

*Visit
grampians*

**INDUSTRY
FORUM**

**INVESTING IN
THE FUTURE**

MARC SLEEMAN
CHIEF EXECUTIVE OFFICER
GRAMPIANS TOURISM



Grampians Tourism Update

Horsham
October 2022



Acknowledgement of Country

I begin by acknowledging the traditional custodians of the land that we are gathered.

When we look at the magnificent landscape, valleys and waters as we travel – we see the stories, songlines and struggles of those that came before us.

I pay my respects to Elders – past, present and emerging and their continuous connection to Country.

Grampians Tourism Team



David Jochinke
Chair



Caron Fraser
Administration



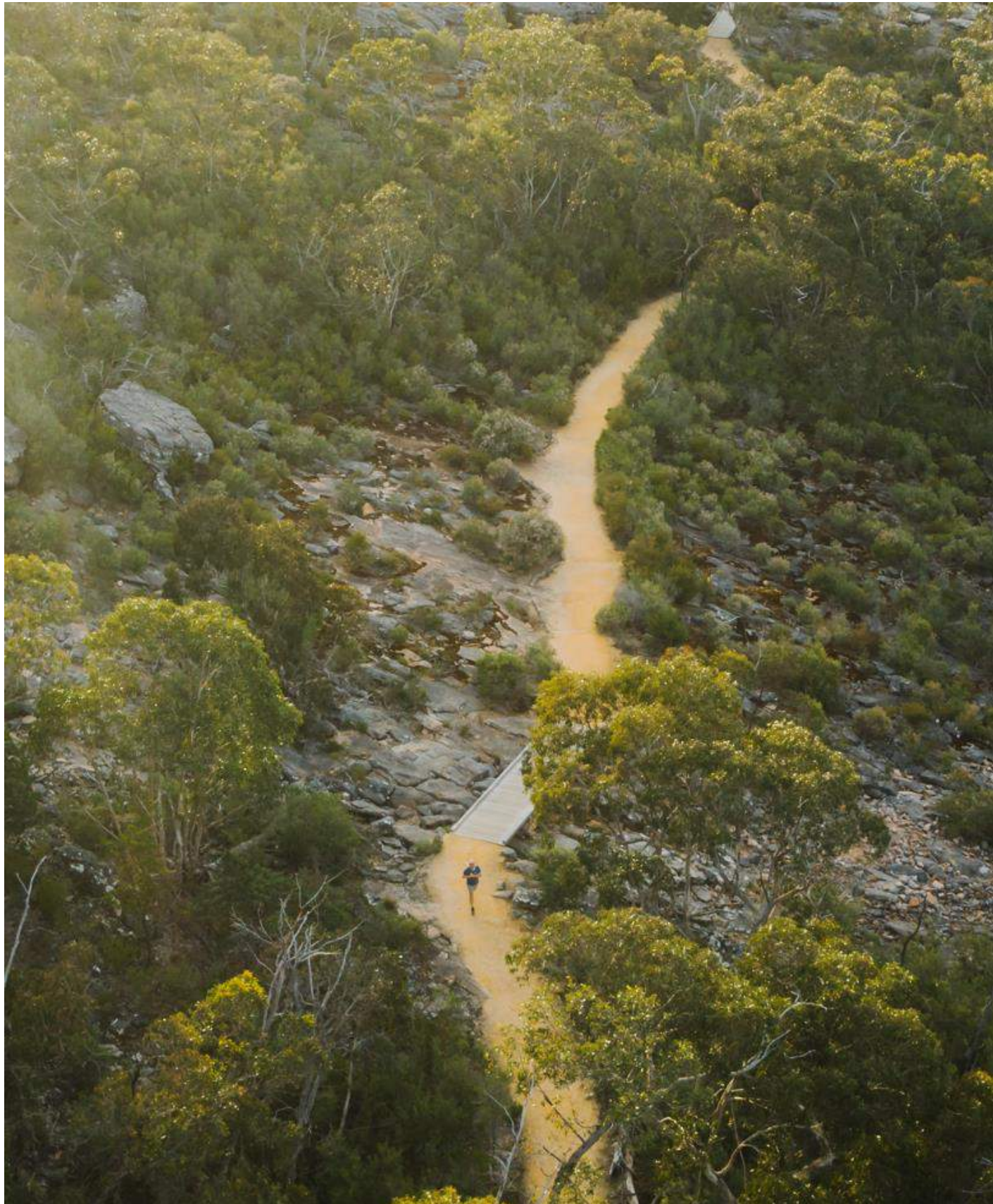
Amber Cummings
Industry Executive



Robert Crack
Head of Marketing
& Partnerships



Marc Sleeman
CEO



Our Vision

Grampians region will be recognised as one of the world's great sustainable nature-based tourism destinations.

Our Purpose

Facilitate a cooperative and vibrant visitor economy that supports growth of tourism expenditure and length of stay. To add value to our partners through promotion and increased brand awareness.



Guiding Principles

1. DESTINATION MARKETING

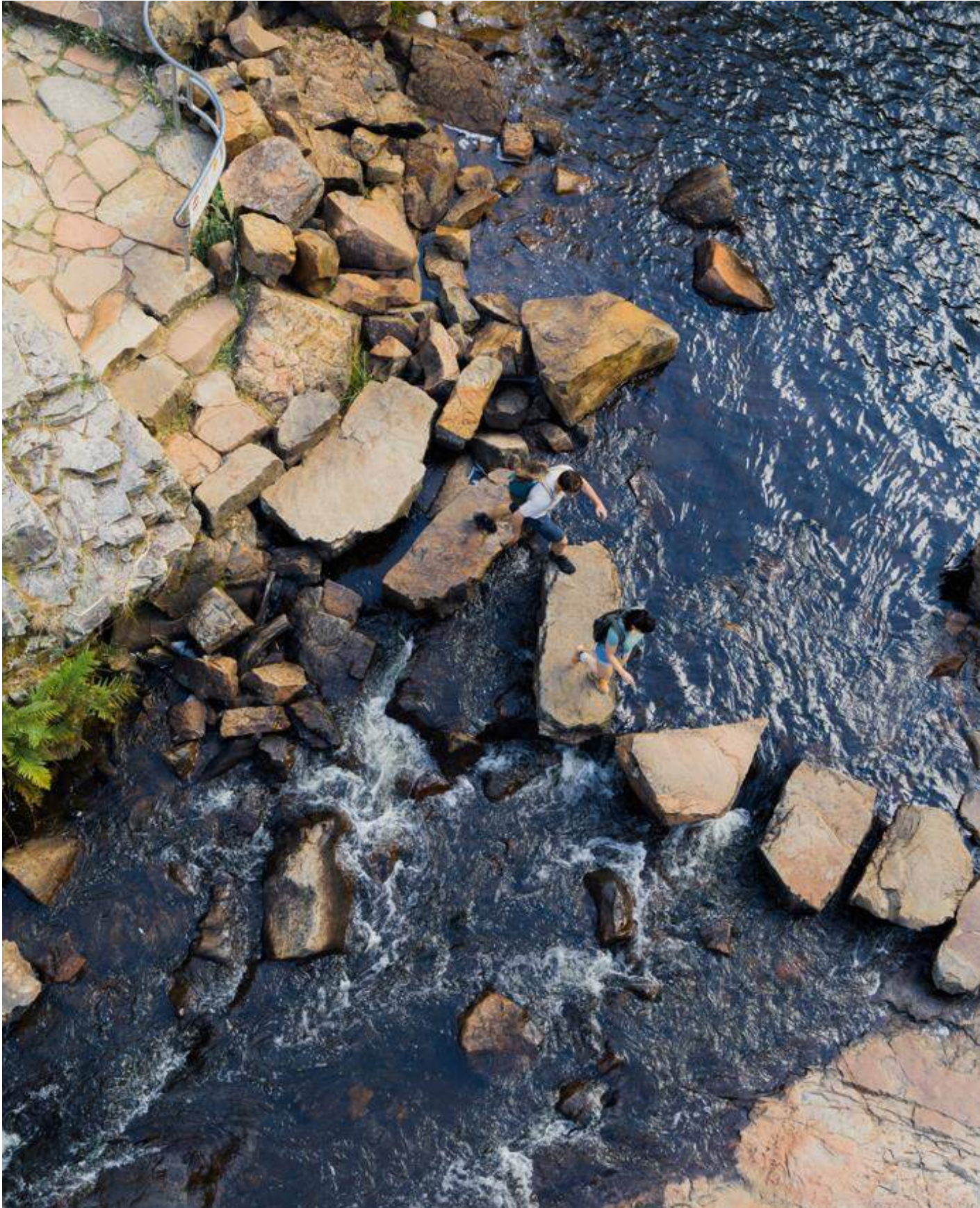
- Deliver effective evidenced based ***Destination Marketing Strategies*** to extend length of stay, improve dispersal, increase yield, and support the regional brand.

2. INDUSTRY DEVELOPMENT

- Champion activities designed to increase the capacity of operators to foster a continuous improvement mindset resulting in high-quality experiences that surpass the expectations of visitors.

3. PRODUCT DEVELOPMENT

- Curate products to create compelling visitor experiences that are both productive and sustainable.



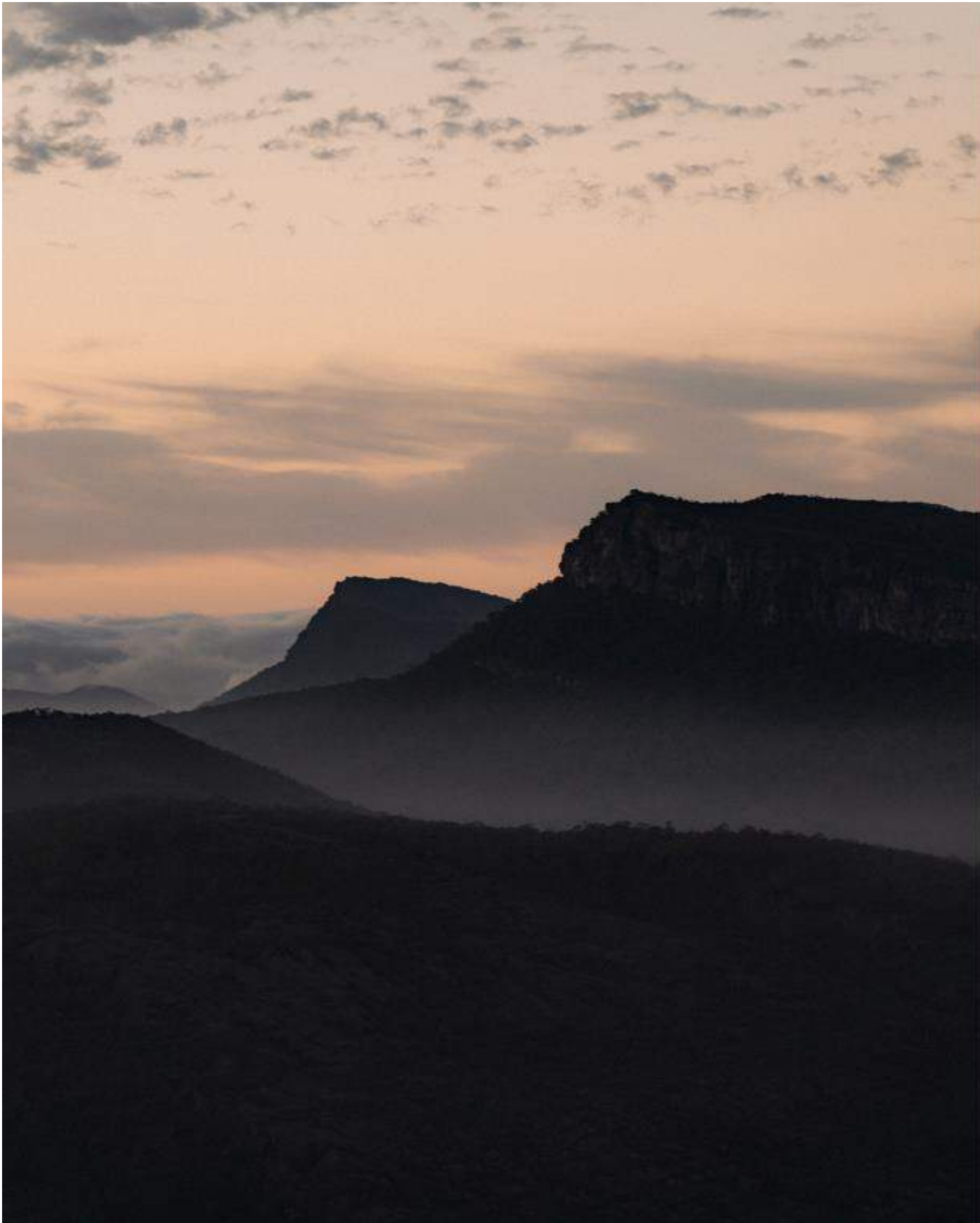
Guiding Principles

4. PARTNERSHIPS

- Successfully leverage and grow our strategic partnerships.
- Facilitate collaboration across industry, councils, and communities and include their feedback in state-wide activities, strategic planning, product development, marketing, industry development and investment.

5. TOURISM INVESTMENT ATTRACTION

- Work with and advocate on behalf of LGA partners to attract new investors and investment opportunities for the Grampians region.
- Use the new Grampians Tourism Investment Prospectus to support the attraction of investment in the next phase of tourism uplift across the region.



WE ARE COMMITTED TO..

- Being passionate, authentic, innovative and research driven
- Embracing a culture of collaboration and communicating with partners and stakeholders.
- Focusing on building brand awareness, highlighting our region's strengths and encouraging dispersal, through tactical initiatives.
- Transforming the quality and diversity of product, experiences and events through industry development.
- Attracting private investment into accommodation and regional attractions to grow visitor yield and length of stay.
- Building local community awareness about the important role the visitor economy plays.
- Investing in the community as our hosts and partners to support growth in the visiting friends and relatives market.
- Putting the consumer at the forefront of all decisions.
- Advocating for further public investment to enhance the visitor experience and disperse visitors geographically and seasonally.

Strategy Summary

Goal

Increase the VALUE of the visitor economy in the Grampians region.

Value = Economic Growth + Community Inclusion + Civic Pride.

Key Priorities

Destination Marketing

Industry Development

Product Development

Partnerships

Investment Attraction

Messaging

Be targeted to specific high value audiences

Promote length of stay & yield through focus on the product and/or experiences

Strengthen and raise awareness of our brand attributes

Encourage dispersal throughout the region



Value of the **Visitor Economy**

Pre-COVID-19, visitation increased by 55% with an additional 600,000 visitors between 2013 and 2019. Between 2022 and 2033, travel to the Grampians is anticipated to grow by over 679,000 visitors.

\$297M
spend in the region

5,900 JOBS
supported by tourism

1.7M
visitors to the region

2.5 NIGHTS
average length of stay

2.0M
nights in the region

\$1.09 BILLION
in tourism output

* Based on YE Dec 19 pre-COVID visitation data.





Marketing the Grampians

Partnerships are essential to the success of our region. Together we are showing travellers why the Grampians is a 'must visit' destination. In 2021/22 our audience grew over 10% and our overall digital marketing performance continued its upward momentum, with 18 million impressions, reaching more people, more times over this past year than ever before.

Highly engaged audience and industry-leading consumer reach

Combined audience

89,200

f 45,100 i 44,100

Total impressions

18M

Advertising reach

3.8M

Combined annual reach

10,789,453

f 5,475,632 i 5,313,821

Operator conversions

71,700



Road Trips Marketing Campaign

\$100,000 investment the Regional Recovery Fund for demand driving activity. To deliver a \$200,000 campaign that included:

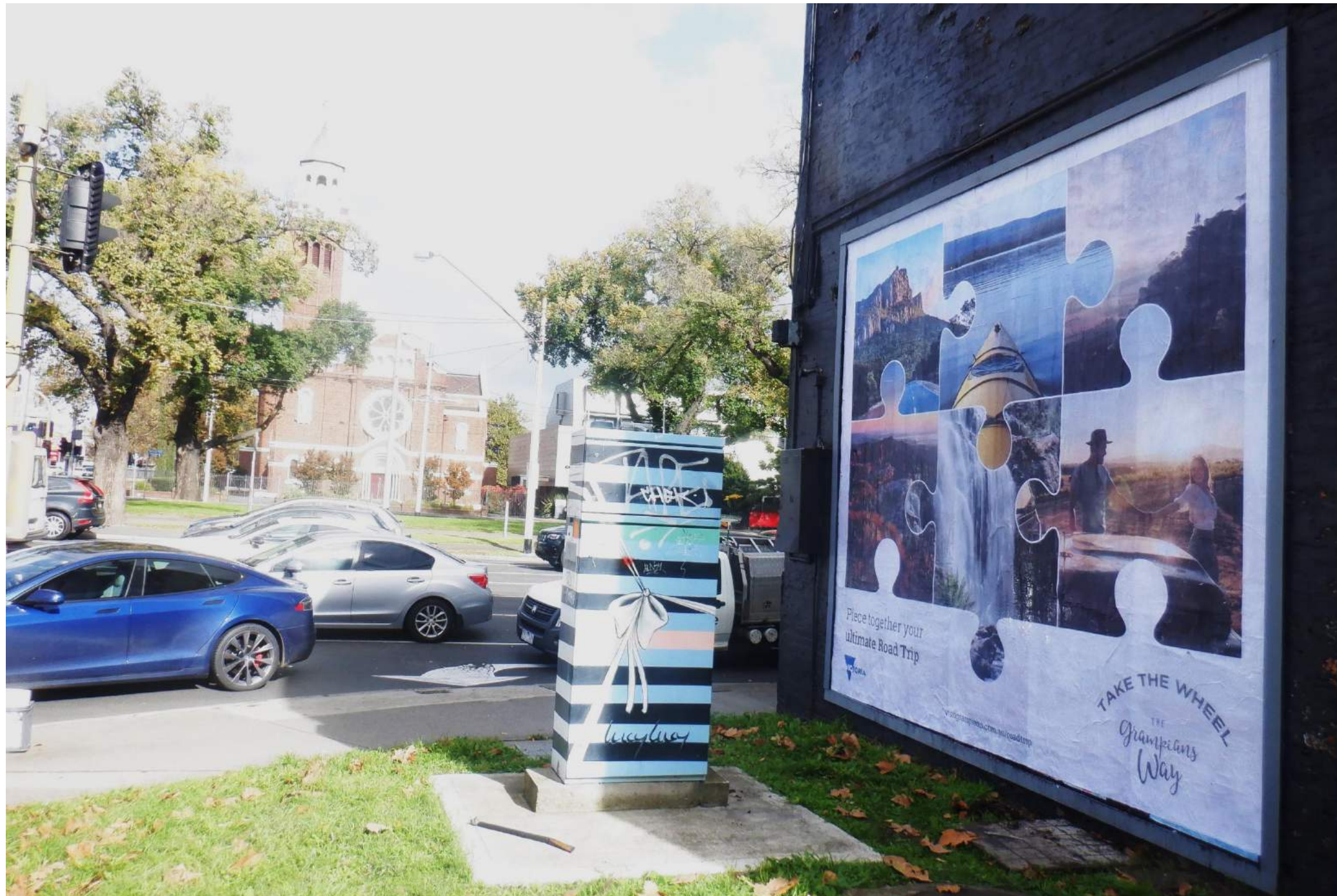
- Content Partnerships (Australian Traveller), including radio advertising on NOVA 100, KIIS 101.1 and MAGIC 1278 in MEL plus NOVA 91.9 and MIX 102.3 in ADL.
- PR and Influencer Campaign.
- Digital advertising, promotion through Owned Channels and print advertising in key intrastate markets.
- The aim was to move people from the 'dreaming' to 'planning' phases, help disperse visitors, and own the Road Trip positioning.
- New "Test & Learn" with TikTok.



Concept: Piece Together your Ultimate Road Trip



- This was a clever visual concept that allows consumers to literally piece together their dream road trip.
- And it's a simple yet effective way to showcase the vast number of experiences available in the region.
- It also translated cleverly across social media, influencer campaigns and was even made into an actual puzzle for us to gift to influencers as an ongoing memento of their Ultimate Road Trip.
- The “jigsaw” visual device was designed to be timeless and will be used again in future campaigns.



