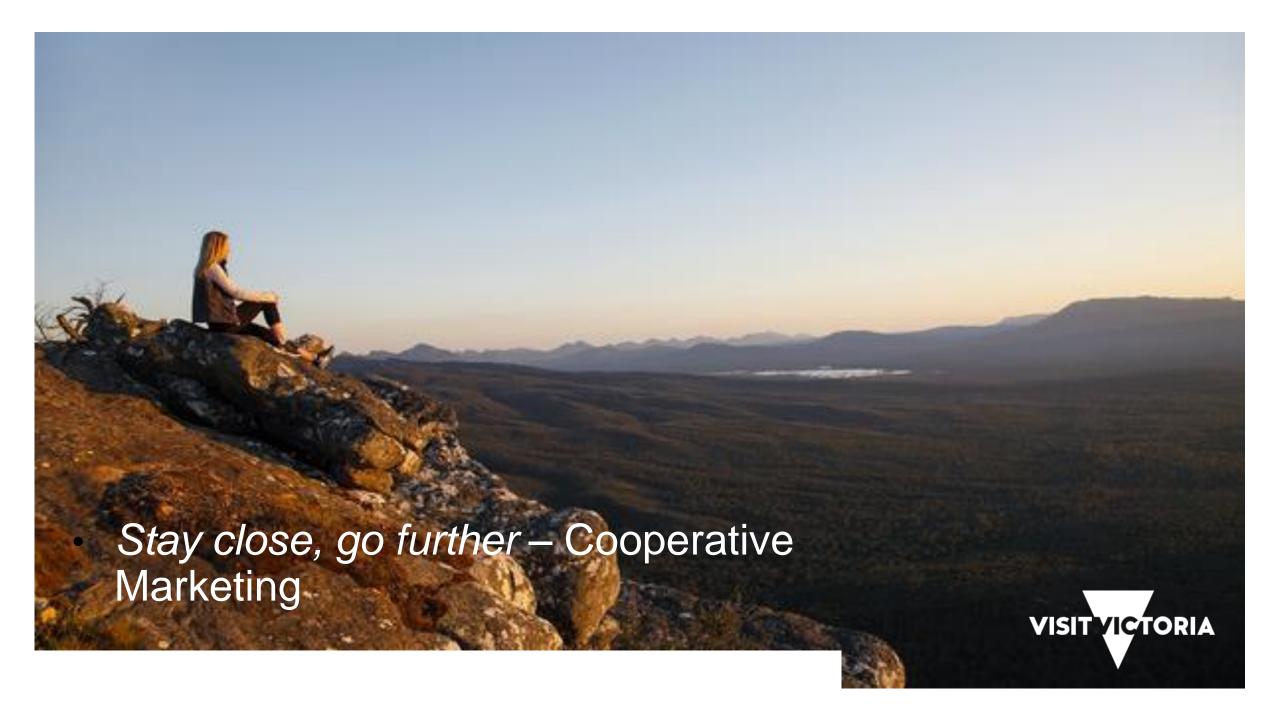




Upcoming activity

- Stories have continued to be published on the Grampians Peaks Trail including stories pitched to more than 20 media at IMM 2022
- VV is working on an Indigenous famil in May and we're planning to incorporate Wannon Falls and lunch at Parker Street Project into this itinerary.
- USA cable broadcast Epic Trails

<u>Grampians Peaks Walking Company</u> and <u>Royal Mail Hotel's Kitchen Garden</u> featured in The Living Room, 15 April



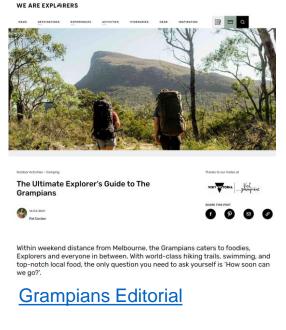
Content Partnerships: We Are Explorers

Key objective: work with leading nature/adventure platform to inspire "Dave & Danielle" (younger Victorians) to explore Victoria's regions through inspiring content

This activity falls under the RTB Co-operative Marketing Program, requiring investment from the Regional Tourism Boards.











