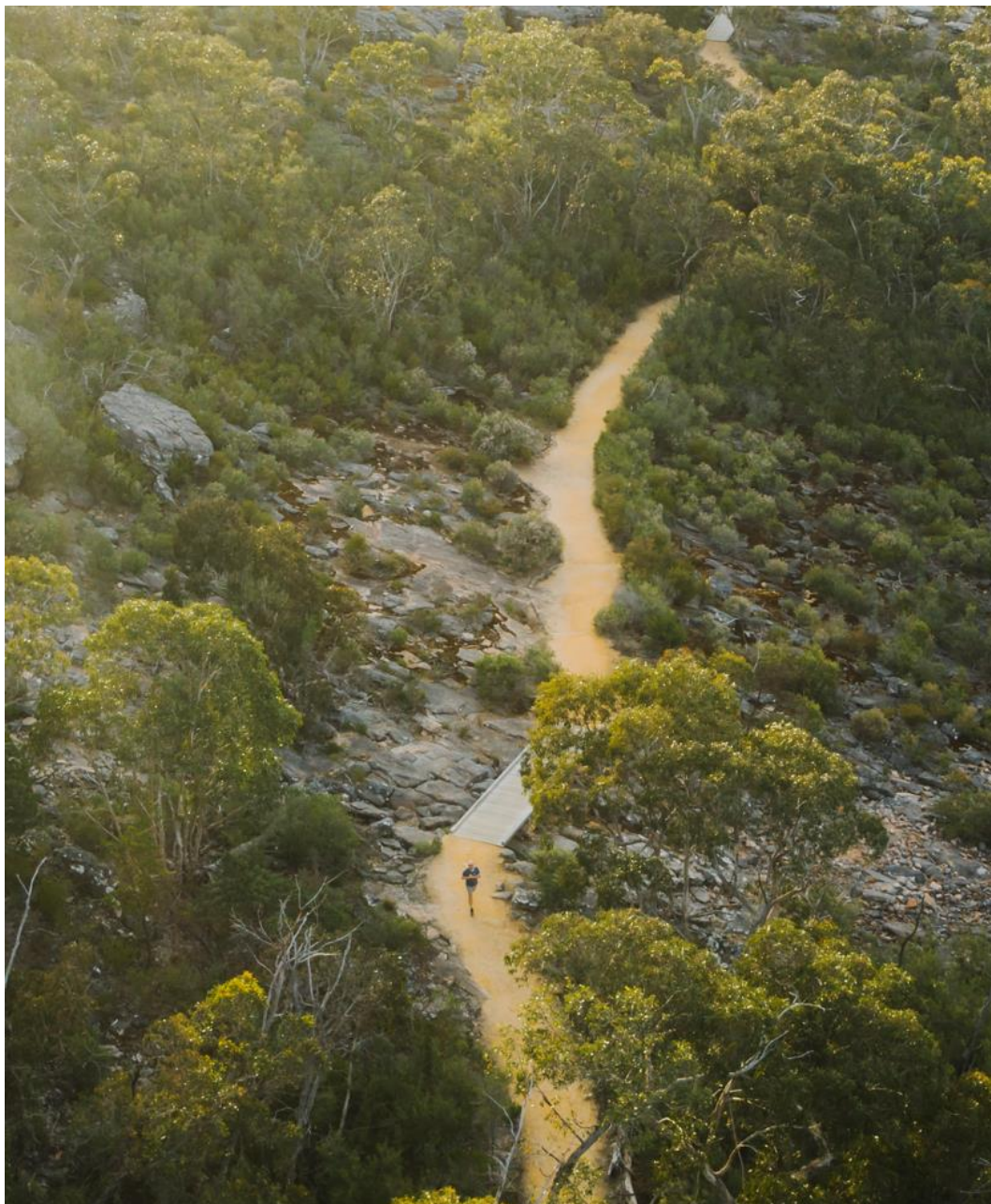




Quarterly Marketing Report September Quarter 2022

Grampians Tourism



Welcome to the Quarterly Marketing Report from the team at Grampians Tourism.

These reports are sent out every three months and we hope they are of interest to you. Please let us know if you would like more detail on any aspect of the report.

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1. Quarterly Activity Summary
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Quarterly Activity Summary

Following our hugely successful *Piece Together Your Ultimate Road Trip* campaign which ran in Melbourne and Adelaide during April and May, the Grampians region was abuzz with holiday visitors, with many accommodation operators reporting close to 100% occupancy in the school holidays.

Highlights of the quarter included:

7.1M Impressions, Total Reach of 2.2M and 18.6K Operator Conversions (click outs from Visit Grampians digital and social platforms to Operators' own websites).

Australian Traveller native content article served 160K Banner Impressions and generated 3,000 Unique Viewers.

Paid engagements were up 78% from June Quarter.

AUG & SEP were two of our strongest months in the past 12 months for web sessions.

Estimated PR Reach of 2.58M and Advertising Space Rate of \$732,150.