Corner of Hoddle Street and Victoria Parade

Plakkit Advertising

Inner City: Melbourne CBD, Southbank, South Melbourne, North Melbourne, Carlton, West Melbourne

Inner North: Carlton North, Brunswick, Brunswick East, Brunswick West, Fitzroy, Collingwood, Abbotsford, Clifton Hill

Inner East: Richmond, Cremorne, Burnley, Kew, Kew East, Hawthorn, Camberwell, Glen Iris

Inner South: Prahran, Windsor, St Kilda, Balaclava, Elwood, Elsternwick



Influencer Campaign

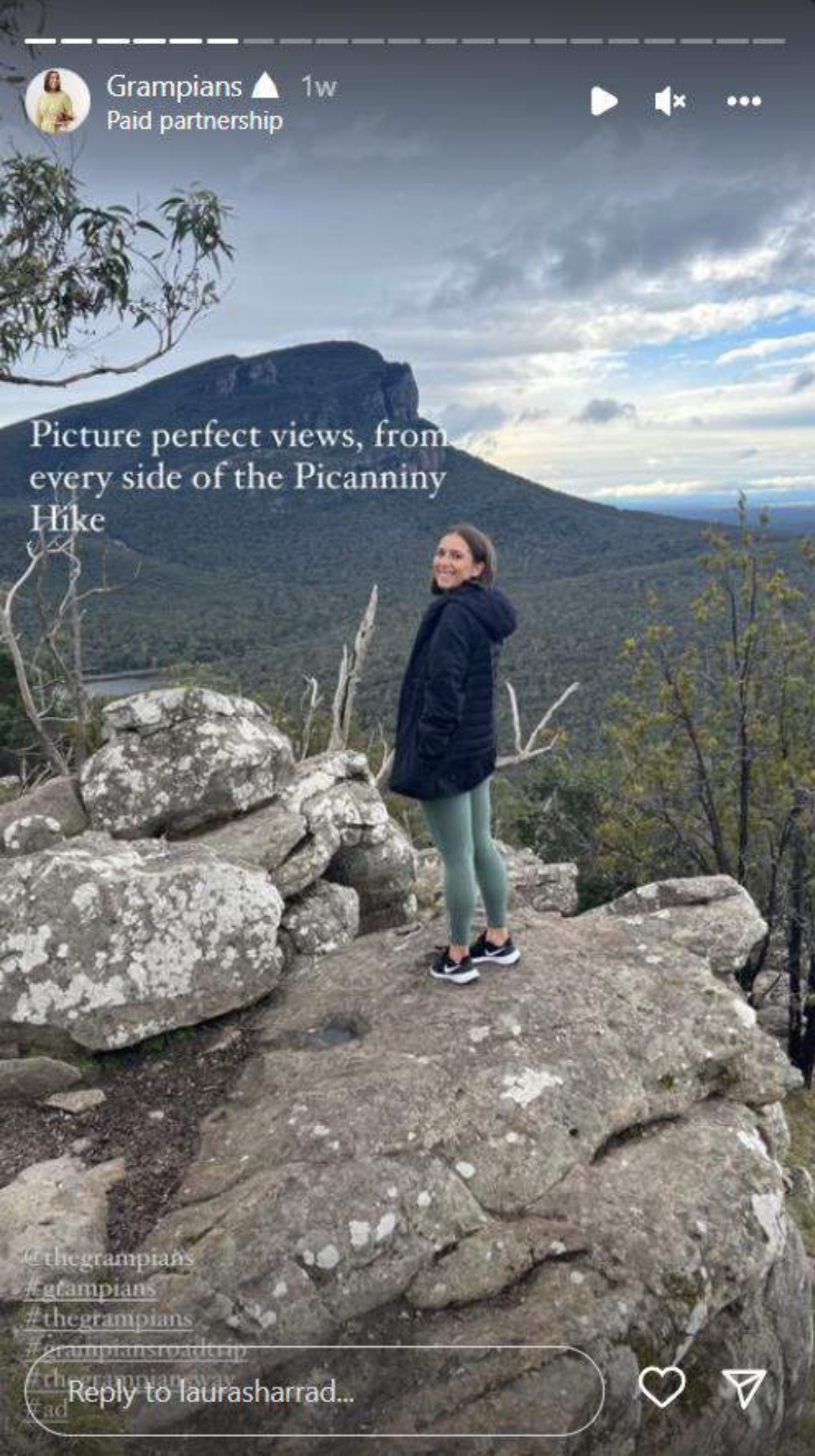
Rebecca Morse

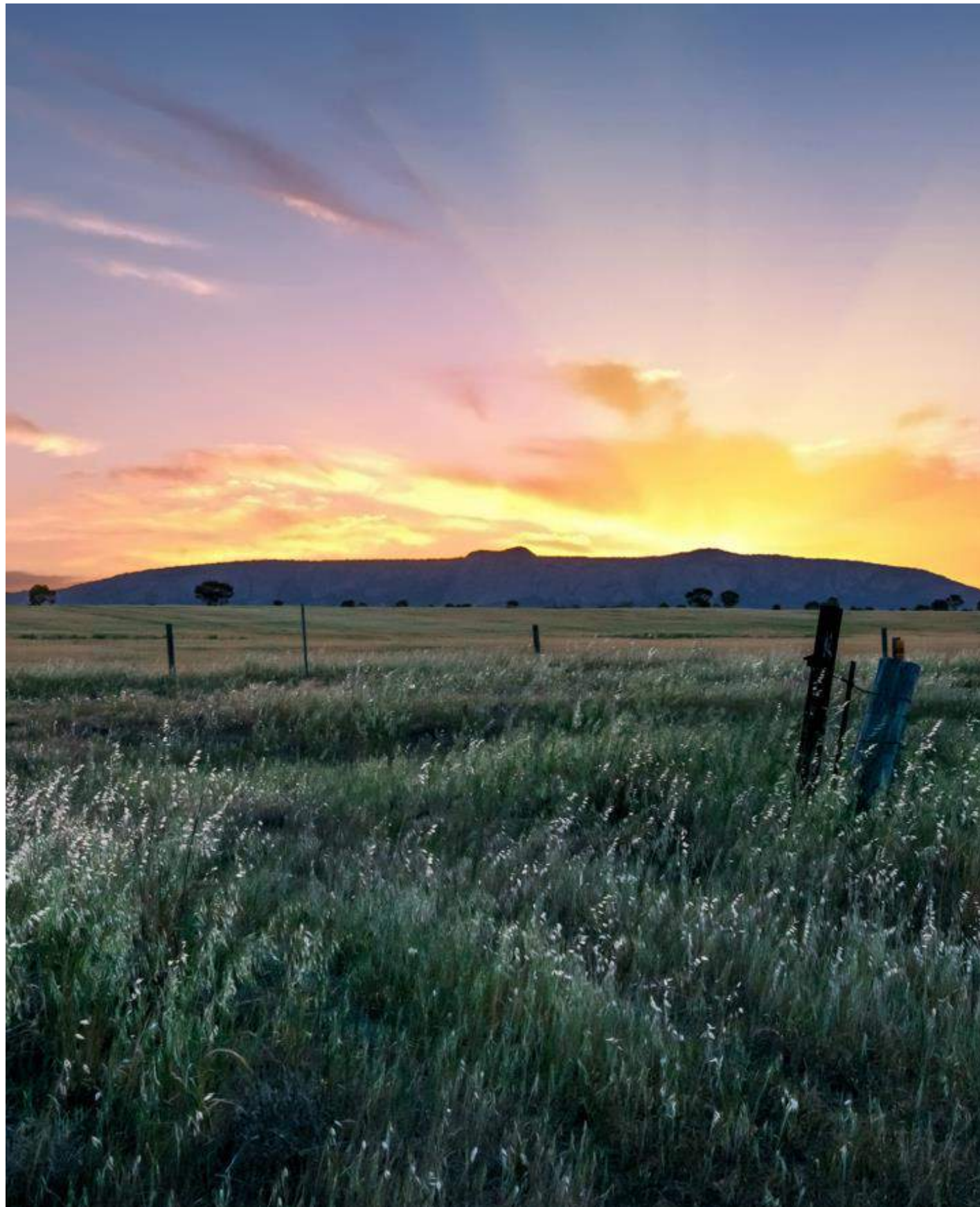
- 18 Pieces of Content
- 105k Instagram Impressions
- 31.5K Social Following
- Adelaide based - SAFM's breakfast show
- Partnership with BMW

Locky and Irene

- 22 Pieces of Content
- 971k Instagram Impressions
- Potential 22m PR Reach
- Locky Gilbert contestant from Australian Survivor
- Met on season eight of The Bachelor
- Travellers, high reach
- Outdoors, nature, adventure theme







SUMMARY

18m Impressions

3.8m Advertising Reach **71k** Conversions

- Almost half a million people to the Visit Grampians site.
- Over 71,000 click outs to Operator sites.
- Spending more time on our site: 2:29 minutes versus the industry standard of 1 minute, largely thanks to the excellent performance of our blogs.
- Audience growth of just over 10%.
- Average engagement rate of 4.1%, largely driven by Instagram.
- Leading the Regional Tourism Industry with our first TikTok campaign, producing the best CPC results and closely comparable to overall impressions with Facebook.
- Google conversion rate of 11%, double the industry benchmark.
- 27% increase in blog views.
- Exceptionally high open rate at 32% (12% above industry average).



Industry Strengthening Program

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

- PRIME Mentor Program with DTM Tourism
- GPT Friendly Business Training with Communityvibe
- Product Development Training with The Tourism Ninja
- Wine Training Program with Grampians Wine Cellars
- Revenue Management Training with RevenYou
- Media Spokesperson Training with Crisis Shield
- Marketing Mentor Program with Myers Strategic Marketing.



PRIME Mentor Program

Bespoke program to guide the development of new or refreshed visitor experiences and to enhance operations and marketing skills.

Participating operators in the Western Grampians:

- *Barangaroo Boutique Wines, Lower Norton*
- *Farmhouse Providore & Café, Horsham*
- *Mount Stapylton Wines, Laharum*
- *Rosehaven Farms, Laharum*
- *Meringa Springs, Wartook Valley*
- *The Wander Inn, Wartook Valley*
- *Grampians Edge, Dadswells Bridge*



Upcoming Workshop

Product Development Training with The Tourism Ninja

Date: Tuesday, 8 November

Time: 10:00am to 3:00pm

Location: The Speckled Frog, Hamilton

The training is designed to:

- Educate operators on the current and emerging trends
- Provide relevant and practical information and skills that can be easily incorporated into the business
- Spark collaboration and innovation on the day
- Encourage the development of bookable experiences and packages.

Also includes a comprehensive toolkit and templates shared post session.

Grampians Tourism
259 followers
Promoted

With the Grampians Region boasting a strong local economy, there may be an exciting new career waiting for you.

Tell us about your skillset, so we can work with local employers, to help you make the move to one of our beautiful towns.

Register your skill and explore opportunities today <https://bit.ly/3pTaEc1>

JOBS
in the Grampians

Job Opportunities - Grampians Region [Register](#)

REGIONAL LIVING

Skilled Workers
in Demand

[Register skill](#)

LIVE
THE
Grampians
Way

Grampians Life
Sponsored ·

Seeking new job opportunities?

With the Grampians Region [...See More](#)

JOBS
in the Grampians

GRAMPIANSLIFE.COM.AU
Register Your Skill. Find Employers. [LEARN MORE](#)

Gunjan Bhavsar an... 1 Comment 2 Shares

Like Comment Share

Workforce Attraction Investment

- In January, GT received \$60,000 in workforce development funding from State Government to deliver tailored and collaborative workforce outcomes for the Grampians region.
- This funding has allowed us to continue our New Resident and Workforce Project and Marketing Campaign that was launched in December 2020 and with \$40K LGA investment.
- **In Phase 1** Marketing Campaign attracted 55,000 people to www.grampianslife.com.au and 1,222 people registered interest in moving, and 5,700 visited the job site.
- **In Phase 2** Over 10,000 people have visited the site since the July 2022 launch
- 50% were from Australia. 84% of the Australian-based users were from Melbourne.

**SPACE FOR
A DOG**
IN THE GRAMPIANS

**JOBS FOR
TRADIES**
IN THE GRAMPIANS

**JOBS FOR
MEDICAL**
IN THE GRAMPIANS



Live the Grampians Way
Workforce Attraction
Campaign

JULY 2022 - FEBRUARY 2023

**WORK
OUR WAY**

Investing in the
Future



Growing Visitor Economy

- Pre-COVID-19, visitation increased by 55% with an additional 600,000 visitors between 2013 and 2019.
- Between 2022 and 2033, travel to the Grampians is anticipated to grow by over 679,000 visitors.
- Tourism is an extremely important sector for the Grampians — it delivers over \$560 of visitor spend every minute of every day and accounts for almost 4% of jobs as well as 2% of total output.
- Solid economic growth and the region has a strong appetite for investment and growth from its visitor economy, widely supported by all key partners.
- Visitation projected to double over 10 years
- Accommodation demand will outstrip supply within four years.

State & Federal Government Support



Grampians Peaks Trail

Over \$33m in State and Federal funding.



MacKenzie Falls Revitalisation

Over \$7m in State funding.



Grampians Peaks Trail Trailheads

\$5m in State Funding.



Brambuk Revitalisation

\$6m in State Funding.



Ararat Hills Mountain Bike Trail Project

\$3m in State Funding.



Dunkeld Visitor Hub & Peshurst Volcanoes Discovery Centre

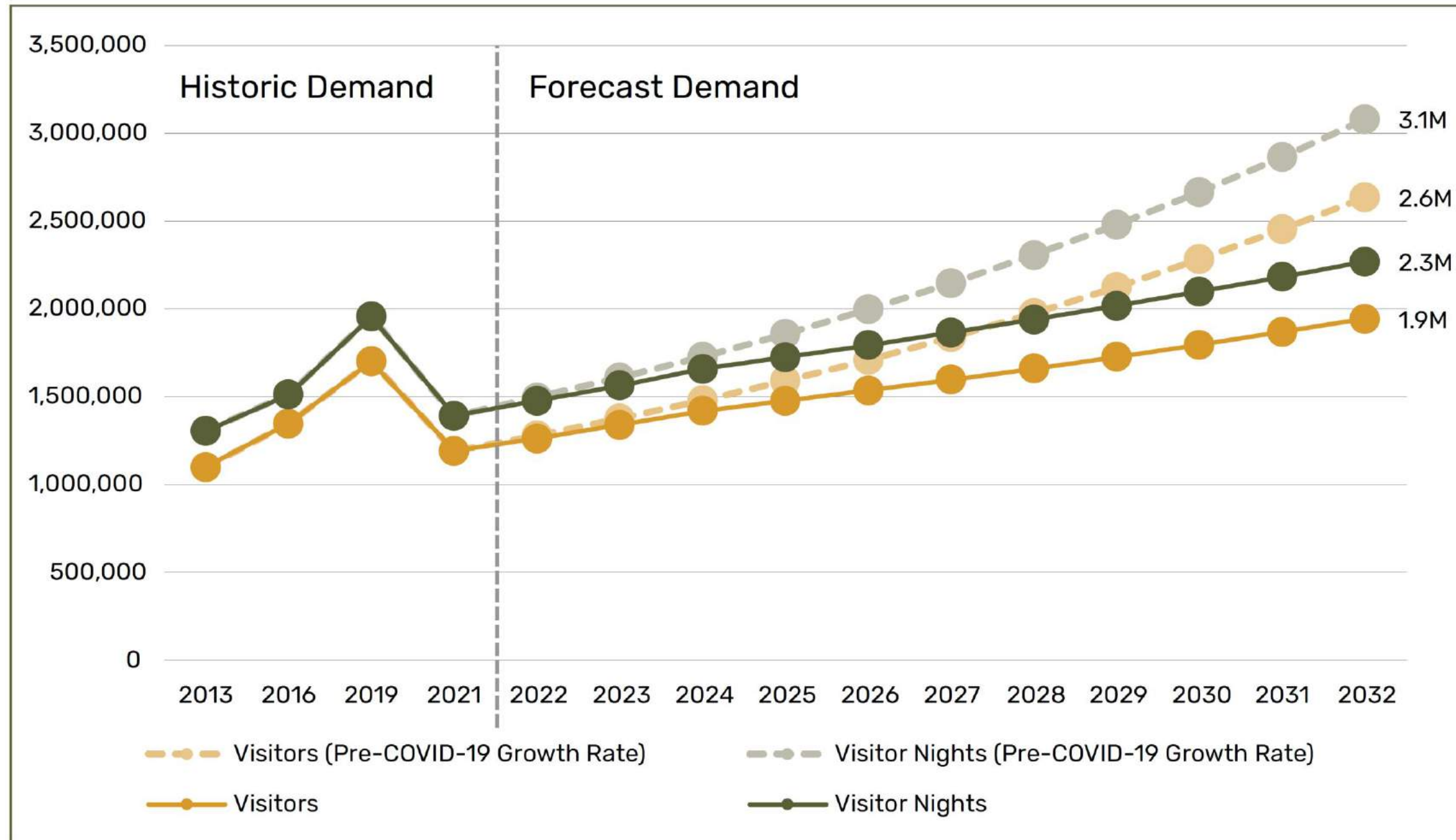
\$1.4m with \$500,000 in State Funding.

\$33m GPT investment and a further \$34m to develop tourism assets and products. Total of \$67 million backing our region.

Some of the region's most exciting projects have been delivered or are currently in progress including:

- Grampians Peaks Trail – with over 10,300 nights booked at hike-in campgrounds. And further work is planned to improve the trailheads across the Gariwerd landscape.
- MacKenzie Falls Revitalisation – to enhance the sense of arrival and visitor safety with improved signage and tracks, new facilities and parking management.
- Brambuk Cultural Centre Revitalisation – a refresh of the visitor precinct under Traditional Owner management, as well as re-connecting TO communities with Brambuk.

Visitation in Growing – Visitation is projected to double over 10-years

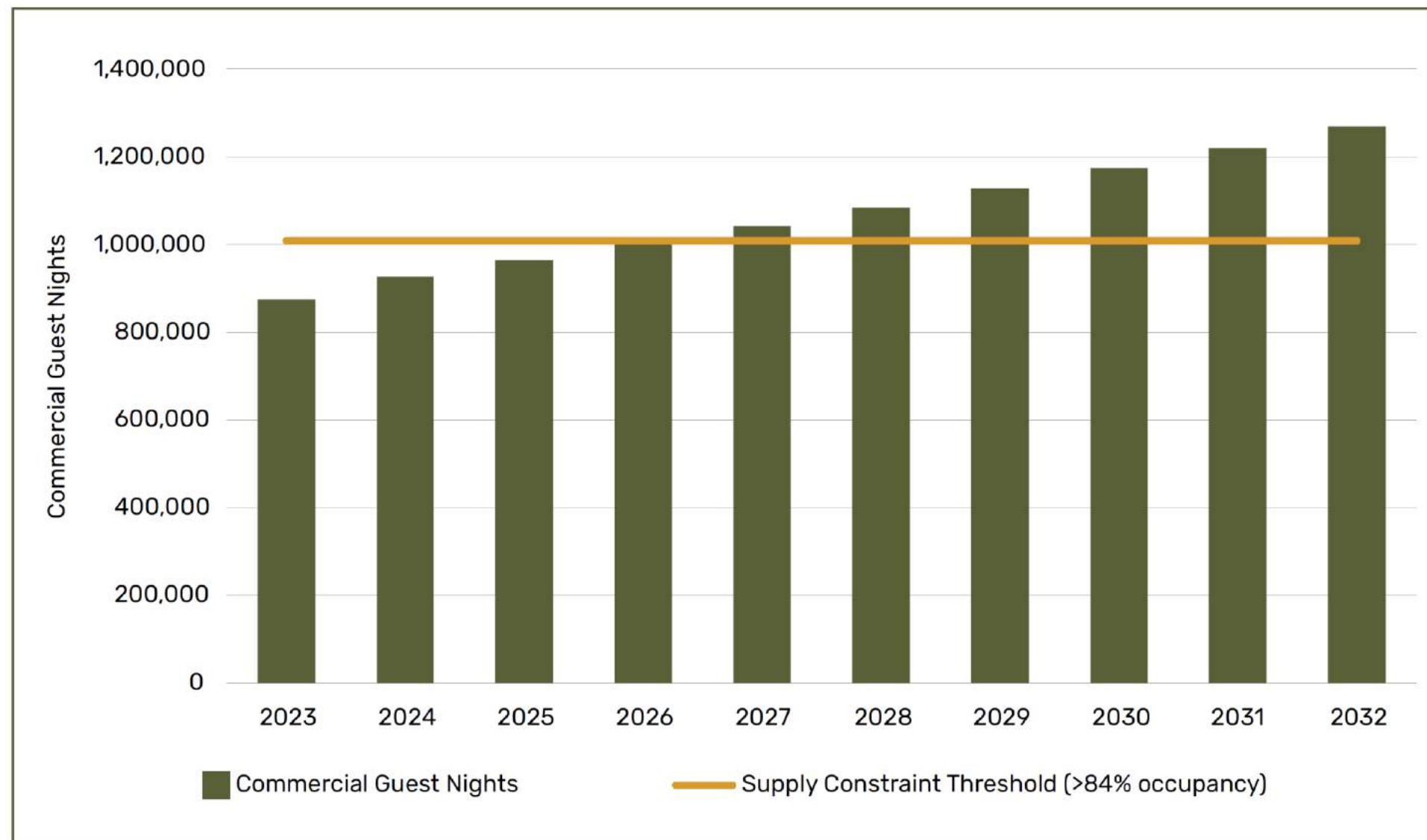


Regional visitors & visitor nights forecasts

New Accommodation Needed

Demand will outstrip supply in four years. It is projected that by 2027, demand for the region will have exceeded supply, with the shortfall growing to almost 300,000 commercial guest nights per year by 2032.

Capacity vs demand forecast for the Grampians region's accommodation





Strategic Tourism Investment Plan

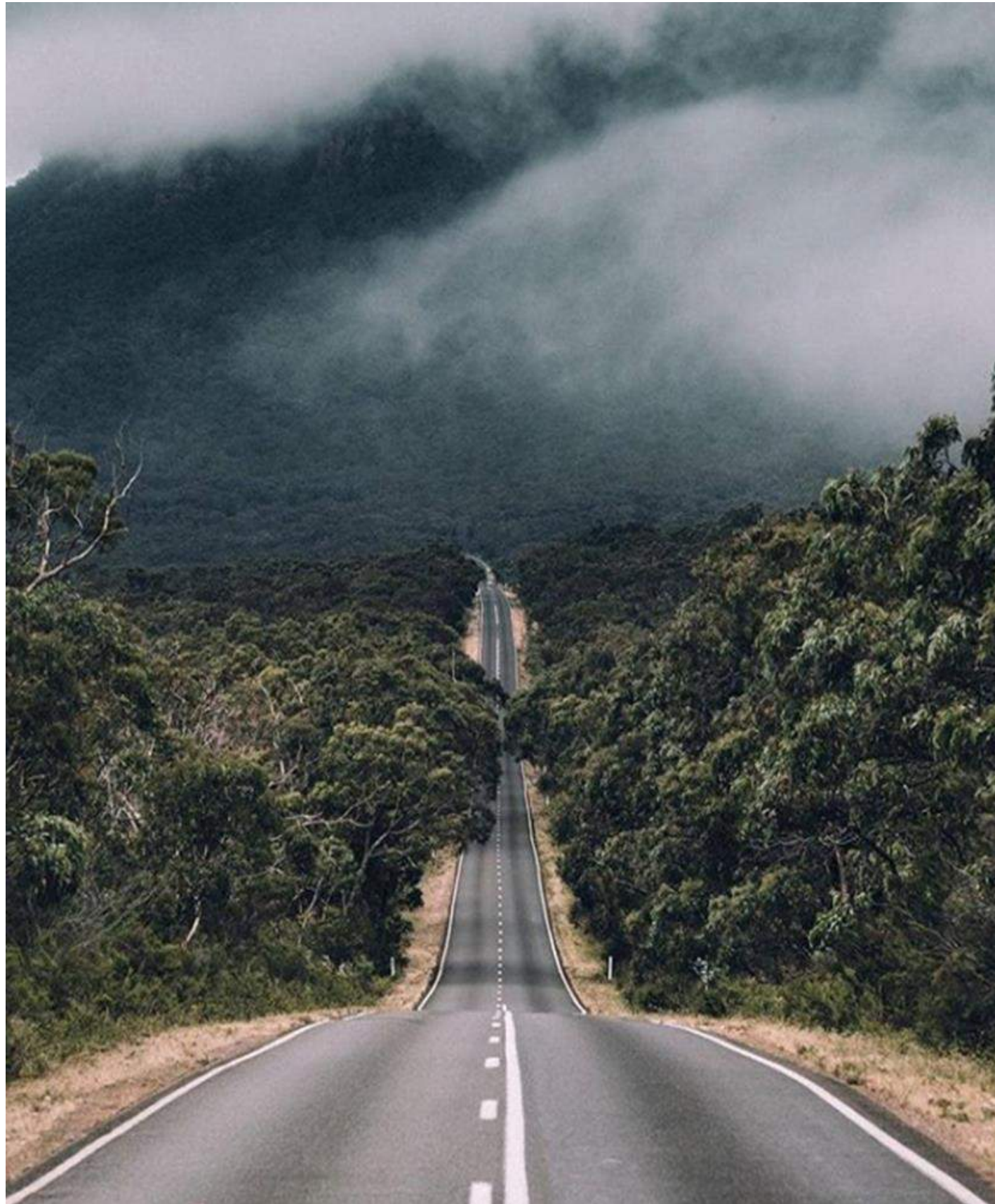
- The Grampians region required a **Strategic Tourism Investment Plan** and supporting **Investment Prospectus** to provide direction for the sustainable product development of the visitor economy across the Grampians region.
- Whilst the GPT and associated infrastructure help to create a world class trail, the real opportunity is attracting private investment that will complement the asset, drive awareness of the destination, and create more jobs for the region.
- Therefore, for the GPT to become a significant and unique experience, it must also stimulate new private investment in the Grampians region.