WE ARE EXPL≈RERS

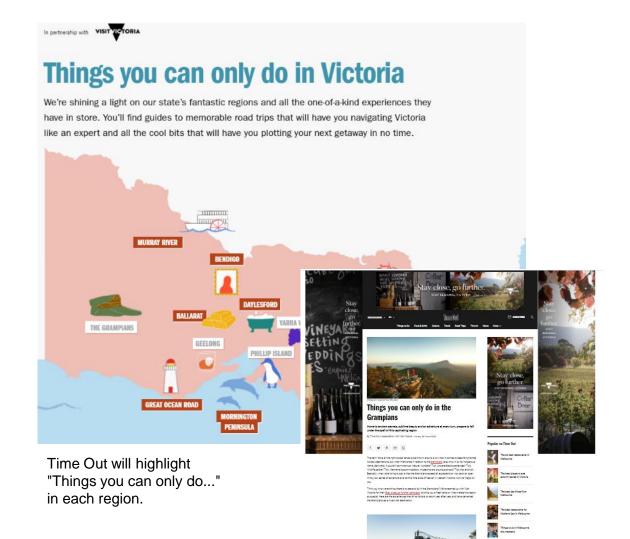
Content will include photography and 60" videos, which is licensed for Visit Victoria and RTBs.

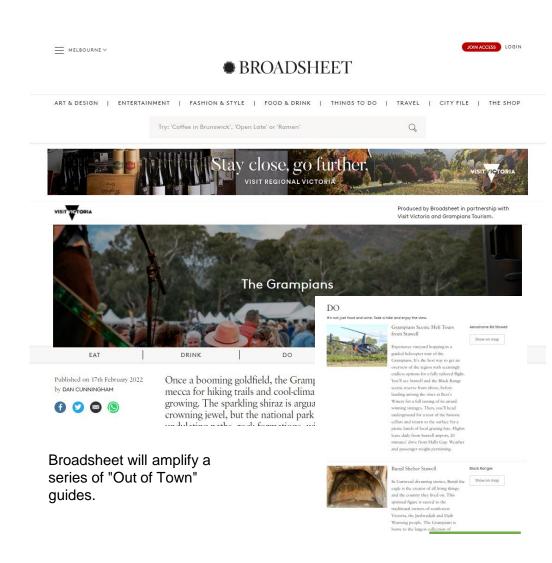
The Grampians launched in March.

• Content partnerships: Time Out and Broadsheet

Key objective: Work with leading online publishers to inspire travel through editorial series

These articles, created in partnership with the Regional Tourism Boards, will be amplified across winter (up to 30 June).





• Stay close, go further – Grampians cooperative marketing



Grampians Social Collection



Grampians Solus eDM



Visit the Grampians

Create long-lasting memories with the utilimate road trip. Circumnavigate the Grampians (Garlwerd) National Park, along The Grampians Way, Seek outdoor adventure, discover unique cultural experiences, and taste your way around the region. We've curated a range of timeraries to help you plan the perfect journey. Your road trip adventure awaits.

DISCOVER THE GRAMPIANS WAY



Get involved



- Visit: *corporate.visitvictoria.com* for further information on getting involved with the Stay close, go further campaign
- Some tips:
 - Download the campaign overview and toolkit.
 - Use the following hashtags to share your content #stayclosegofurther, #visitvictoria & tag @visitmelbourne
 - Share your news with us and the team at Grampians Tourism: PR@visitvictoria.com.au
 - List your business on ATDW so you appear on Visit Victoria channels.

MARC SLEEMAN GRAMPIANS TOURISM

Grampians Tourism Team



Marc Sleeman CEO

Amber Cummings

Project Support



Robert Crack **Head of Marketing** & Partnerships





Visitor Servicing Team

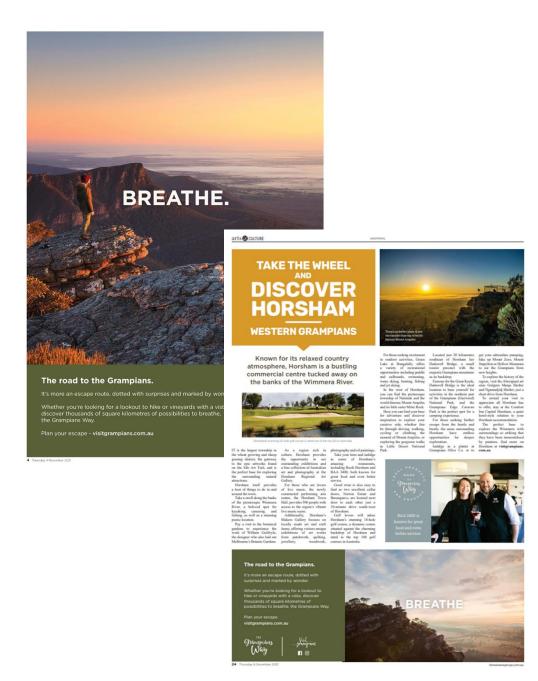


Caron Fraser Administration



Julie Gibson **Industry Support**





Marketing Focus 21/22

During COVID we were able to be nimble and tailor our message quickly and target markets to capitalise on changing consumer sentiment. This enabled us to continue to grow our audience, increase brand awareness and increase website traffic during some challenging times.