Project Scope & Output

Visitation has grown dramatically over the last two decades and our hero brand of big nature, quality food and wine, cultural and heritage attractions, and natural attractions has positioned our region as an attractive investment proposition.

- **Stage 1:** Research and market gap analysis to underpin the direction of the project.
- **Stage 2:** The Plan – Creation of a Vision and Objectives for tourism investments in the Grampians region. And through a consultation process, 85 projects were identified.
- **Stage 3:** Development and design of a Grampians Tourism Investment Prospectus – including 4 LGA specific versions.
- **Stage 4:** Development of a targeted Investment Attraction marketing and investor awareness campaign.
- New website: www.investgrampians.com.au.



Strategic Investment Project

- State Government \$200K Project Investment.
- New Strategic Tourism Investment Plan and Investment Prospectus.
- Identifies several game-changing projects and supports the attraction of both public and private investment.
- The Investment Prospectus identifies 15 high priority investment opportunities in the region.
- Steering Committee includes Parks Vic and LGA partners.
- \$250 million investment already in the pipeline.



A Great Place to Invest

There are many reasons to consider investing in the Grampians

- A growing visitor economy and strong support from both state and local government.
- Tourism is an extremely important sector.
- Solid economic growth.
- Strong strategic regional connectivity, located as a mid-way point between Melbourne and Adelaide.
- Proximity to the fastest growing capital city.
- Enviably lifestyle with a growing number of tree changers.
- Strong domestic visitor market and growing international focus
- Leverage the State Government's key experience pillars of nature-based and First Peoples' led experiences.
- Ongoing public investment
- National and international reputation of the Grampians Peaks Trail.



Grampians Tourism Investment Prospectus

Official Launch

Potential investors will find a region that is open for business and takes a very proactive approach to support investment and development.

We are actively encouraging investors to be part of Victoria's next major investment uplift.

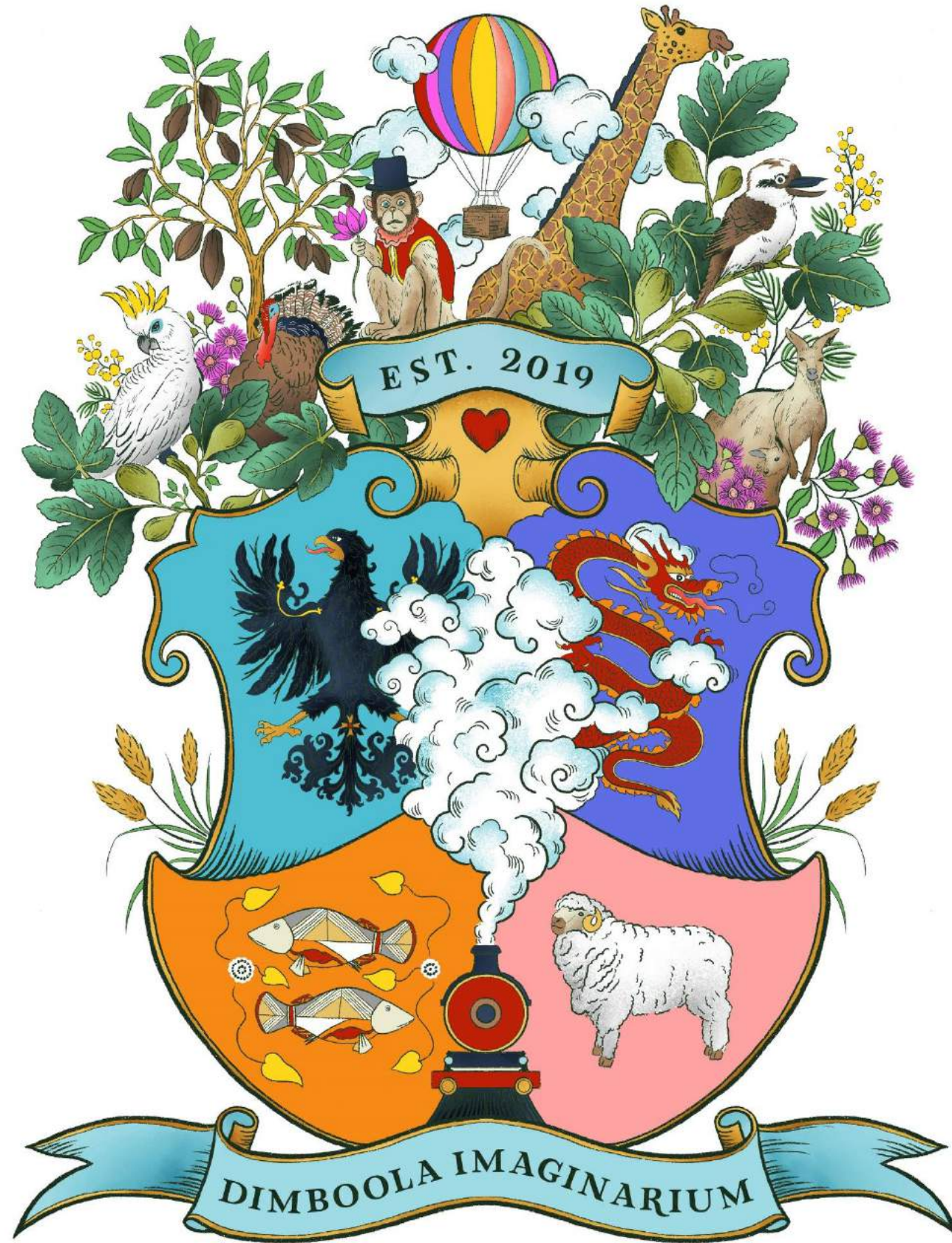




Questions?

Marc Sleeman
CEO – Grampians Tourism

CHAN UOY
FOUNDER
DIMBOOLA IMAGINARIUM



Experience the unexpected

The Dimboola Imaginarium is a place for everyone to embrace the mystery of the imagination.

Dimboola is telling a new story...

Background

Established Cambodian restaurants
in Yarraville and Docklands



Be different and be bold

Dimboola was a classic Australian town in decline. In 2007, The Age newspaper ran a front-page story heralding the death of 40 Victorian towns. Dimboola made the list.

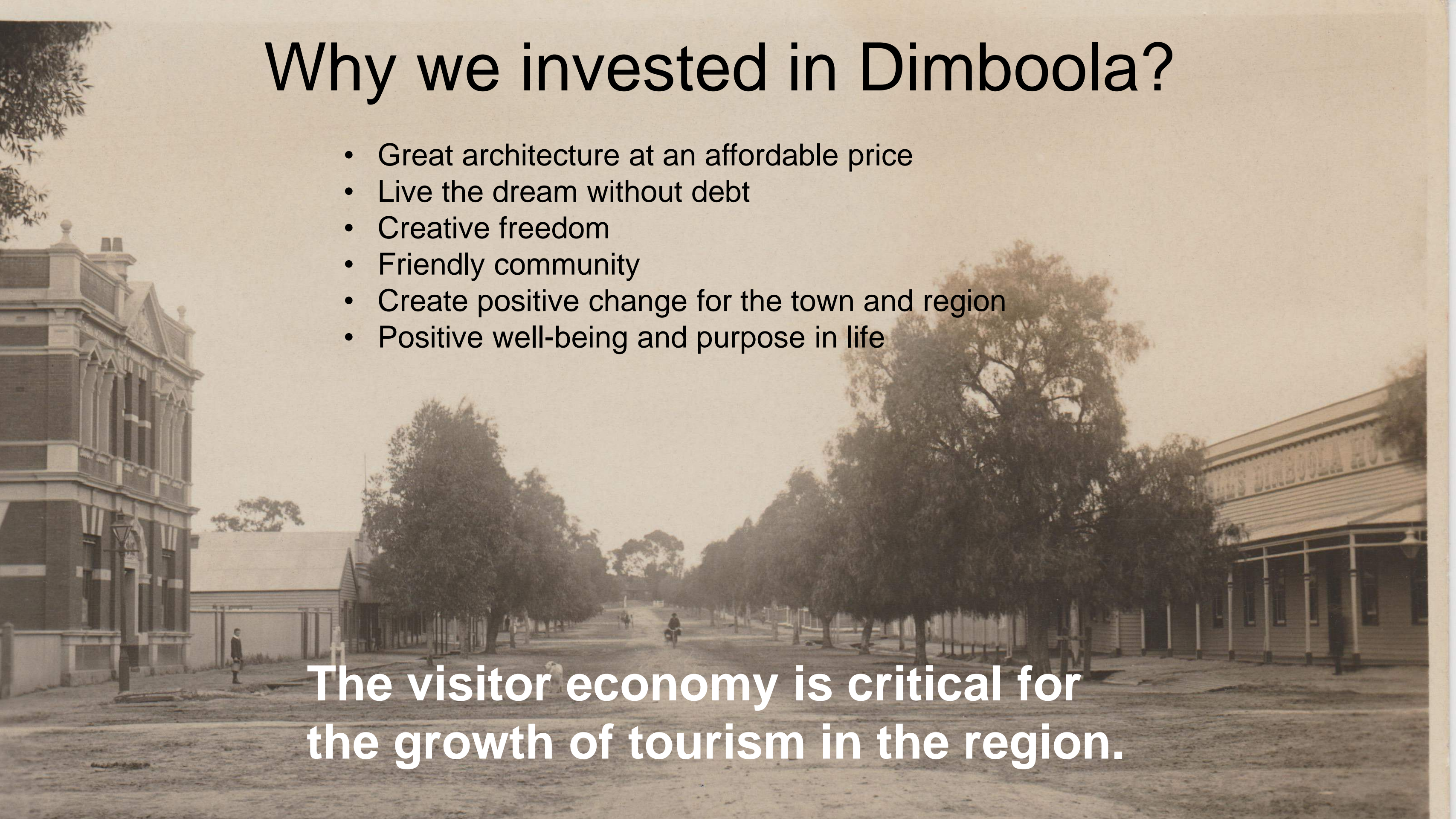


“Our brains are working overtime with all the ideas we have,” says society secretary, Evelyn King. “We want something done with the old National Bank down on the corner, we want the pub fixed up... and we want the old garage converted into something with good food.”
Dimboola: Outback town for better, for worse. By Erin O'Dwyer | May 28, 2009 Australian Geographic

Why we invested in Dimboola?

- Great architecture at an affordable price
- Live the dream without debt
- Creative freedom
- Friendly community
- Create positive change for the town and region
- Positive well-being and purpose in life

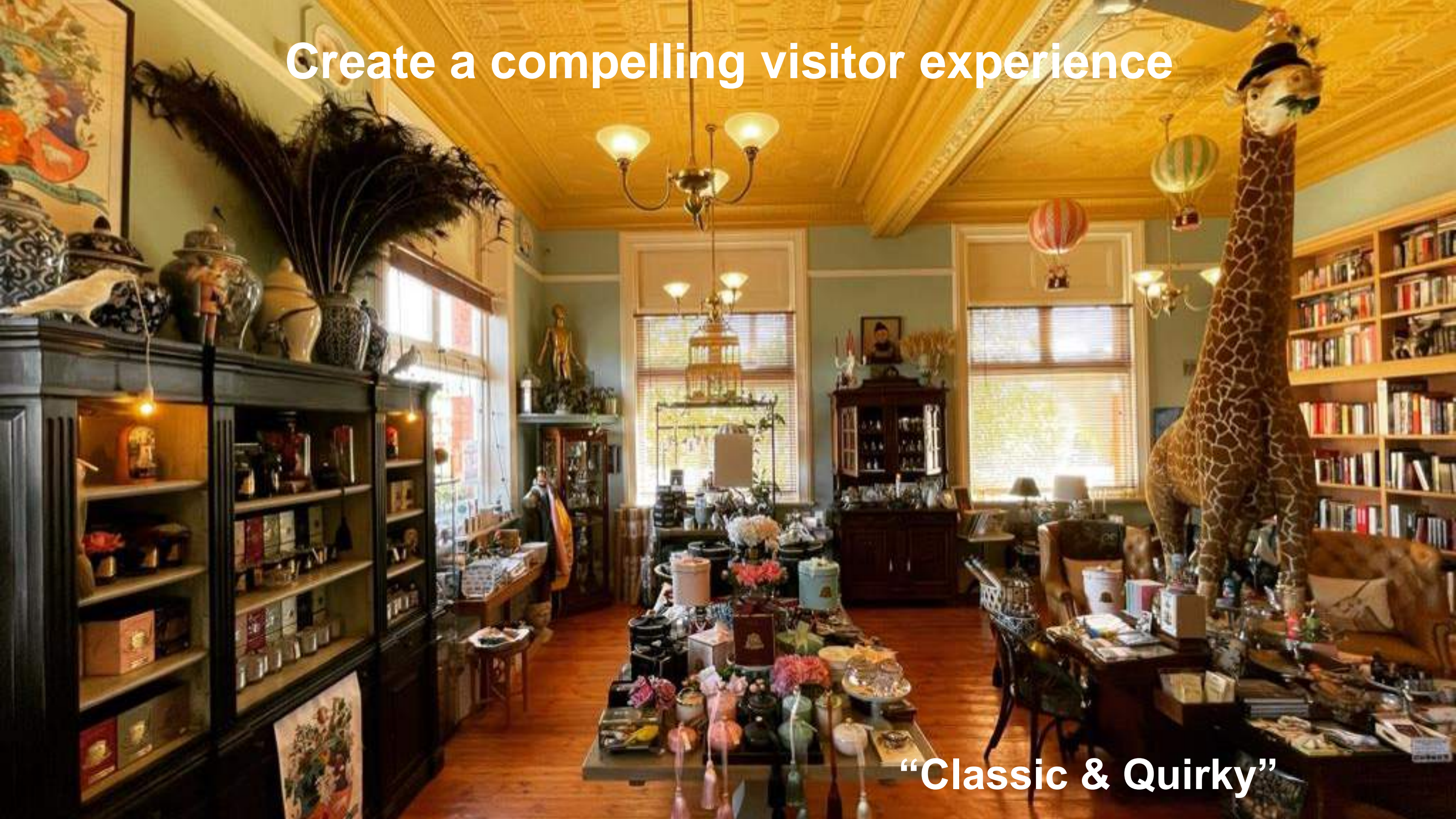
The visitor economy is critical for the growth of tourism in the region.



Develop a place-based brand and product for Dimboola that celebrates its history and natural environment.



Create a compelling visitor experience



“Classic & Quirky”



The Dimboola Imaginarium is always evolving to create new experiences.

We serve European cheeses and wine and gin from the Grampians region.

Afternoon teas can be booked for tour or private groups.





Each bedroom has a different theme, with art and books to match.

Attracts regional day visitors, families and short stays.

Wimmera Steampunk Festival – an event that supports diverse communities.

The festival provided an opportunity to re-imagine the 19th century in a more inclusive way.

Wimmera's inaugural steampunk festival exceeded everyone's expectations.

21-23 April 2023

More than 2,500 people attended the event, some from as far as Adelaide and La Trobe Valley.





The Tourism Renaissance

- Collaboration creates a more dynamic, cohesive region.
- Encourage diversity as this brings community vitality.
- After being a tourism black-spot, the Wimmera region can become a shining star next to the Grampians.

Come visit us!

Chan Uoy

7-9 Lochiel Street, Dimboola

chan@dimboolaimaginarium.com

0425 705 591

JAMEY STAPLES
DISTRICT MANAGER SOUTH WEST
PARKS VICTORIA

A wide-angle landscape photograph of the Grampians Peaks Trail. In the foreground, four hikers are standing on a rocky ridge, looking out over a vast valley. The middle ground shows rolling hills and valleys covered in dense vegetation. In the background, more mountain ranges stretch across the horizon under a clear blue sky with light, wispy clouds. The overall scene is bright and scenic, capturing the natural beauty of the region.

Grampians Peaks Trail and Gariwerd Project Update

Grampians Tourism Industry Forum
Jamey Staples, District Manager – South West

October 2022



Acknowledgement of Country

We acknowledge the Jadawadjali and Djab Wurrung peoples as the Traditional Owners of the Gariwerd landscape.

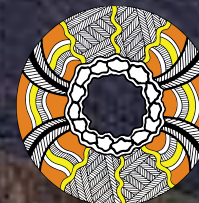
We pay our respect to their Elders, past, present and emerging, and the Elders from other First Peoples communities who may be here today.



Barengi Gadjin
LAND COUNCIL
ABORIGINAL CORPORATION RNTBC
ICN:4395



Eastern Maar
Aboriginal Corporation



GUNDITJ MIRRORING
Traditional Owners
Aboriginal Corporation
RNTBC

Grampians (Gariwerd) National Park

Investment in major projects



Grampians Peaks Trail – updates and feedback since the launch



GPT Trailheads – project update



MacKenzie Falls Revitalisation – project update



Brambuk Reimagining and Revitalisation – project update

Grampians Peaks Trail

Updates and feedback since the November 2021 launch



Updates and feedback since the launch in November 2021



Over 10,000 visitor nights booked



65% hikers are 35+ years old, 56% women



Over 300 13-day/12-night itineraries booked



Expecting busy spring/summer season ahead

Grampians Peaks Trail

Feedback from visitors



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.”



“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..”



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



Leverage Grampians Peaks Trail for your business

- Think about the broader customer journey:
 - Before and after – e.g. 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.
- Work with Licensed Tour Operators
- Accommodation – not all walkers will stay in the park
- Value add/package your local products and services



Grampians Peaks Trail Trailheads

Funding: \$5.0 million

Department of Jobs Precincts and Regions

Investment to provide more options to access the Grampians Peaks Trail.

Increased flexibility, information and facilities to access the trail.

Dedicated car parks to ensure safe access for visitors and protection of the landscape.



Trailheads across the Grampians Peaks Trail

Potential scope includes:

- Four new car parks completed in 2021
- Car park upgrades planned at existing access points
- New toilets at Mt Zero, Mt William and Griffin
- Larger water tanks to be considered at some sites
- Improved signage and interpretation
- Indigenous cultural interpretation through artistic and architectural features at Mt Zero, Halls Gap and Dunkeld



📍 New or improved trailhead 📍 New or improved access point 📍 Grampians Peaks Trail campground

Mt Zero Trailhead

- Northern gateway to the Grampians Peaks Trail
- Exciting new improvements for day visitors and people starting out on the Grampians Peaks Trail
- Aboriginal Cultural interpretation opportunities to strengthen the area's connection to Gariwerd



Mt Zero (Mura Mura) Trailhead



Potential scope:

- Car park and access track upgrade, new toilets (3 cubicles) – with DDA access), new water tank
- Interpretive signage – with Indigenous name (Mura Mura)
- Gateway screen element – representing splitting of emu feathers in the Gariwerd Creation Story
- Boulder seats, GPT style picnic tables / chairs
- Nature play area as an interpretation opportunity (e.g. Gariwerd wildlife, TBC)
- Subtle interpretive artwork in furniture / on path to start of GPT

Mackenzie Falls Revitalisation

Funding: \$7.67 million

Department of Jobs Precincts
and Regions

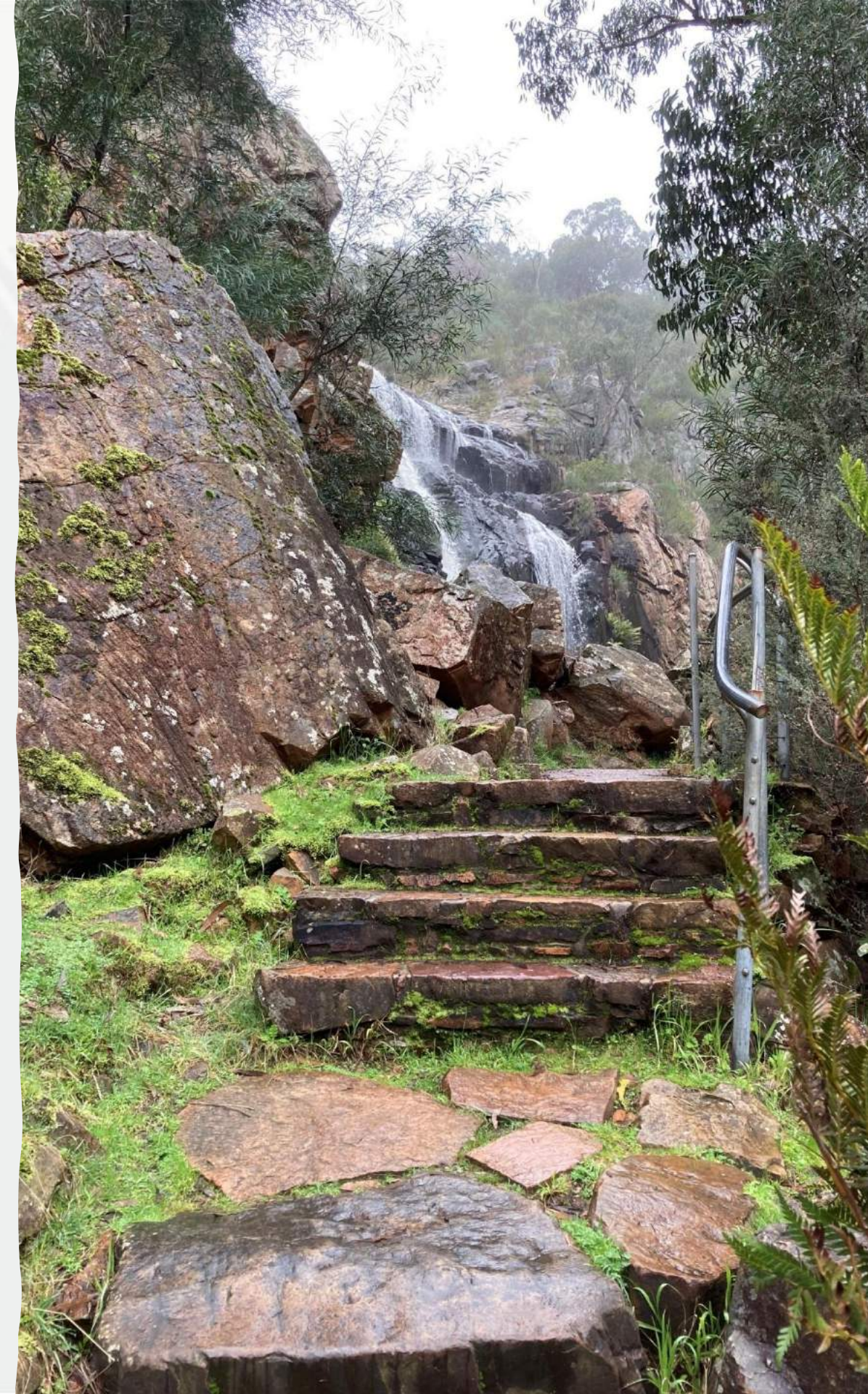
Investment to better cater for
visitor numbers, manage visitor
safety, and better protect the
significant cultural, natural, and
recreational values of the area.