The focus included:

- Regional "Breathe" Campaign simple execution
- Regional Focus print, radio and social instant results
- Wine Amplification Campaign "New Content"
- Grampians Peaks Trail Opportunity
- "Always On" Social content across Insta and Facebook
- Events GGE, Seriously Shiraz, LVBR, Melbourne Food Wine Festival – Brand Awareness
- Visit Victoria Cooperative Marketing Campaign
- International GSTR Partnership ATE Sydney
- New Road Trips The Grampians Way.





Piece together your ultimate Hoad II



ANGE THE WARRY



Piece together your ultimate road trip

and wine and loads of exhilarating adventures, no two directions are eve



THE WHOLE THE WAREN



Road Trips Marketing Campaign

In 2021 Grampians Tourism received \$100,000 from RDV – **Regional Recovery Fund** for demand driving activity.

This new recovery funding is supporting a new \$200,000 The Grampians Way Road Trips Marketing Campaign that will include:

- Content partnerships (National, Victorian and South Australian)
- Radio advertising in Melbourne & Adelaide
- PR and influencer campaign
- Digital advertising, promotion through owned channels and print advertising in key intrastate markets.
- We want to move people from the 'dreaming' to 'planning' phases, and develop a plan around 'Road Trips – The Grampians Way' to help disperse and own Road Trips
- Embrace Tic Tok & Plakkit outdoor advertising and continue to explore new ways to grow reach.







of isolation and restricted movement, getting behind the wheel to discover somewhere new that provides space to breathe and a chance to reconnect is a perfect antidote.

From secluded bush retreats ar

villas, now that you're here, wh

what else the Grampians has to

Plan your stay at visitgrampia















Marketing Results

With a targeted approach, GT deliver amazing results for our industry and local government partners.

- Our audience has grown to 82,294, a 22% percent increase year on year over 2 years – GT influencer in its own right!
- Average 1 million views of our content per month higher circulation than many print publications
- 41% increase in web sessions
- Total web conversions grew from 52,052 (2020) to 84,950 (2021) (63% increase)
- Community Growth: an average of 545 new followers per month. 86% growth.



LIVE THE Grampians (Nay

Workforce Attraction & Recruitment

- In 2022 Grampians Tourism secured \$60,000 workforce development funding from State Government and four local government partners contributed \$40,000
- \$100,000 campaign in total to deliver a tailored and collaborative workforce outcomes for the Grampians region
- Funding will be used to continue our New Resident and Workforce Project and Marketing Campaign – Live The Grampians Way that was launched in December 2020
- Continuation of <u>www.Grampianslife.com.au</u> & <u>www.grampiansjobs.com.au</u>
 Attracted 55,000 people to the Grampians Life website with increased brand exposure and consideration
- 1,222 people registered interest in moving and 5,700 visited the Jobs site.





Strategic Investment Project

- In 2021 Grampians Tourism secured \$200K to deliver a strategic Tourism Investment Plan and supporting Investment Prospectus to provide direction for sustainable product development
- Project will identify several game-changing projects and supports the attraction of both public and private investment in the next phase of tourism uplift across the region
- We've already seen significant recent initiatives in and around the Grampians (Gariwerd) National Park
- Steering Committee include RDV, PV, TO and LGA Partners
- Stage 1: Research and market gap analysis to underpin the direction of the project (delivered)
- Stage 2: The Plan Creation of a Vision and Objectives for tourism investments in the Grampians region. Through a consultation process, 85 projects were identified
- Stage 3: Development and design of a Grampians Tourism Investment Prospectus & Promotional Collateral
- Stage 4: Development of a targeted Grampians Tourism Investment Attraction marketing / investor awareness campaign.