Visitor and Community Benefits









Mackenzie Falls Revitalisation

- Improved visitor safety and reduced congestion
- Exciting new visitor experiences – return loop trail, viewing platform at base of falls, pedestrian bridge across Mackenzie River, cultural and environmental interpretation across the precinct
- Commercial opportunities may include food and beverage services at Mackenzie Falls / Zumsteins and/or guided tours from nearby towns
- Dispersal of visitors across Gariwerd – strengthened link to Zumsteins and onwards to Wartook, Laharum, Mt Zero and Horsham



Mackenzie Falls Visitor Precinct – proposed works

-  Zumsteins (Bun-Nah) Walking Trail
-  Walking trail to the Bluff lookout
-  Walking trail to MacKenzie Falls (via Cranages lookout)
-  Walking trail to Broken Falls lookout
-  Visitor precinct connections
-  Loop trail
-  MacKenzie River

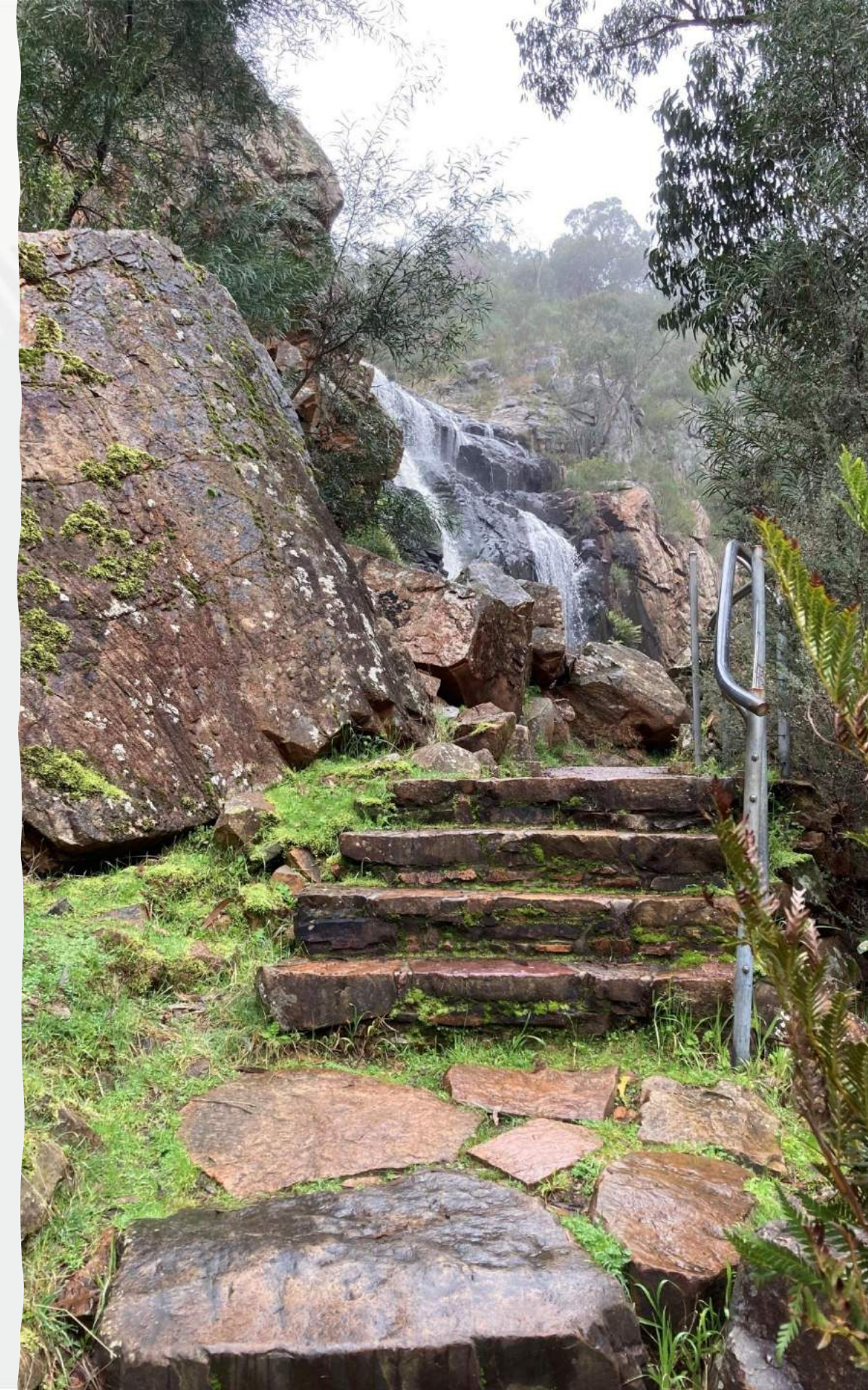
 New or improved walking paths and connections	 Increased car parking with improved layout
 New or improved viewing area	 Relocated bus and long vehicle parking
 New or improved viewing platform/lookout	 New and improved signage
 New or improved rest area with seating	 Improved path accessibility



Community Feedback

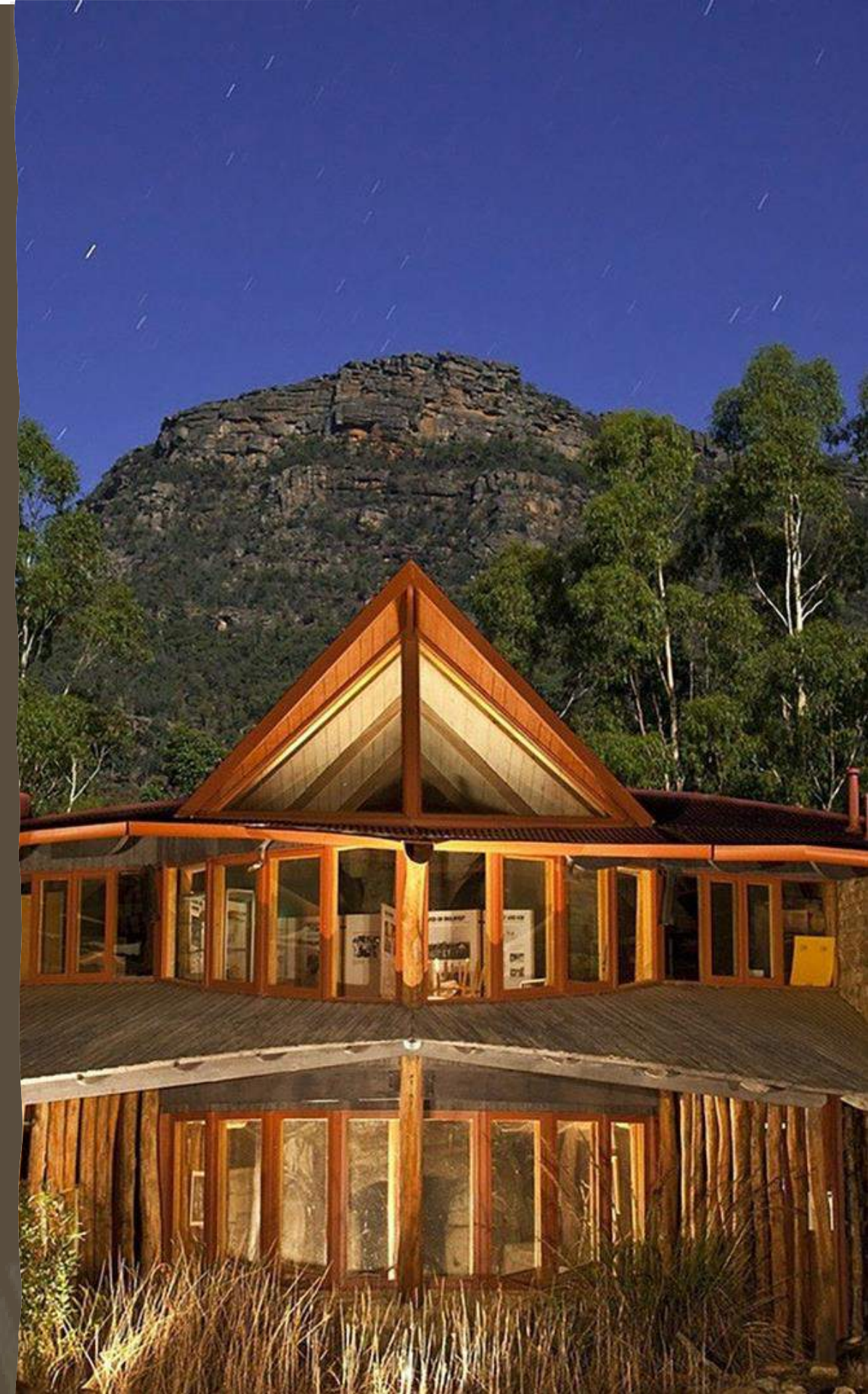
Mackenzie Falls Revitalisation

- 1,540 website views and 82 surveys – suggests overall comfort with project; 21 attendees at in-person engagement sessions
- Most participants were local and/or regular visitors
- Overall support for project high
- Most preferred features: loop trail, improvements to existing trails, viewing platform (for improved safety)
- Less frequently preferred items: directional signage, visitor information, car parking and arrival area improvements
- Some concerns raised about new infrastructure impacting environment and natural feel of the site, and swimming



Brambuk Reimagining and Revitalisation

- Brambuk Reimagining: Governance
 - Brambuk Advisory Group established – representatives from Gariwerd Traditional owner communities
 - Planning commenced to explore different governance and business enterprise frameworks
- Brambuk Reimagining: Business and master plan
 - Engagement with Brambuk Advisory Group commenced
 - Further discussion on opportunities being planned
- Brambuk Revitalisation: Early Works
 - Priority safety measures addressed to enable interim use of Cultural Centre – winter series, rock art forum
 - Planning for refurbishment to address major defects commenced



A scenic landscape photograph of two hikers on a mountain trail. In the foreground, a woman with blonde hair, wearing a blue long-sleeved shirt and olive green pants, is seen from the side, sitting on a rock and looking towards the left. She has a large blue backpack with a green water bottle attached. In the middle ground, another hiker, a woman with dark hair, wearing a plaid shirt and dark pants, is sitting on a rock and smiling. She also has a large backpack with a yellow roll of fabric attached. The background features a prominent rocky plateau with horizontal geological layers, surrounded by dense green vegetation. In the distance, a range of mountains is visible under a cloudy sky.

Thank you

parks.vic.gov.au

CHARLES DEUCHRASS
GROUP MANAGER MARKETING
& PROGRAMS, VISIT VICTORIA



Visit Victoria Update

**Charles Deuchrass – Group Manager, Marketing & Programs
Grampians Tourism Industry Forum**





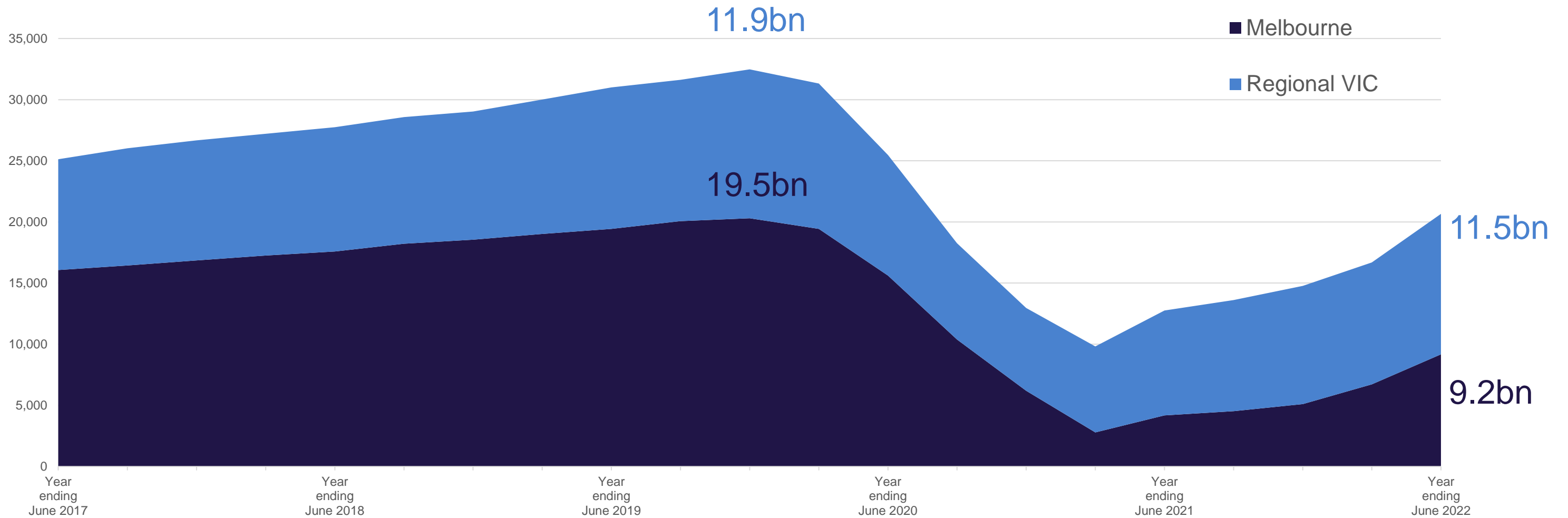
- 1. Consumer trends**
- 2. Visit Victoria's strategic approach**
- 3. Campaign update**
- 4. Visit Victoria X Grampians Tourism**
- 5. Get involved**



Consumer trends update (Domestic)

Regional Victoria now has a larger visitor economy than Melbourne.

Visitor Expenditure Total (\$m) – Rolling Yearly

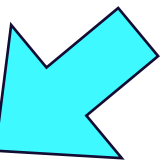


Source: Tourism Research Australia, International and National Visitor Surveys, Regional Expenditure Model, data to YE June 2022.



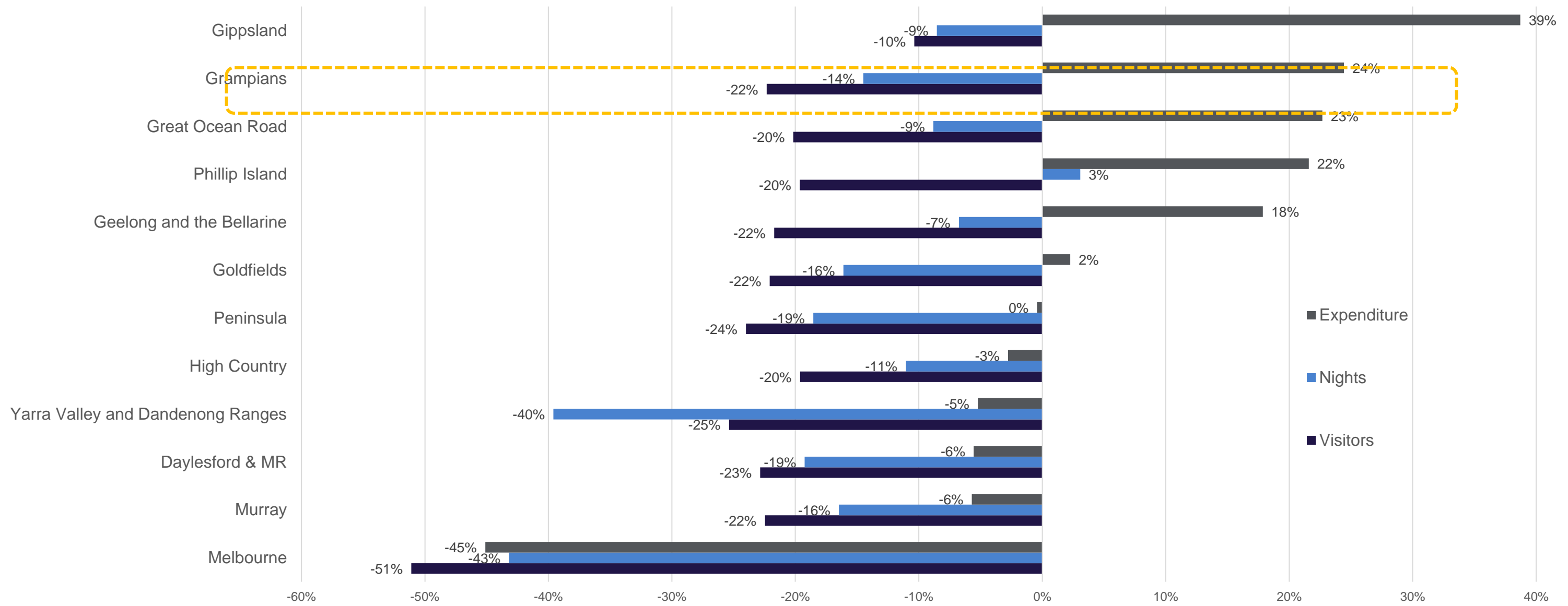
Overnight intrastate travel to regional continues to track strongly, with higher yield to visitation.

Overnight Intrastate Travel	Visitors (000)			Nights (000)			Expenditure (\$M)		
	June quarter 2019	June quarter 2022	% change	June quarter 2019	June quarter 2022	% change	June quarter 2019	June quarter 2022	% change
Regional NSW	5,373	4,725	-12.1%	14,974	13,535	-9.6%	2,439	3,134	28.5%
Regional VIC	4,282	4,221	-1.4%	9,904	10,222	3.2%	1,350	2,087	54.6%
Regional QLD	2,995	3,203	7.0%	10,687	10,496	-1.8%	1,638	2,228	36.0%
Regional SA	997	913	-8.4%	2,944	2,505	-14.9%	352	414	17.9%
Regional WA	1,589	1,426	-10.3%	6,665	6,714	0.7%	997	1,040	4.3%
Regional TAS	232	235	1.2%	602	558	-7.3%	120	168	39.8%



Grampians is up 24 per cent in visitor expenditure vs. pre Covid levels, despite a disrupted year.

Overnight Visitation, Nights, Expenditure, % Change YE June 19 vs. YE Jun 2022



48% of Melburnians have 3+ weeks annual leave.



Source: Visit Victoria Consumer Survey via representative online panel. Sample size Jul 21 = 991, May 22 = 1010.



The pandemic has impacted traveller options but the fundamentals have only shifted **slightly**, some **not at all**.

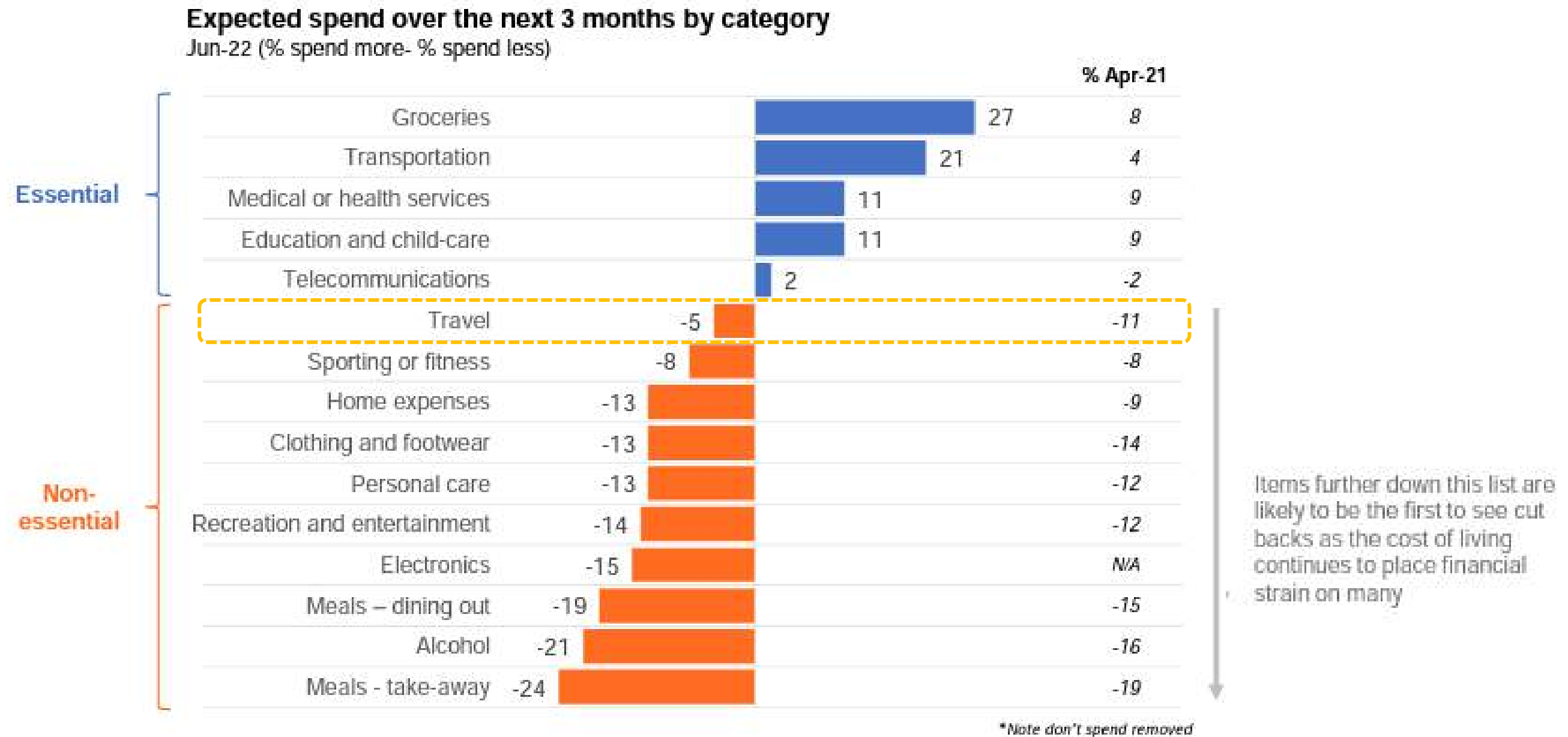
- Short break (3.1 nights vs. 2.8) ¹
- Intrastate is most affordable form of travel (\$157 vs. \$141)
- Single stopover (88 per cent pre and post Covid)¹
- Similar demographic profile (challenges with younger audiences).
- Nature and culinary our biggest strengths that consumers travel for ²
- Attitudes towards regional travel remain almost identical

Source:

1. Tourism Research Australia, Domestic Overnight Trips, Year ending December 2019 compared to Year ending December 2021.
2. Roy Morgan Single Source Data.
3. Visit Victoria Brand Health, 2021.