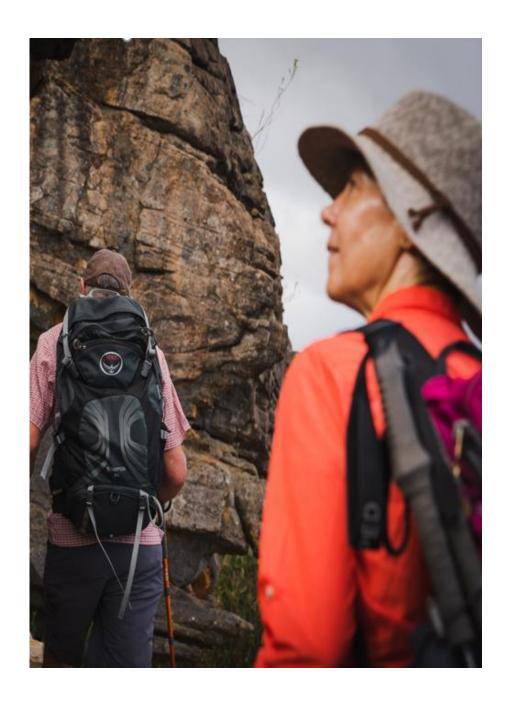


Industry Strengthening Program

Series of workshops and mentoring sessions throughout the region to upskill our operators including:

- Media Training with Crisis Shield
- PRIME Mentor Program with DTM Tourism
- Product Development with Tourism Ninja
- Walk Friendly Business Training with Communityvibe
- Digital Coaching with Tourism Tribe
- Marketing Mentoring with Tourism E-School
- Wine Training with Grampians Wine Cellars
- Cultural Partnerships with Visit Victoria





Upcoming Workshop

Walk Friendly Business Training with Communityvibe

Date: Tuesday 31 May Time: 10:00am to 2:00pm

Location: Halls Gap HUB Facility – Centenary Hall

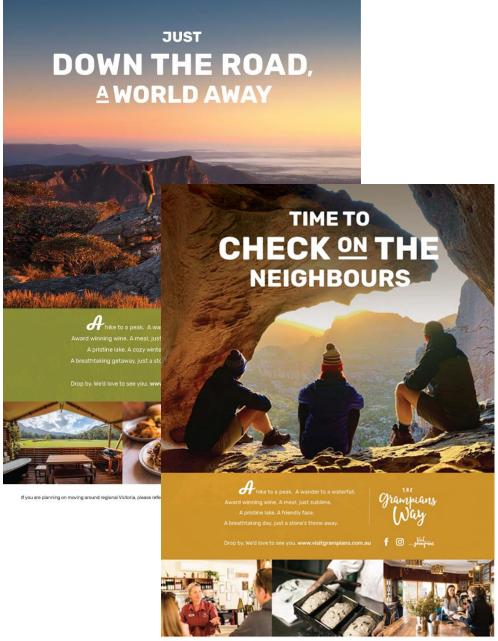
We'll be joined by Parks Victoria and Grampians Peaks Walking Co.

The workshop will cover:

- Overview of the Grampians Peaks Trail
- What attracts a trail user to stay, eat, purchase products or take part in experiences at local businesses
- Learn how a business can, for a very small investment, become more trail-friendly and attract greater revenue
- Opportunity to network with other local businesses.

Contact Amber at <u>projects@grampianstourism.com.au</u> if interested in taking part. A second workshop will be held on Tuesday, 19 July in the Southern Grampians.





GT 22/23 Focus

- Focus on *Destination Marketing* and building brand awareness
- Increase visitor dispersal, length of stay and expenditure
- Focus on priority interstate and intrastate audiences and leverage visiting friends and relatives
- Continue to invest in our community as hosts, partners and regional ambassadors and dispersal catalysts
- Community building Build awareness locally of the important role the visitor economy plays in our local economy
- Continue to build strong relationships with industry and facilitate opportunities for our partners and drive value to members
- Industry strengthening to transform the quality and diversity of product, experiences, and support events to increase awareness.
- Attract public and private investment to enhance dispersal and visitor experience
- Deliver outcomes based upon research, best practice and ROI.



Finalist in the 2021 Victorian Tourism Awards

Host with the Most Visiting Friends and Relatives Campaign



The Accessible & Inclusive Tourism Conference

https://aitcap.getaboutable.com

May 2022

Tuesday 17th LEARN

Why and How can I start my journey towards accessibility and inclusion?

Thursday 19th IMPROVE

What if I want to step up my game as a business or organisation?

Tuesday 24th BUILD

How can I cooperate with others to build and promote accessible & inclusive destinations?

Thursday 26th DISCOVER

How can I discover what is accessible & inclusive in Asia-Pacific?





Explore the program



Learning sessions & Networking events



Register now



THANKS FOR JOINING US!