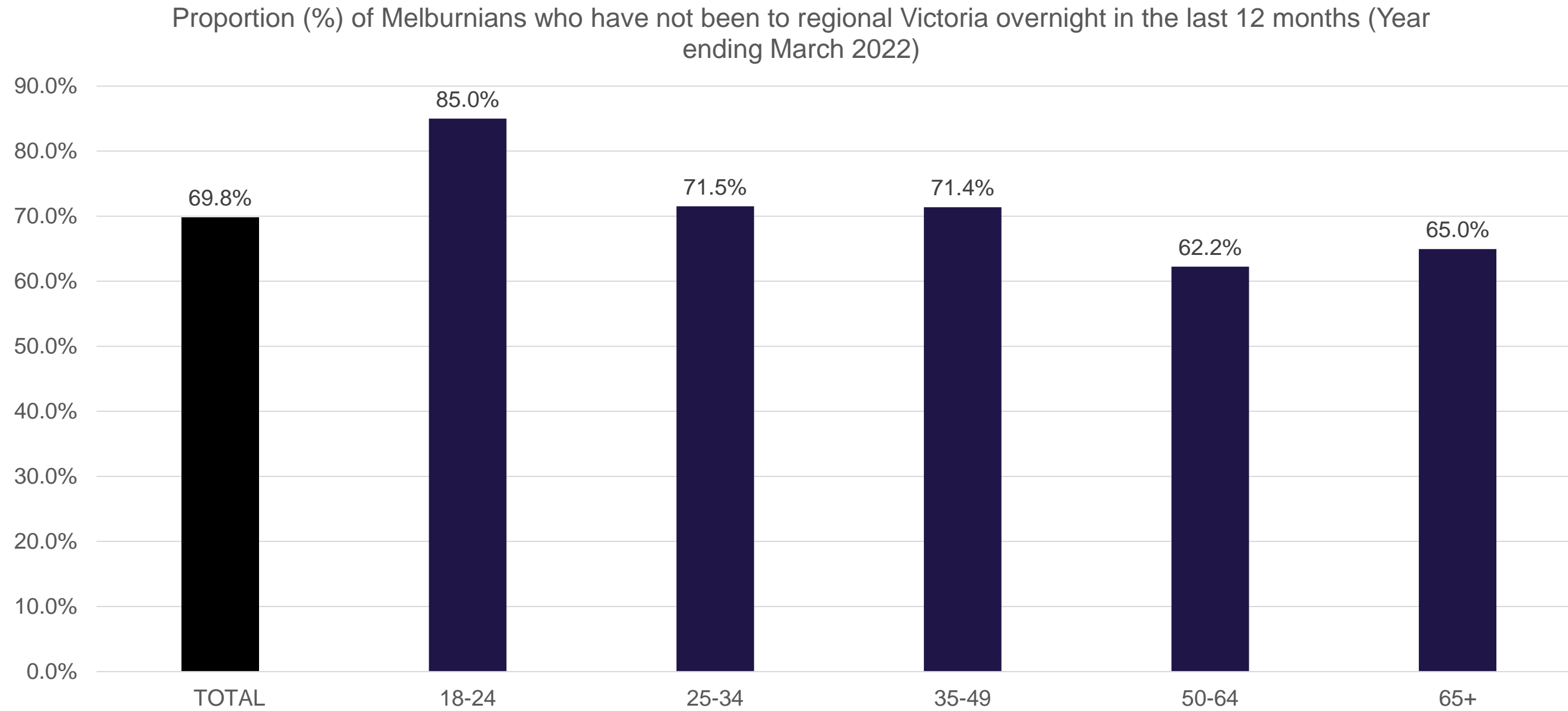


While travel is discretionary, many see this as a *need* and not a *want*.



Q13pxa. Thinking about the next 6 months , how do you expect your spending to change for?
All respondents, Jun-22 n=1,001.

70 per cent of Melburnians have not travelled overnight to regional Victoria, with this higher for younger age groups.



Source: Roy Morgan, Holiday Tracking Survey, YE March 2022, last 12 months overnight travel.

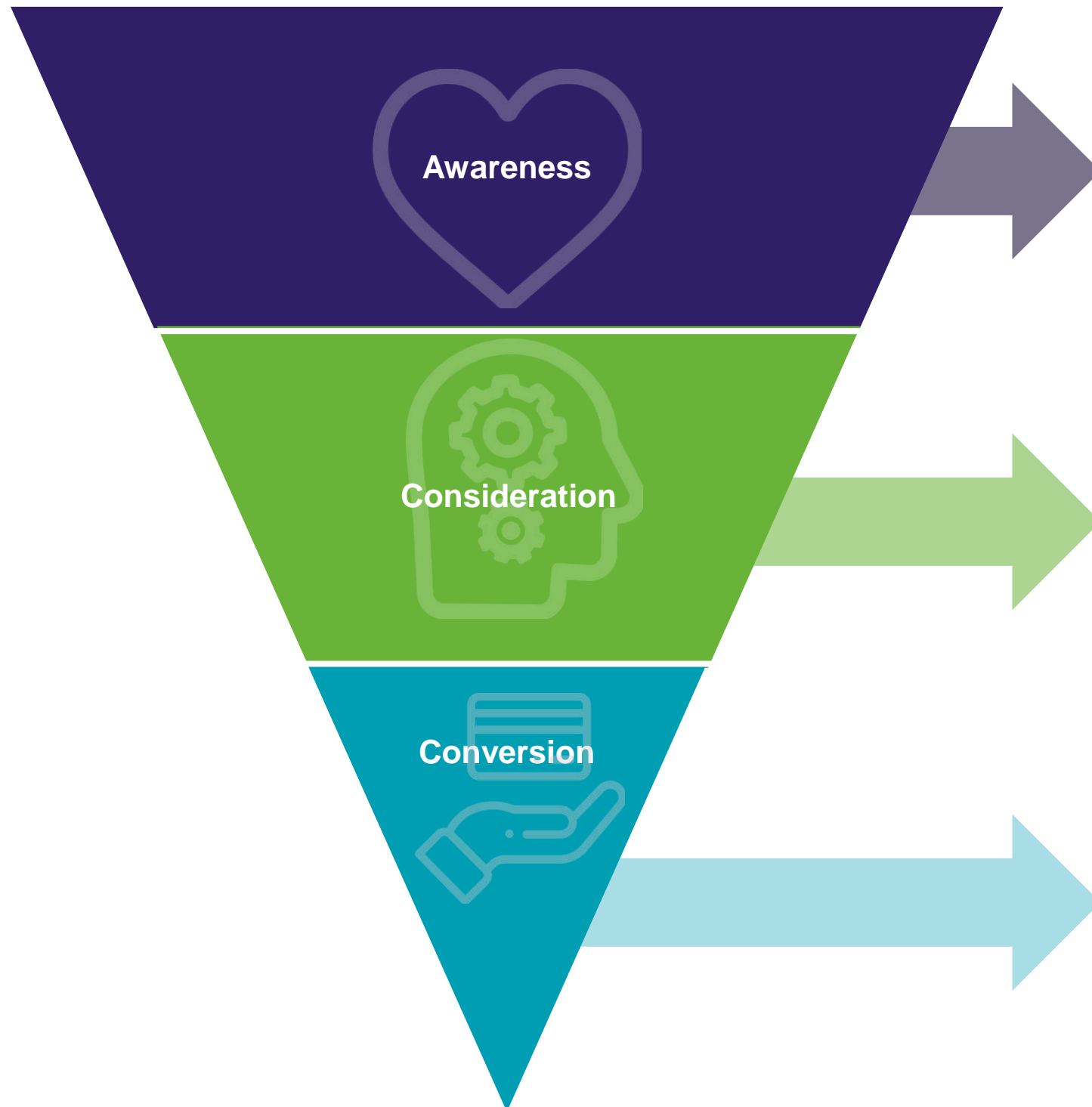




Visit Victoria's strategic approach



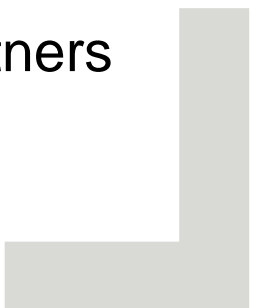
Visit Victoria's job – move consumers down “*the funnel*”



Build mental availability for regional Victoria
Emotionally compelling campaigns for mass audiences

Create consideration to travel by feeding target market curated content to provide information and aid investigation

Drive conversion by working with trade and industry partners

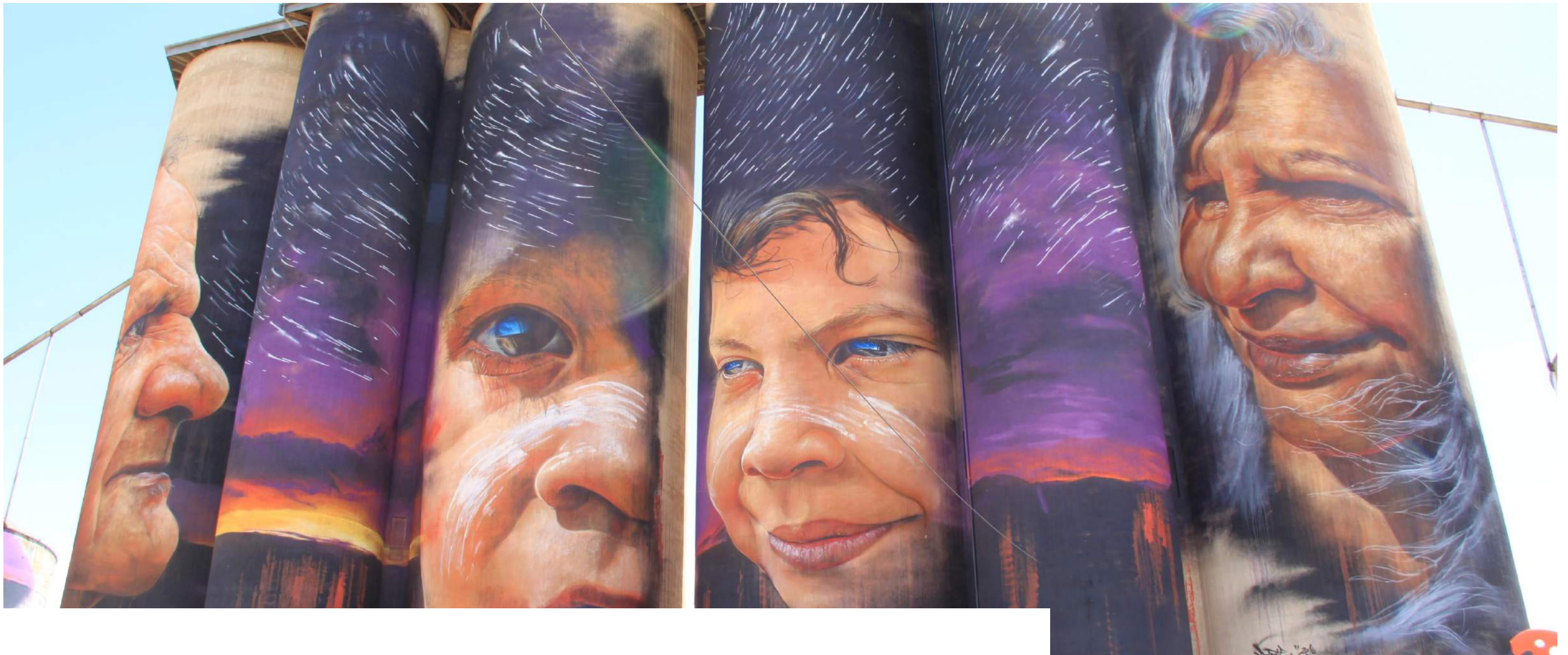


Strategic approach for the drive market



- Position regional Victoria as an ideal short-break destination
- Emotionally connect with under 35s
- Promote regional Victoria's rich seasonal propositions
- Leverage known motivators for travel, particularly nature and culinary experiences and events
- Work with Regional Tourism Boards to market each region's distinctive attributes
- Off-peak focus

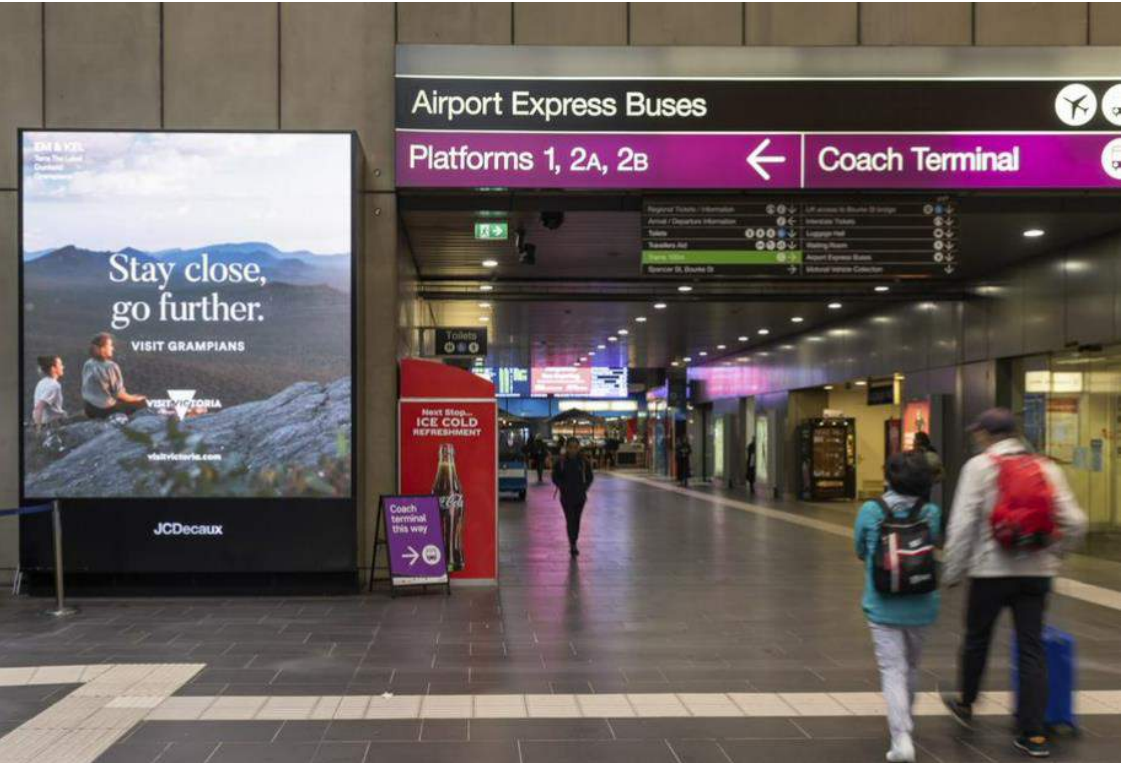


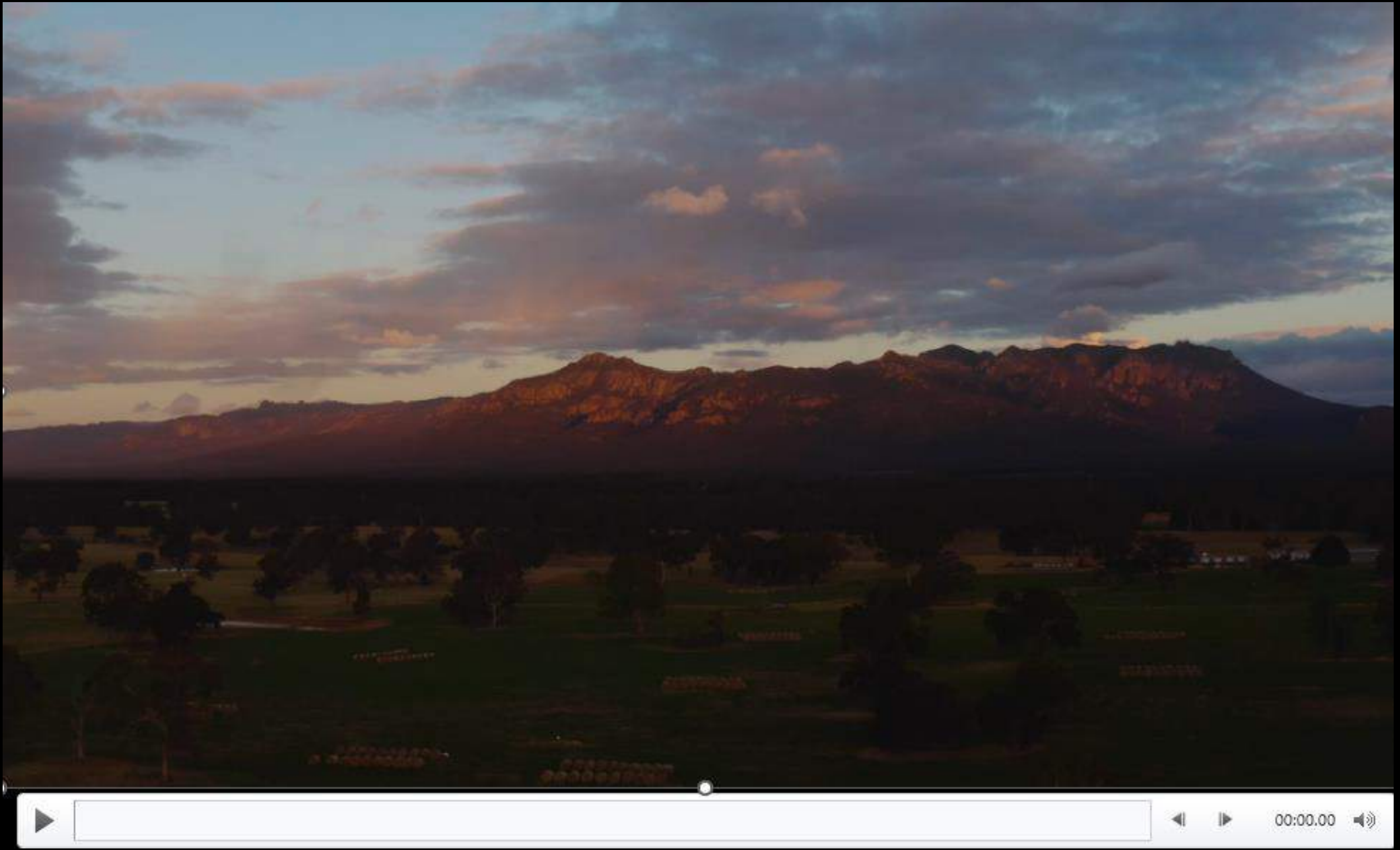


Stay close, go further
campaign activity

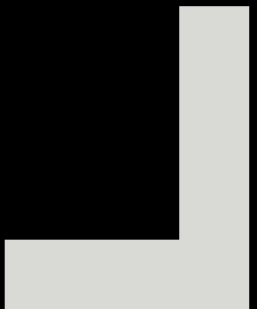
VISIT VICTORIA

Stay close, go further





[Video link](#)



Stay close, go further



Stay close, go further.

VISIT GRAMPIANS

visitvictoria.com

Hadyn Black
Hounds Run Vineyard & Black and Ginger
Great Western, Grampians

VISIT VICTORIA



Stay close, go further.

VISIT GRAMPIANS

visitvictoria.com

Em & Kel
Terra the Label
Dunkeld, Grampians

VISIT VICTORIA



Stay close, go further.

VISIT GRAMPIANS

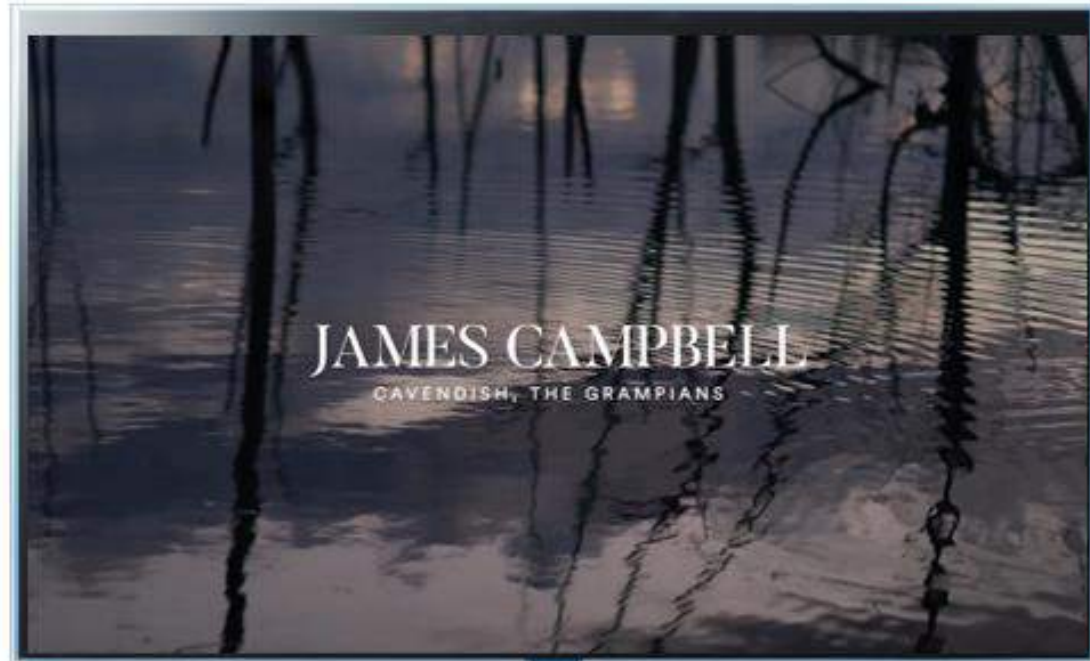
visitvictoria.com

James Campbell
The Bunyip Hotel
Cavendish, Grampians

VISIT VICTORIA



Stay close, go further



Stay close, go further



Meet the makers, growers, crafters and creators who strive to make a mark in their own special part of the Grampians. Meet the locals grounded in their pursuit of fine wine, quirky and sustainable accommodation, contemporary clothing made with natural fibres, and elevated pub grub with fresh locally grown produce. Reconnect and find a sense of space. Stay close, go further.

Stay close, go further.

Meet the people

View as: Grid



Hit the road for a Grampians escape

Journey to west Victoria and discover a fresh new perspective in the Grampians region. Scale to new heights on mountain peaks a million years in the making, sample mouth-watering local produce, cast your eyes on Aboriginal rock art, and sleep soundly surrounded by the beauty of nature.

Stay close, go further



Perfect panoramas

Scale spectacular sandstone ridges, gaze at awe-inspiring vistas and find your favourite new hiking trail in this breathtaking mountainous region.

[READ MORE](#)

Treat your tastebuds

Taste the region's famed cool-climate wines, settle in for a ten-course degustation at the local pub and discover how the Grampians takes country dining to a new level.

[READ MORE](#)



Visit Gariwerd

Discover 30,000 years of Aboriginal culture and learn about what the heritage-listed landscape of Gariwerd means to the Jadaavajal and Djap Wurung peoples.

[READ MORE](#)

Sleep in luxury

From indulgent weekends to cheap and cheery family holidays, there are plenty of places to recharge and relax in the Grampians' tranquil bush surrounds.

[READ MORE](#)



MEET THE MAKERS

Em and Kel

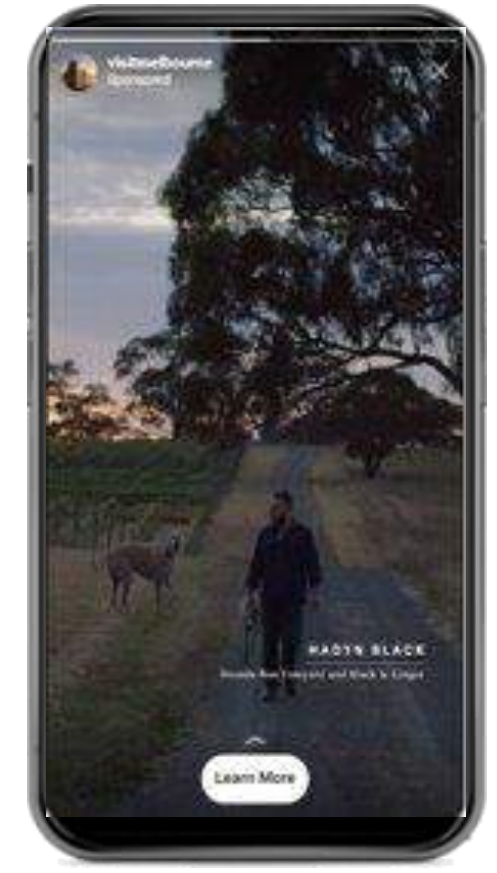
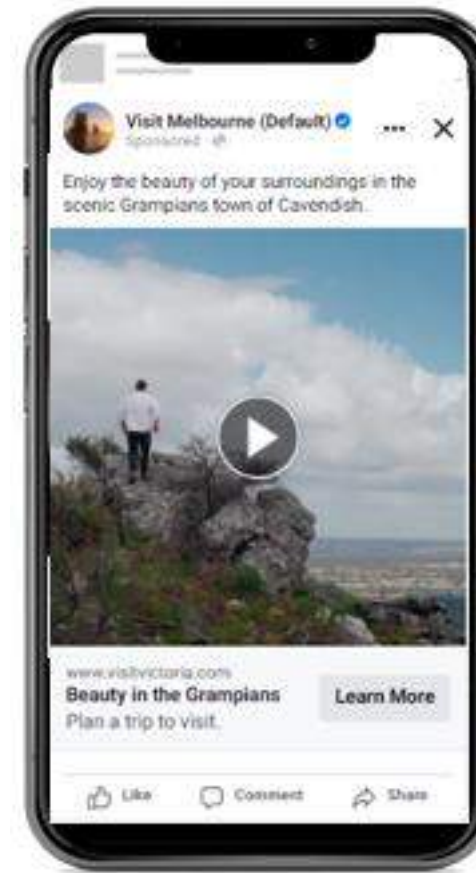
Sister and self-described earth-lovers, Em and Kel Sommerville, discuss their love of Gariwerd and their ethical fashion line, Terra the Label.

[Meet Em and Kel](#)

How useful do you find our newsletters?



VISIT VICTORIA

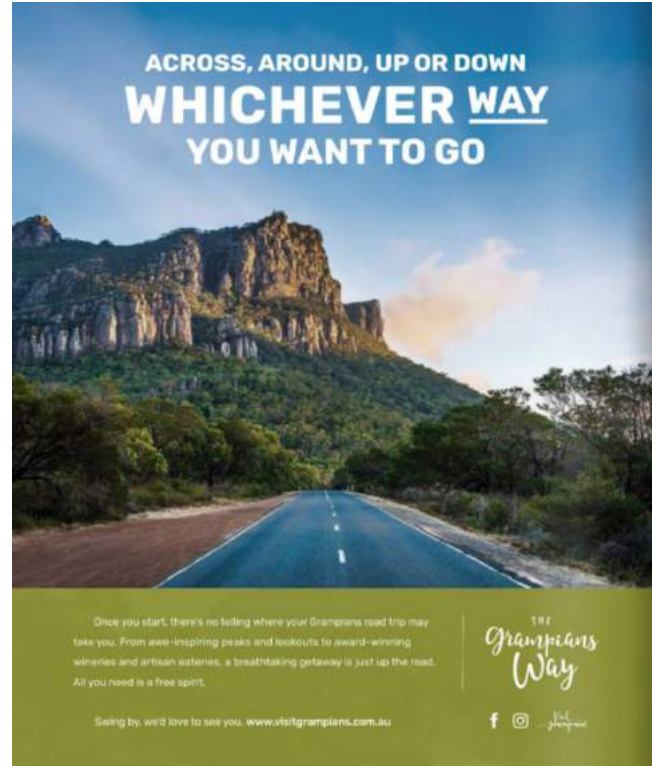


MEET THE MAKERS

Hady Black

Winemaker and co-owner of Hounds Run Vineyard in the Grampians, Hady Black sets himself apart with Spanish and Portuguese Style wines and sustainable tiny house accommodation.

Stay close, go further



TAKE A NOT-SO PUBLIC HOLIDAY

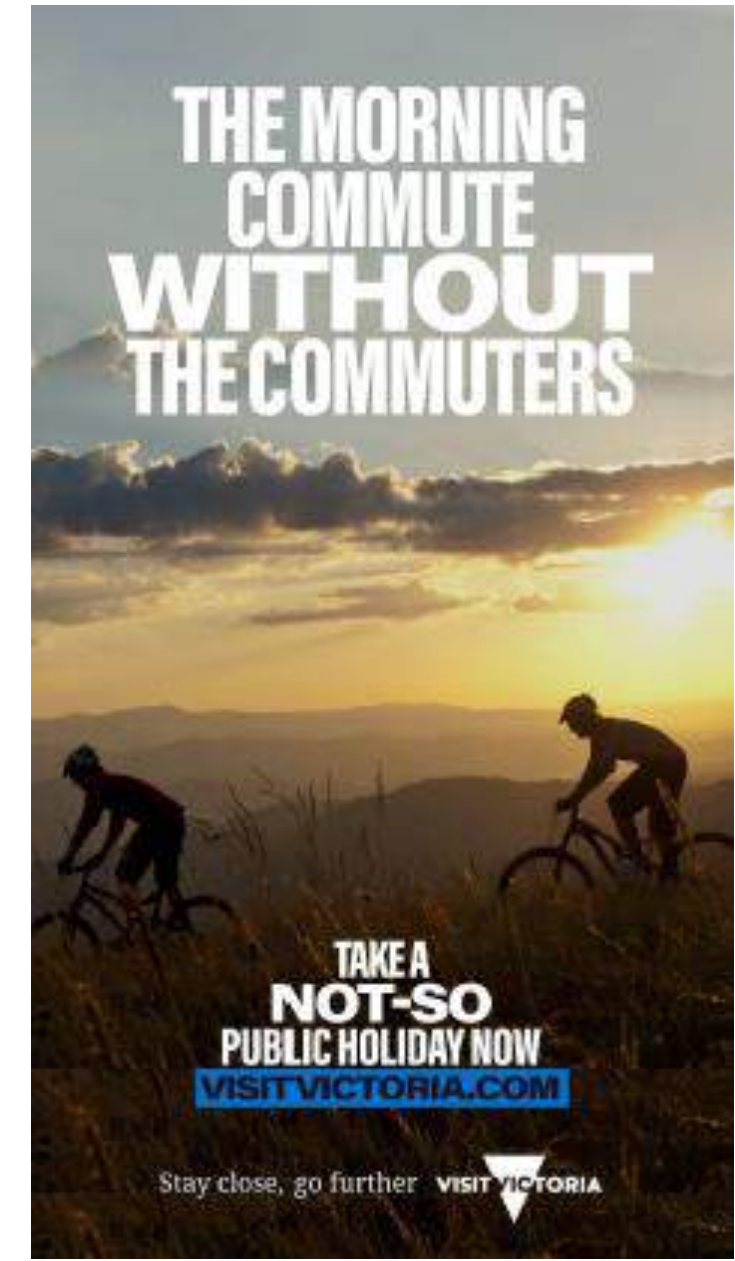
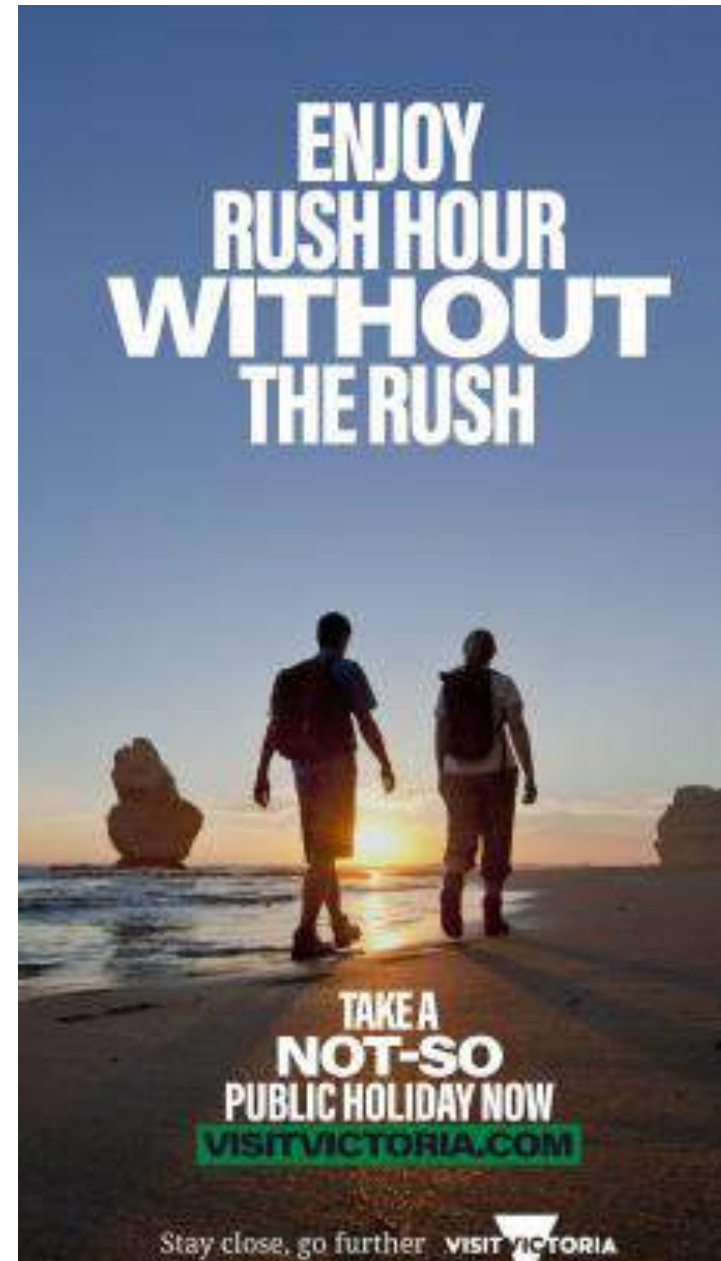
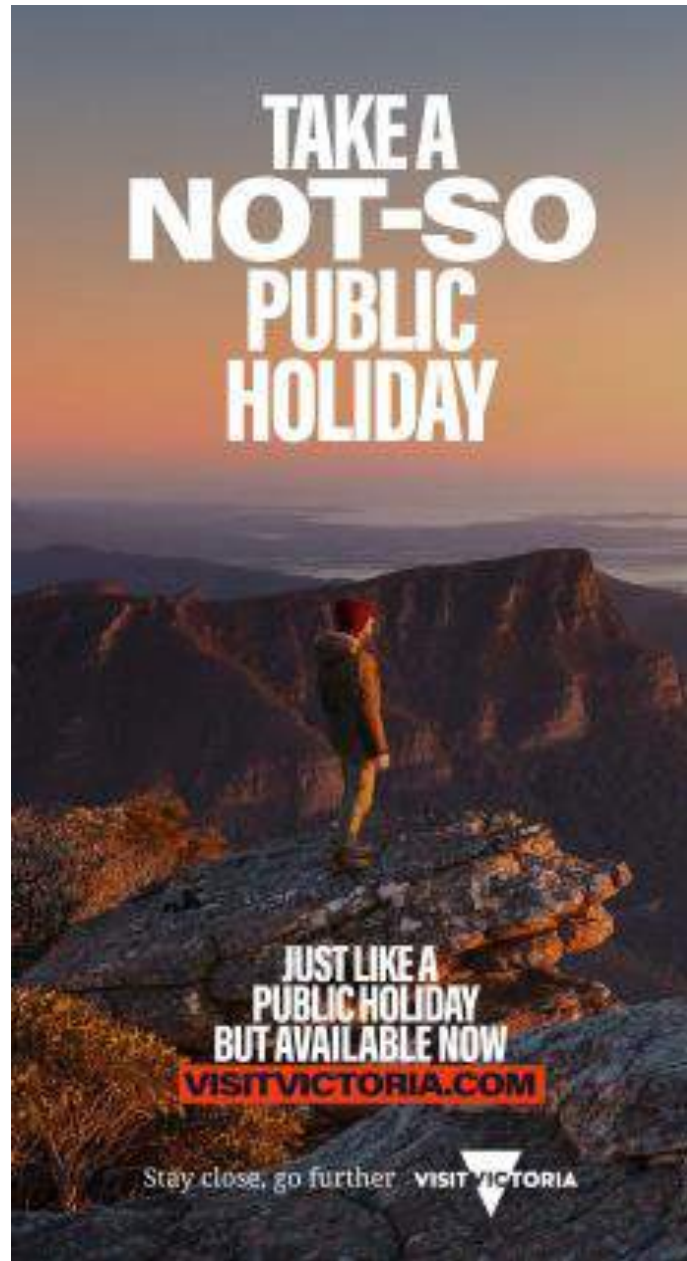
JUST LIKE A
PUBLIC HOLIDAY
BUT AVAILABLE NOW

[VISITVICTORIA.COM](https://www.visitvictoria.com)

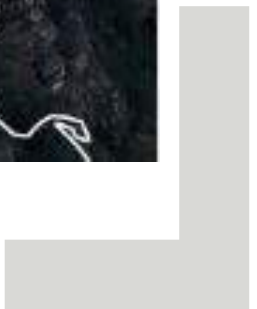
Stay close, go further.

 VISIT VICTORIA

Take a not-so public holiday – tactical campaign



Introducing Stella the Stargazer







Stay close, go further
Cooperative Marketing



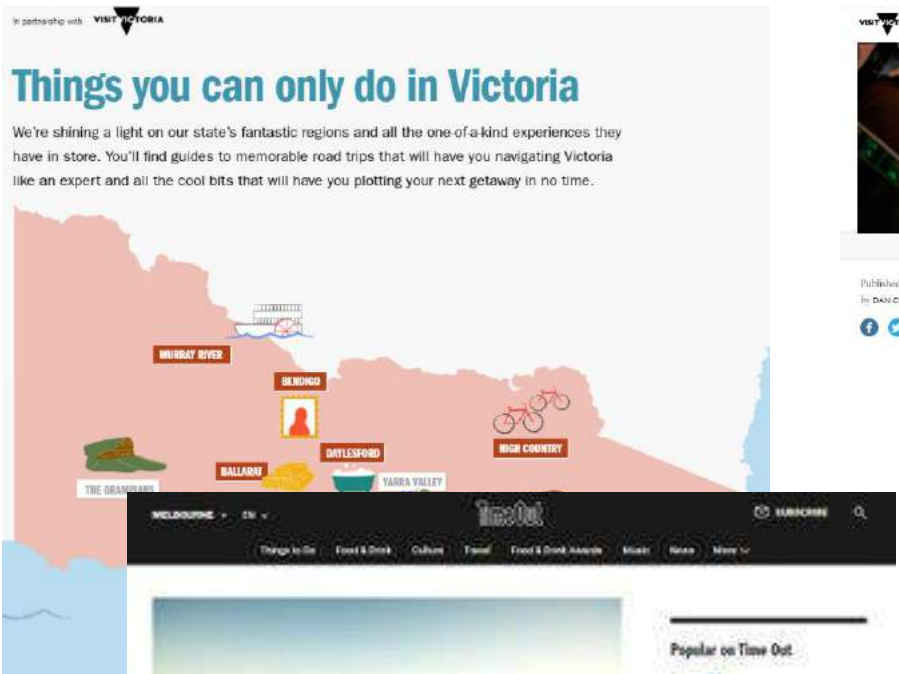
Visit Victoria + Grampians Tourism cooperative marketing

WE ARE EXPLORERS



Within weekend distance from Melbourne, the Grampians caters to foodies, Explorers and everyone in between. With world-class hiking trails, swimming, and top-notch local food, the only question you need to ask yourself is 'How soon can we go?'

We acknowledge that this adventure is located on the traditional Country of the Djab Wurrung and Jardwadjali people who have occupied and cared for these lands and waters for thousands of years. We pay our respects to them as the Traditional Custodians and recognise that sovereignty was never ceded.



Once a booming goldfield, the Grampians is now a mecca for hiking trails and cool-climate grape growing. The sparkling shiraz is arguably the region's crowning jewel, but the national park - packed with undulating paths, rock formations, wildflowers and a wealth of Aboriginal cave paintings - is a treasure unto itself. In partnership with Visit Victoria and Grampians Tourism, here's where to eat, drink, stay and what to do in the Grampians.



Visit Victoria Social & eDM



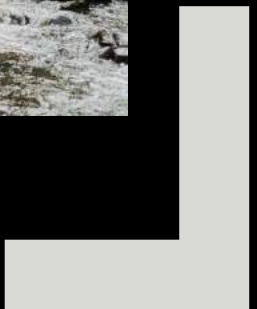
Visit the Grampians
Create long-lasting memories with the ultimate road trip in the Grampians (Gariwerd) National Park, along The Grampians Way. Discover unique cultural experiences, and taste your way around the region. Use our itineraries to help you plan the perfect journey.



WE ARE EXPLORERS



[Video link](#)

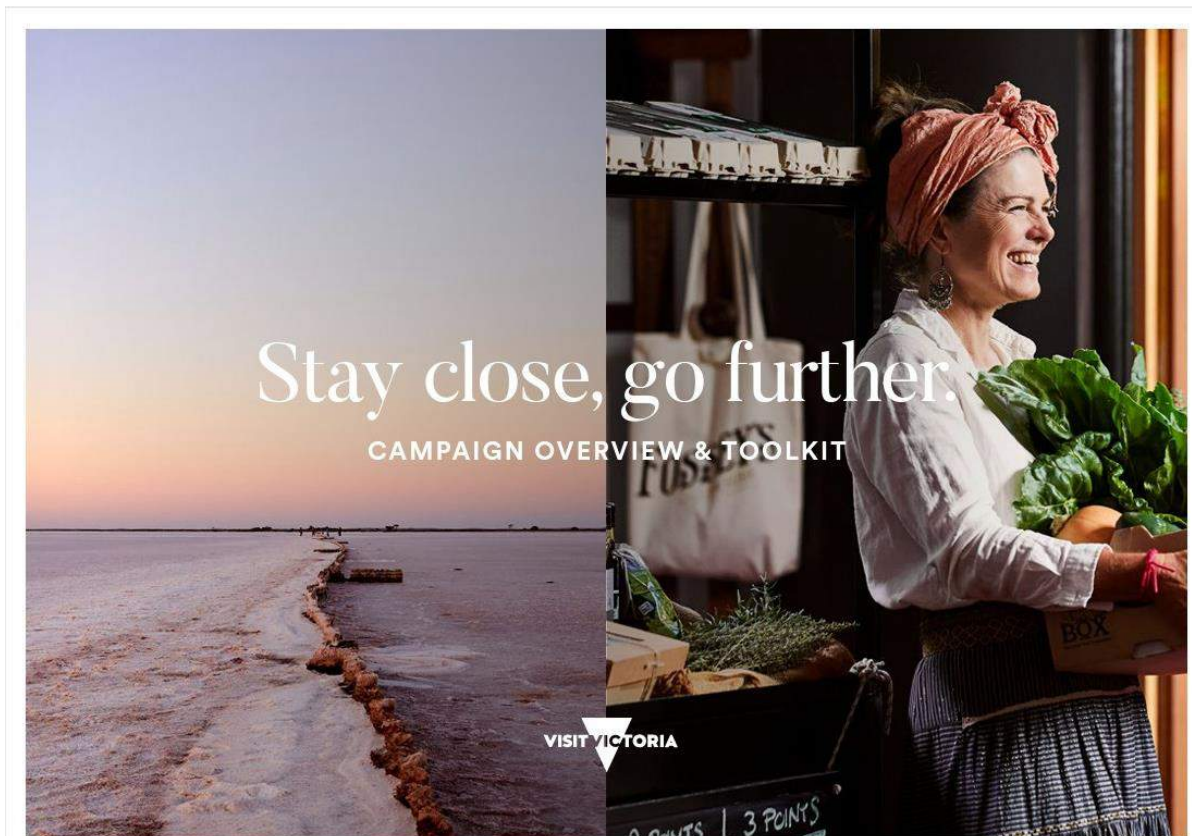




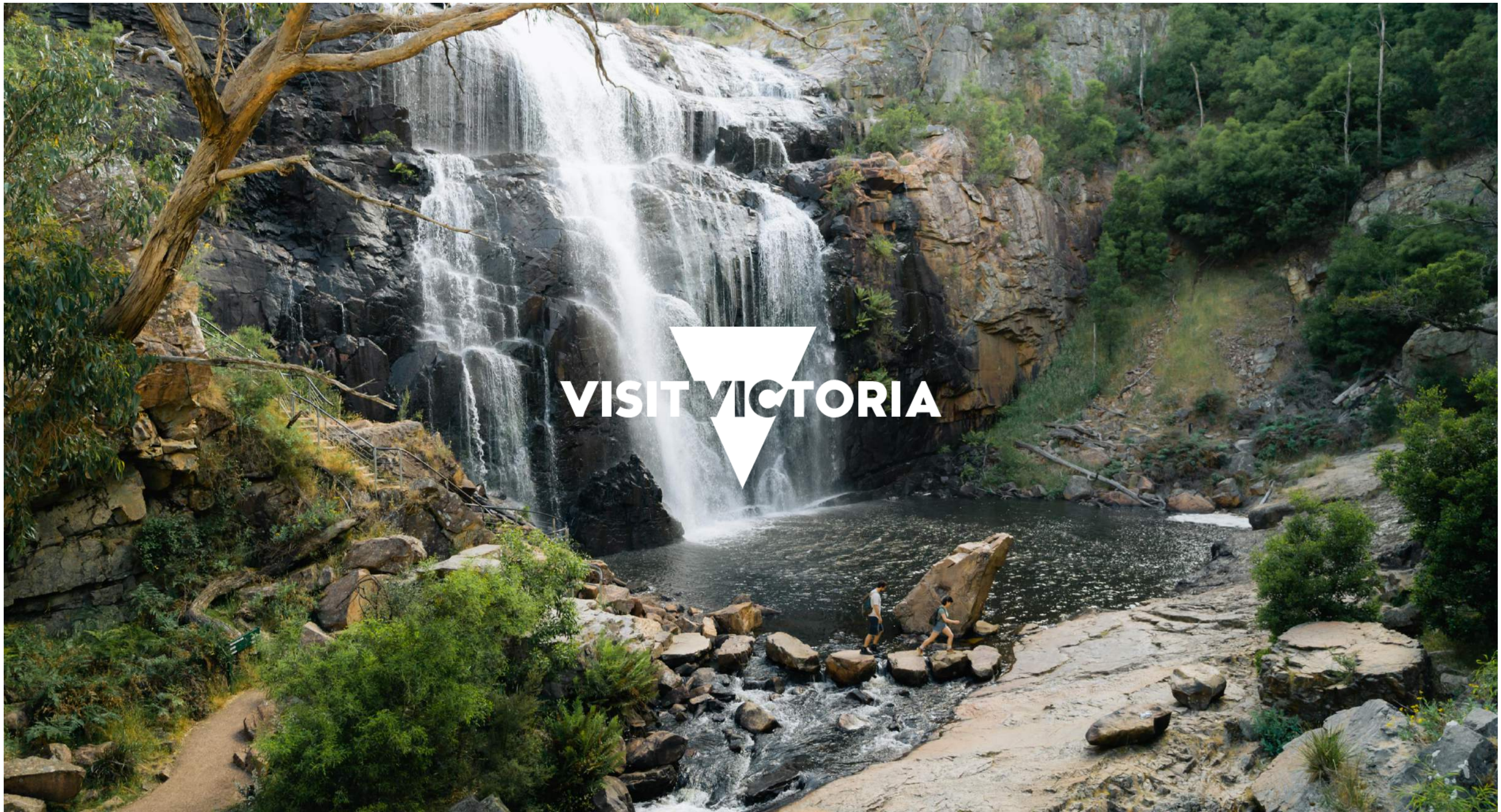
Campaign performance snapshot

- 53% of Victorians recall seeing the *Stay close, go further* campaign (target 40%).
- 71% are more likely to consider a trip to regional Victoria.
- 36% of Victorians took an action as a result of the campaign (target 20%).
- \$35 million in AVE through PR coverage
- 1.4 million leads directed to industry, target of 865,000

Get involved – how to leverage this activity



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



VISIT VICTORIA

KARIN SCHERMA
MANAGER DIGITAL PRODUCT
VISIT VICTORIA



Visit Victoria ATDW Training





Agenda

ATDW's Vision and Strategy

Visit Victoria's role in ATDW

The benefits of an ATDW profile

How to create a profile

Tips to optimise your profile

How to get in touch with us

*Presented by Karin Scherma from the
ATDW Support Team at Visit Victoria.*

ATDW's vision

The leading national
digital tourism
marketplace,
sharing Australian
experiences with the
world.



ATDW's purpose

Promote
competitive
advantage
to maximise
bookings,
enabling
tourism
growth.



How does the ATDW work?





What role does Visit Victoria play?

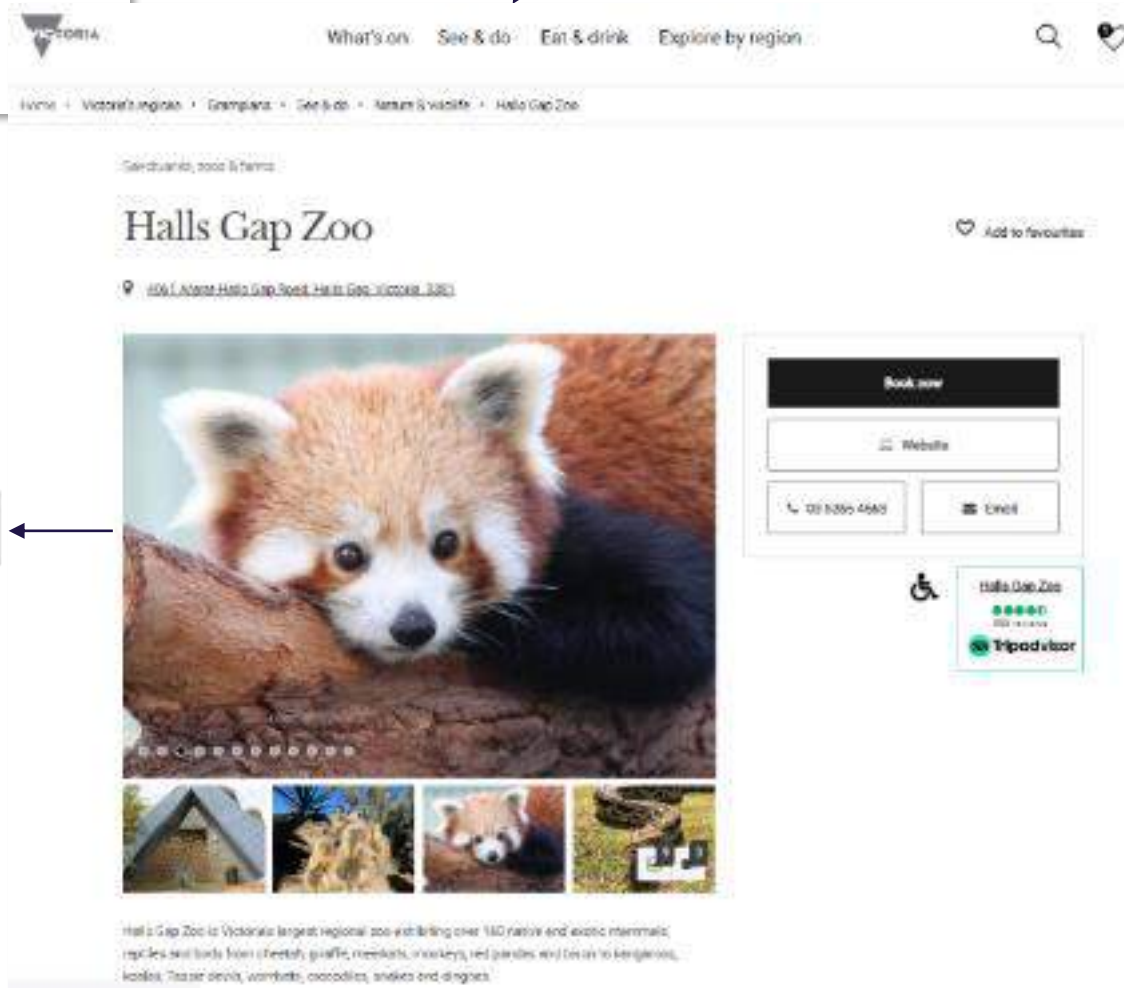
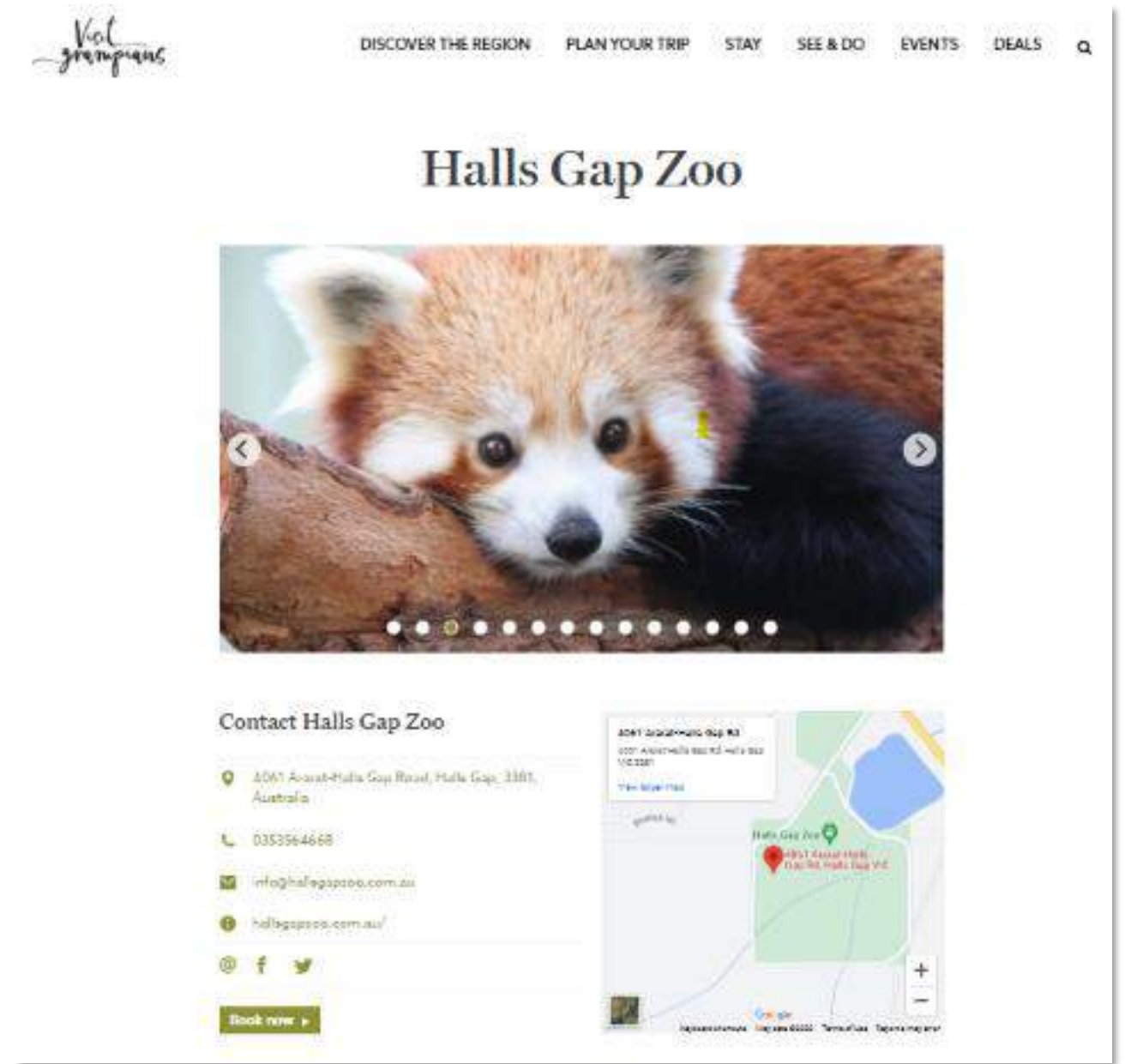
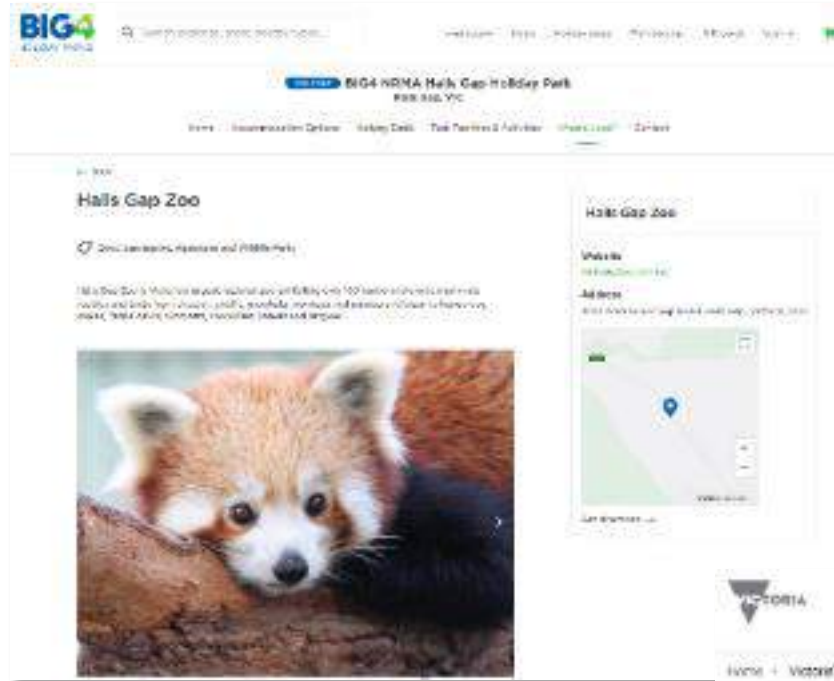
- Management and quality assurance of profiles
- ATDW-Online user support – phone and email
- ATDW training and resources for industry
- Publish ATDW profiles to our consumer website **visitvictoria.com/visitmelbourne.com**
- Liaise with marketing team to feature ATDW profiles in marketing campaigns and channels



Why should you have an ATDW profile?

- Be found on high profile **local, regional, state and national** tourism websites including **visitvictoria.com** (reaches an engaged audience of over 7M annual visitors),
- Essential to be included in Visit Victoria, Grampians Tourism and Tourism Australia marketing programs and activities – email, social and website
- Update just one profile with your changes automatically reflected across all websites
- Improve SEO of and drive leads to your own website
- Your profile meets national quality standards

One profile, maximum exposure



An ATDW profile is at the start of many opportunities

The screenshot shows the ATDW profile for Bunyip Hotel Cavendish. At the top, there are navigation tabs: "What's on", "See & do", "Eat & drink", and "Explore by region". Below this is a breadcrumb trail: "Home > Victoria's regions > Grampians > Eat & drink > Restaurants > Bunyip Hotel Cavendish". The main heading is "Bunyip Hotel Cavendish" with an "Add to favourites" button. The address is "17/25 Scott Street, Cavendish, Victoria, 3314". A large image shows a wooden cutting board with a knife and two plates of food. To the right, there are buttons for "Website", "03 5574 2205", and "Email", along with accessibility icons for a wheelchair and a hearing aid. A small caption at the bottom reads: "A classic Western District country pub with an ever-changing menu of top class food made on site with fresh, local produce."

The screenshot shows a video profile for James Campbell. The video features a man in a white shirt and dark apron, identified as James Campbell. Below the video, there is a "Watch" button and a small thumbnail image. The text below the video reads: "James Campbell: At the historic Bunyip Hotel in Cavendish, chef James Campbell draws on his relationships with local farmers and producers to put the best without the frills of the Grampians on a plate. The video is the first in a series of videos in the series of 'Local Heroes' which will be part of the 'Stay Close, Go Further' campaign. The video is available on YouTube and is part of the 'Stay Close, Go Further' campaign. The video is available on YouTube and is part of the 'Stay Close, Go Further' campaign."



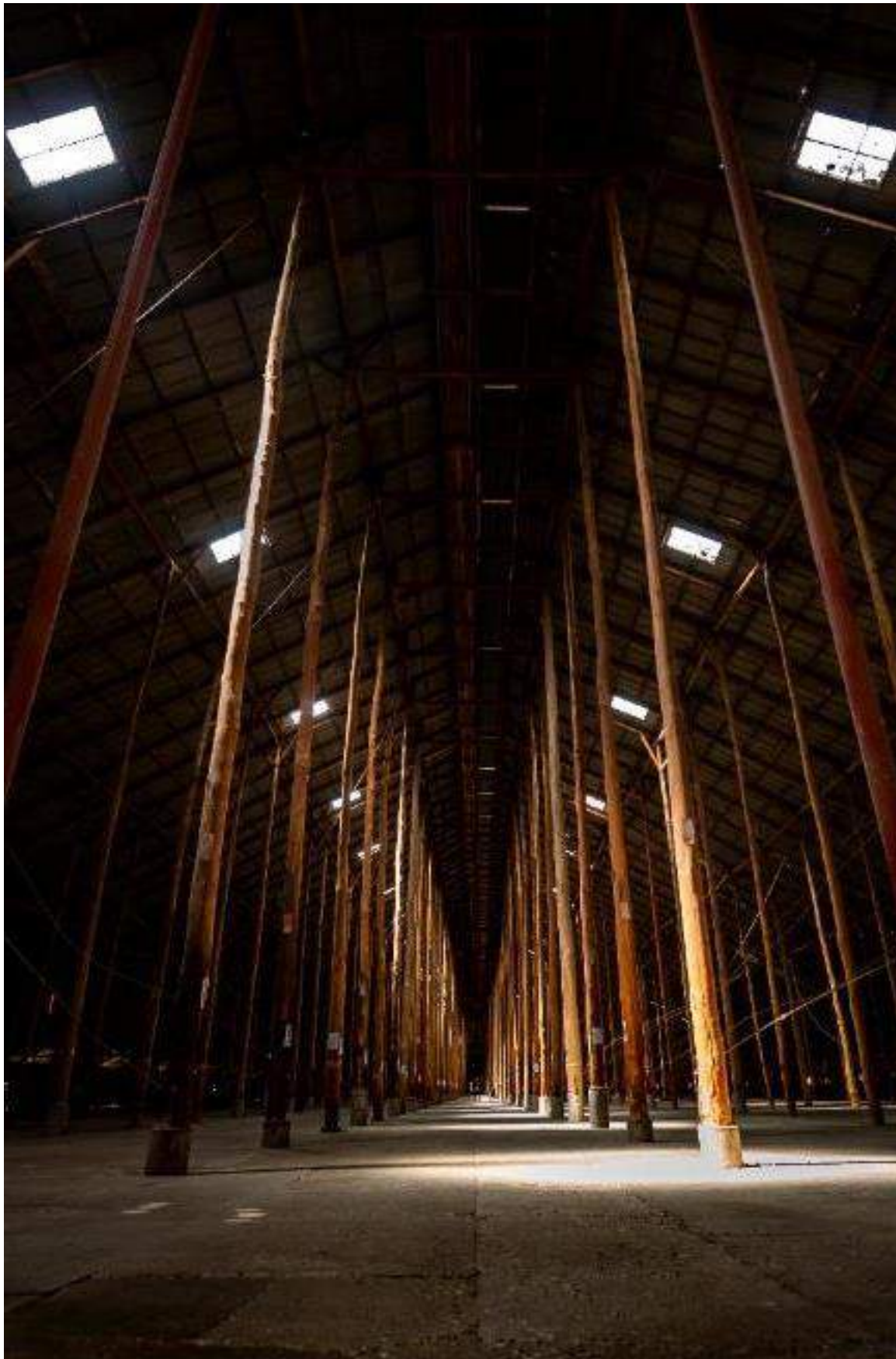


How much does an ATDW profile cost?

- **FREE** Currently subsidised by Visit Victoria and your Regional Tourism Board in response to the impact of COVID-19
- Businesses have until 31 December 2022 to create a profile free of charge
- A coupon code from Grampians Tourism is required to waive the profile fee
- Events are free to list, no code required



How to create a profile



What you should have ready to start

- General business/event details for registration
- Description of business/event (50 to 200 words)
- Images (5 to 10)
- Coupon code from the Grampians Tourism

1. Register an ATDW account – www.atdw-online.com.au



ATDW-Online

 [Contact us](#)

Welcome to ATDW-Online

ATDW is Australia's National Tourism Database of 40,000 listings, divided into 11 categories. State Government owned and funded, we collect, quality assure, store and then distribute Australia's digital travel information to over 250 distributors to use on their consumer websites and apps.

For **tourism operators** who are listed in the database, we offer cost effective, digital distribution and significant online exposure and **Online distributors** are presented with easy access to accurate, up-to-date, consumer relevant tourism content.

Select your Account Type

Tourism Operator

Create an ATDW listing

Check your Eligibility [here](#).

It's quick, easy and cost effective. Enter your details once and your ATDW listing will appear on any number of the 100+ ATDW distributor websites including those of your State and Regional Tourism Organisation.



2. Fill in your organisation and user details

Register

Please provide your organisation information

ABN number

Business ABN

Organisation information

Name of organisation

Location

Street address

Unit / Apartment / Suite / Building

Suburb

Create a user

Provide this user with access to listings for this account

Personal information

First name

Last name

Phone number

Login details

Email address

Password

Re-type password

CREATE



3. Read and agree to the terms and conditions

Terms & conditions

These terms are relevant if You are supplying Content.

If you are are publishing **Content** from this **Site**. Please contact us at support@atdw.com.au for a copy of our Distributor Licence Agreement. Before your continued use of this Site you should secure and agree to these terms.

1. The Site and your Content

Welcome to the <http://www.atdw-online.com.au> website or mobile properties, including related applications (collectively, this **Site**).

We provide an online platform that allows You to tell Us about your tourism business. This requires you to submit content including text, graphics, video/audio, photographs, images and multimedia (**Content**). We make this content available for publication by Us and by **Distributors**.

The term **You** refers to you being a business that has registered with Us to contribute content on, or publish content from, the Site. The terms **Your** and **Yourself** pertains to You.

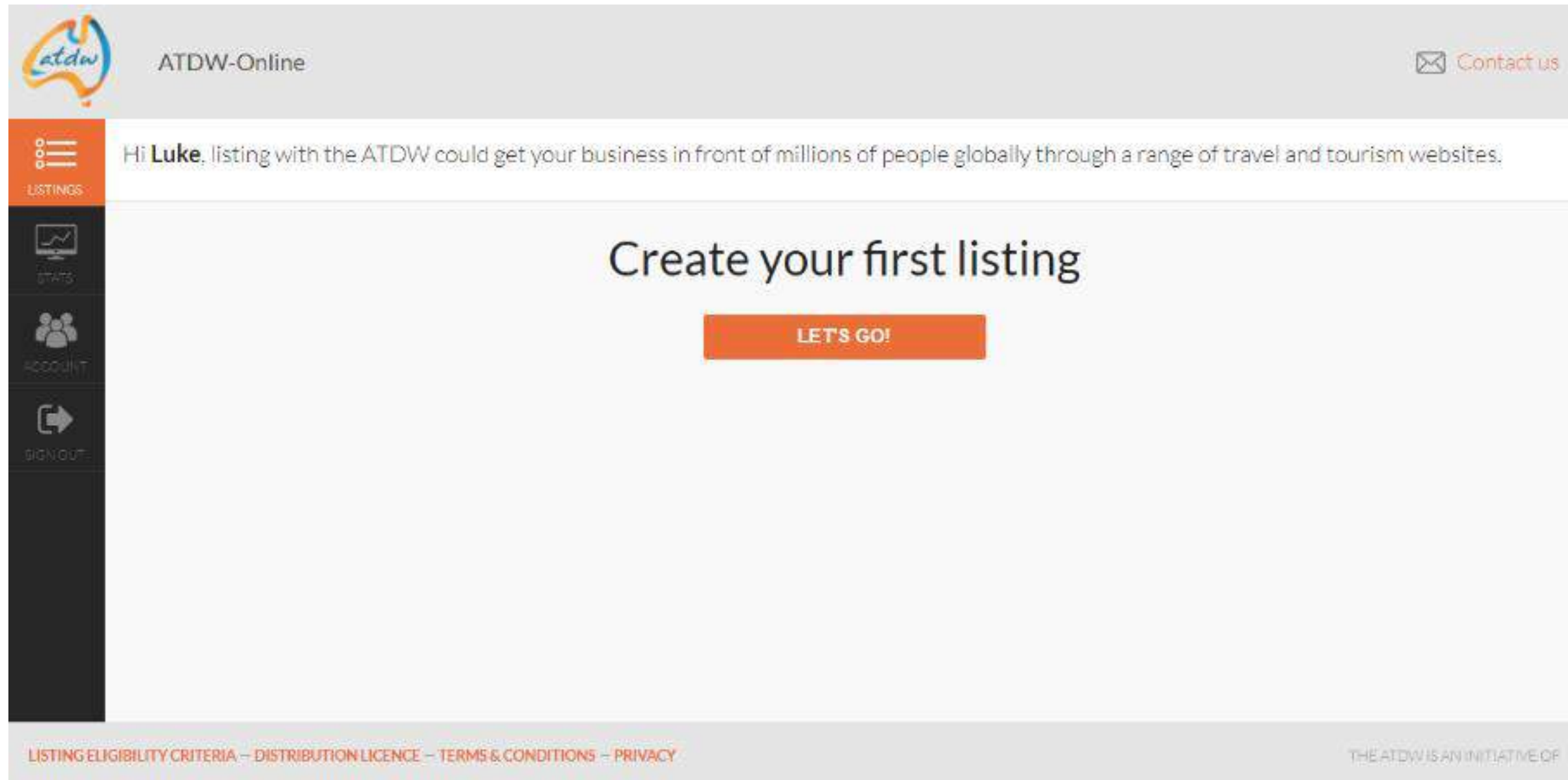
The term **Distributor** refers to a business that registers for access and is supplied content by ATDW or a STO that publishes the supplied content. Terms of Use relevant for these businesses are contained in

I have read and agree to the Terms and Conditions

ACCEPT



4. Click 'Let's go' to create your profile



The screenshot displays the ATDW-Online user interface. At the top left is the ATDW logo and the text "ATDW-Online". At the top right is a "Contact us" link with an envelope icon. A dark sidebar on the left contains navigation icons for "LISTINGS", "STATS", "ACCOUNT", and "SIGN OUT". The main content area features a personalized greeting: "Hi Luke, listing with the ATDW could get your business in front of millions of people globally through a range of travel and tourism websites." Below this is a large heading "Create your first listing" and a prominent orange button labeled "LET'S GO!". The footer contains a navigation menu with links for "LISTING ELIGIBILITY CRITERIA", "DISTRIBUTION LICENCE", "TERMS & CONDITIONS", and "PRIVACY", along with the text "THE ATDW IS AN INITIATIVE OF".



5. Select your profile category



Accommodation

Accommodation establishments allowing short term stay



Attraction

Areas of interest that offer a distinct visitor experience to the leisure tourist



Food & Drink

Establishments which are targeted at leisure visitors and/or offer a unique dining experience



Tour

Must offer regularly organised tours with a leisure-tourism focus, organised by experienced guides.



Hire

Must provide products or services hired for a specific time to be used/operated by the leisure tourist.



Transport

Must provide point to point travel or transfers for the leisure tourist



Event

Must have a leisure tourism focus with the best potential to stimulate visitation.



General Service

Limited to products or services which support tourism and those who travel.




6. Fill in your profile template

- Description (50 – 200 words)
- Images (up to 10)
- Video (up to 10)
- Contact details
- Direct booking/purchase URL
- Pricing
- Facilities
- Social media
- Accreditations
- Deal or special offer

The screenshot shows the ATDW-Online interface for creating an accommodation listing. The top navigation bar includes the ATDW logo, the text 'ATDW-Online', a 'Contact us' link with an envelope icon, and a 'VI' logo. Below the navigation bar is a sidebar menu with icons for 'LISTINGS', 'ACCOUNT', 'SEARCH', and 'SIGN OUT'. The main menu is titled 'ACCOMMODATION' and lists various fields: Name & description, Accommodation Type, Location, Contacts, Indicative Prices, Accessibility, Photos, Capacity, Videos, Check in & check out, Internet access, Star rating, Property facilities, Memberships, Accreditations, Social accounts, Media Links, Add Accommodation type, and Add a Deal / Offer. The main content area shows a form titled 'Untitled' with a listing number 'AU0446225' and organization 'Visit Victoria - VICTVIC'. A progress indicator shows '9 mandatory steps to list' and a 'SUMMARY' button. The form has two main sections: 'Name & description' (marked as 'Required') and 'Guidance'. The 'Name & description' section has a text input field with 'Yarra Valley Hotel' entered. The 'Guidance' section provides instructions for the 'Name & description' field, including: 'Describe the experiences a visitor will', 'Highlight what makes your business', 'Include your business/event name for', 'No capitalised text unless it is tradem', 'No abbreviations, acronyms or specia', 'No URLs, contact details, dates, times', 'Short sentences = quick reading', and 'Alternative Business Name'.


7. Send your profile for review

Contact us **VISIT VICTORIA**

Mrs Baker's Still House 
Listing #: AU0441637

9 optional steps to optimise your listing

SUMMARY **SEND FOR REVIEW** **MORE...**

 Name & description **Required**


What's the name of your establishment?

Mrs Baker's Still House

How would you describe your establishment?

Mrs Baker's Still House is an Australian craft distillery of gin, liqueurs and single malt whisky. Many of the botanicals are grown in the garden and orchard, and others are from local farms. Even the base neutral spirit is distilled from wine made on the farm. The main still is used to strip the alcohol from parcels of wine, in a double distillation process. Very few small craft distilleries make their own neutral spirit. The malted barley used to make the whisky is from barley grown in Skipton, and malted in Ballarat. All very low "food miles".

A visit to Mrs Baker's Still House usually starts with a short informal tour of the winery and distillery where you get to talk to the distiller. Then fol-

 **Guidance**

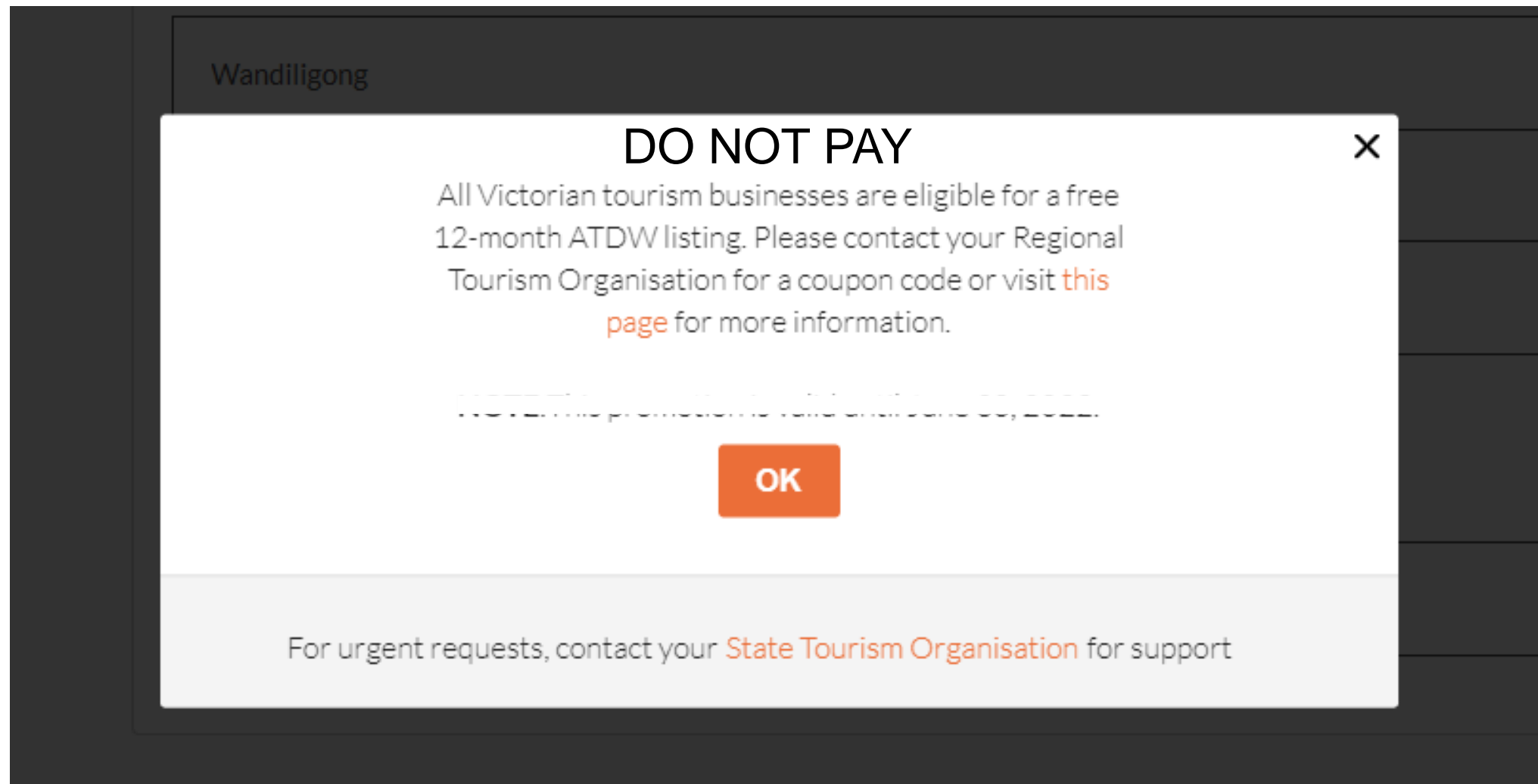
Name & description

- Describe the experiences a visitor will have with you.
- Highlight what makes your business unique.
- Include your business/event name for better brand recognition and search results.
- No capitalised text unless it is trademarked.
- No abbreviations, acronyms or special characters, unless as part of your registered business name.
- No URLs, contact details, dates, times or prices.
- Short sentences = quick reading.

Alternative Business Name

If your business is known by any other name, such as a previous

Reminder pop-up



Wandilgong

DO NOT PAY ✕

All Victorian tourism businesses are eligible for a free 12-month ATDW listing. Please contact your Regional Tourism Organisation for a coupon code or visit [this page](#) for more information.

NOTE: This promotion is valid until June 30, 2022.

OK

For urgent requests, contact your [State Tourism Organisation](#) for support



8. Enter your coupon code at the payment page

Payment Step 2: Payment summary and method

Coupon Code

If you have received a coupon code from your Regional Tourism Organisation, please enter the coupon code below:

Coupon code **APPLY COUPON**

Order summary

Victorian operators are required to pay an annual subscription fee.

ATDW-Online Annual Subscription	
Subtotal	\$295.00
Coupon code discount	-\$0.00
Total amount due	\$295.00

Payment method

Select your preferred payment method below to pay the total amount due. We accept Visa, Mastercard and AMEX

PAY WITH CARD **PAY WITH BPAY**

CANCEL

Payment Step 2: Payment summary and method

Coupon Code

If you have received a coupon code from your Regional Tourism Organisation, please enter the coupon code below:

APPLY COUPON

Coupon code applied. [Click here to clear the coupon code](#)

Order summary

Victorian operators are required to pay an annual subscription fee.

ATDW-Online Annual Subscription	
Subtotal	\$295.00
Coupon code discount	-\$295.00
Total amount due	\$0.00

Payment method

Please click the "Place Order" button below to complete the process

PLACE ORDER **CANCEL**



Tips to optimise your profile

- Images
- Description
- Deals



1. Add engaging images

- Choose photos that highlight your USP. Depict the experience.
- Show your location at its best but be careful about giving false first impressions.
- Show a variety of photos with/without people, close up/far away, inside/outside, of different room types (for accommodation), different meals (for dining) and different vehicles or destinations (for hire or tours).
- Keep your photos current and real. Keep in mind changing fashions and hairstyles.
- Place your most captivating image first – this will be your hero image.

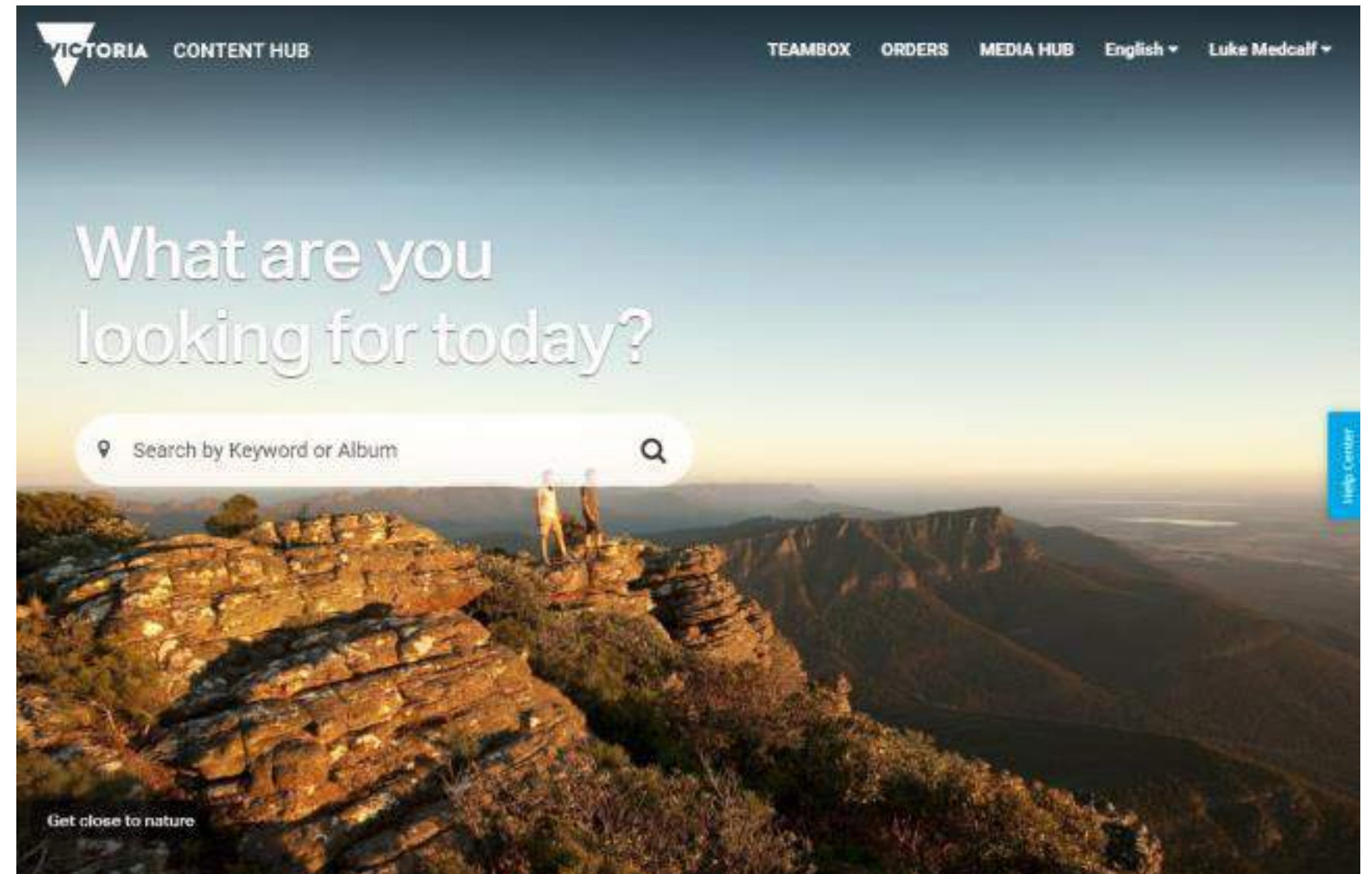


ATDW image guidelines

- **Minimum size - 1600 x 1200 pixels.** Upload images in their largest size and resolution.
- **Landscape** orientation – Portrait images will be cropped and important content may be cut off.
- **No text or logos** over images – These may be cropped and displayed poorly on distributor websites.
- **No banners, posters, flyers, collages or white borders.**
- **Alt text.** A brief description of the image for readers who are unable to see it.

Visit Victoria Content Hub – free marketing resource

- Images and video of Melbourne and regional Victoria
- Available to travel/lifestyle media and the tourism industry
- Register an account to access content for free
- www.contenthub.visitvictoria.com



2. Write a captivating description of your business or event

1. Ingredients

Focus on your USPs – **your unique selling propositions**. Why is your product, service or event worth it? What's different about it? What are the benefits? Why should they pick you, over a similar option? Try to explain this in just one or two sentences.

Key words help with search engine optimisation. Be sure to include your **business name** and other **key words** like the region you operate in.

2. Method

Write your description in a Word document and spellcheck before pasting it into ATDW. Think carefully about making the most of your **200 word limit**.

Write in **short sentences**. One idea per sentence (people find this easier to read). Use simple, direct language. Get straight to the point. Consider using a web tool like Grammarly to help shorten and simplify your writing.

Write as if you are having a **conversation with your customer**. Put them at the centre of what you write.

3. Assembly

Re-shuffle your **sentences** into an order which makes the most sense when read from top to bottom.

Structure your description using the 'pyramid structure'. Begin with a short summary including your product name and location. Expand and elaborate underneath. Conclude with lists of basic features and 'how to get there' information.



Example description - Accommodation

Luxury Lodge offers cottage and lodge style accommodation set amidst 20 acres and only metres from the sheltered waters of Eastern Cove.

< Mentions product name and USP in first sentence

The cottages accommodate two to five guests and each has a patio that overlooks the ocean. Queen size beds are featured throughout, and you'll find modern cooking facilities, smart televisions and en suites.

< Briefly describes rooms, services and noteworthy facilities

The lodge accommodates two to four guests with two double beds in each room. All rooms have decks with outdoor settings and barbecues to help you enjoy the peaceful setting.

< Provides ideas on what to do in the area

It's just a two minute walk to the wharf and boat ramp, ideal for fishing. There's also free fishing advice from local professional fisherman and fishing charters available.

< General 'how to get there' details. Use time to travel instead of distance

Luxury Lodge is a six hour drive or 45 minute flight from Adelaide.

(126 words)



Example description - Attraction

Unique Museum located in Brisbane and boasts the largest collection of Aboriginal art in Australia. Located on the banks of the Brisbane River overlooking the beautiful city skyline, Unique Museum is a must-see on a visit to Brisbane.

The gallery has only recently opened after an intensive year-long refurbishment. Internationally recognised exhibitions are showcased in impressive spaces thoughtfully created to complement the collections. There is an emphasis on Indigenous, Pacific and Asian collections, with Unique Museum boasting an eclectic collection of Aboriginal art from local and Outback artists.

School and after-school groups are also catered for with special packages available that include lunch and hands-on participation. There are also many function rooms that can be hired for various corporate needs.

Unique Museum is easily accessible by train, bus and City Cat from the city centre of Brisbane. There is also parking available nearby. **(143 words)**

< Provides a hook to encourage to read further. Gives an idea of where product is located

< Highlights major features of the attraction

< Further detail about services provided

< 'How to get there' info



Things to leave out of your description


- ✗ First person language ('we' or 'our')
- ✗ Abbreviations (**BYO, TV, BBQ**)
- ✗ Dot points
- ✗ Symbols (**&, !!, @**)
- ✗ Contact details (**Call Luke to book on 03..**)
- ✗ Pricing (**Adult \$30, Conc \$20**)
- ✗ Website links (**<https://lukescottage.com>**)
- ✗ Unnecessary capitalisation – only use for names, regions or specific places



Catavan & holiday parks

Breeze Holiday Parks - Grampians

2223 Grampians Road, Halls Gap, Victoria, 3381



Book now

Book with Booking.com


Website

03 5356 4244

Email

Breeze Holiday Parks - Grampians

TripAdvisor




Enjoy the tranquility of Breeze Holiday Parks – Grampians picturesque bush setting. Experience close encounters with an abundance of emus, kangaroos, native birds and other wildlife in the park – you'll feel like you're in your own personal zoo!

Be sure to head into the town centre of Halls Gap, where you'll find wineries and fine local... [Show more](#)

Price: **\$36.00 - \$200.00**
Prices based on two people per booking. Extra charges apply for more than two people. Peak periods not included.

Offers:

Offer




Stay 7 Pay 6

Stay 7 pay 6*

What better way to enjoy a holiday than with a cheeky little deal. Well, they've got you sorted and want to shout you a... [Show more](#)

Book offer

Offer



Take a Not So Public Holiday with 25% off

25% off cabins and sites*

Looking take a long weekend in regional Victoria? Take a Not So Public Holiday with 25 per cent off at Breeze Holiday Parks... [Show more](#)

Book offer

Offer



Take a Not So Public Holiday with 25% off

25% off cabins and sites*

Looking take a long weekend in regional Victoria? Take a Not So Public Holiday with 25 per cent off at Breeze Holiday Parks... [Show more](#)

Book offer

3. Add value with a deal/package

- Deals uploaded through ATDW give you added exposure on visitvictoria.com
- Your deal could be a package, bonus gift, collaboration with another business
- Does not always have to be a discount
- Your deal should clearly demonstrate value
- Up to 3 deals are live for maximum three months

Highlights



Chadstone The Fashion Capital

Be Our Guest

Book the ultimate escape to Hotel Chadstone Melbourne and enjoy luxury accommodation, breakfast, valet parking, dining voucher, HOYTS passes and more.



Crown Metropol Melbourne

A Luxe Sleepover

Crank up the heat with a cosy stay at Crown Metropol. Includes a round of mini golf at Holey Moley, minibar credit, in-room movie and valet parking.



Lon Retreat & Spa

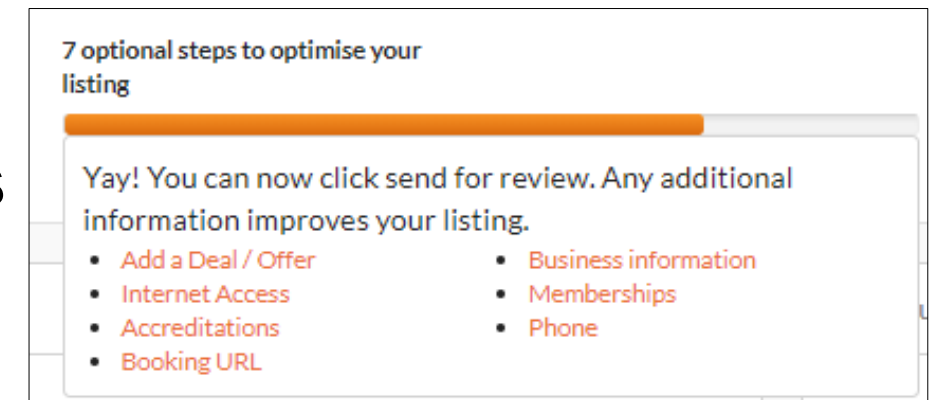
Fireside Escape Winter 2021 Package

Get cosy and comfortable this winter with this fully inclusive two night stay package.



Final tips

- Include your product name and location in the first line of your description – helps with SEO and site search
- Be **consistent** with your business name and contact details in your profile and the other channels that you advertise on
- **Fill out all relevant fields** – click on the **profile progress bar** at the top to see what is left to complete
- Provide **multiple points of contact** – website, booking, social etc.
- Keep your profile **up to date** – images, opening hours, deals, expired links
- **Rotate your images** with the seasons



Visit Victoria's ATDW Support Team

Contact us for help:

E: atdwsupport@visitvictoria.com.au

P: 1300 306 366

W: corporate.visitvictoria.com search "ATDW"

*Register for one
of monthly training
webinars!*



THANKS FOR JOINING US!