SUMMARY: 1 JULY - 30 SEPTEMBER 2022

TOTAL IMPRESSIONS

7.1m

ADVERTISING REACH

2.2m

TOTAL OPERATOR CONVERSIONS

18.6k

AN OVERVIEW OF DIGITAL PERFORMANCE 1 JULY - 30 SEPTEMBER 2022

Digital & Social Summary – September Quarter

- Digital activity over SEP Quarter has remained consistent with JUN Quarter despite reduction in paid ad spend.
- Decreases in results across Meta and Google due to this reduced spend, however have been able to grow substantially on TikTok over SEP Month to help balance out these results.
- Total SM following has grown by 4.1% in SEP Quarter due to the introduction of TikTok as a content and advertising platform.
- TikTok has added an extra 30,000 content views to our digital mix this quarter.
- Paid engagements are up 78% from JUN Quarter due to some great vertical video content from Grampians Helicopters.
- Our Meta traffic campaign is now operating at its most efficient with CPC figures sitting between \$0.10-\$0.15.
- Our Google Ads conversion rate has climbed slightly over SEP Quarter and our CPC has dropped. This is a great indication that our campaigns are running efficiently and performance is improving.
- AUG & SEP were incredibly strong months for website sessions, in fact two of our best months in the past year. Given the reduced ad spend for this financial year, we're pleased with the stability in these results.

Website Results

WEBSITE AND BLOG PERFORMANCE

TOTAL SESSIONS

137,854



Previous period **-3%** Previous year **61%**

CLICK OUTS (PREV 1/4: 101K)

9.8k

AVERAGE SESSION DURATION

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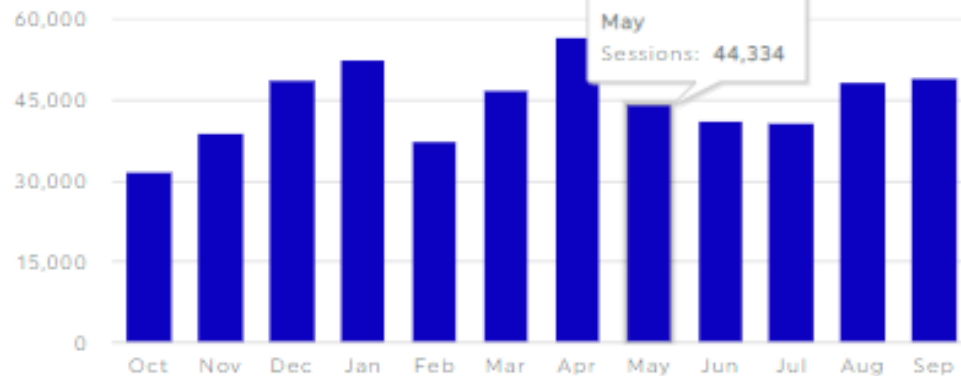


Previous period **-5%** Previous year **-10%**

BLOG VIEWS (PREV 1/4: 15K)

14.6k

TOTAL SESSIONS (TREND)



MOST POPULAR BLOGS

Page Title	Pageviews
Easy walks in the Grampians Visit Grampians	1,384
Your Dog's Happy Space - The Grampians Way Visit Grampians	1,101
Dog-friendly accommodation in the Grampians Visit Grampians	991
Fishing in the Grampians: the ten best locations to... Visit Grampians	841
A guide to the Grampians stunning array of... Visit Grampians	676
The Best Places to Watch a Grampians Sunrise Visit Grampians	595

Website Results

- August and September were incredibly strong months for website sessions and were two of our best months in the last year. Given the reduced ad spend for this financial year, we're very happy with the stability in these results.
- We're doing as much as we can in terms of engaging advertising creative to drive traffic to places on the website that hold users for the longest time.. Most significantly, the Blog.
- Time on the Blog is on average 10 seconds longer than time spent on the rest of the website. This is due to the informative nature of our Blog posts and the value they provide to our users. Keeping people on the Blog pages longer is a key focus for us as this increases the chance of an operator conversion.
- In order for us to achieve Grampians Tourism Board's KPI of 10% growth in website sessions over the FY22/23, we need to generate 531,972 website sessions in the 12 months. With 137,854 generated in the September quarter, we are at 26% of this goal and are thus tracking to KPI.

Digital Advertising Results

ALWAYS ON META ADS PERFORMANCE

IMPRESSIONS

5,499,505



Previous period: 91%
Previous year: 417%

REACH

1,650,677



Previous period: 69%
Previous year: 288%

LINK CLICKS

15,767



Previous period: -5%
Previous year: 103%

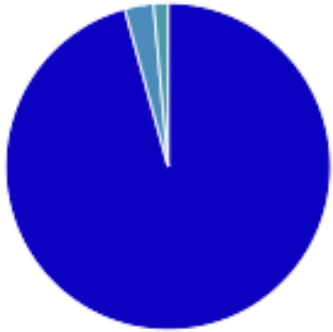
PAID ENGAGEMENTS

693,706



Previous period: 78%
Previous year: 1,168%

PAID ENGAGEMENTS BY PLATFORM



Platform	Paid Engagements
facebook	663,424
instagram	19,916
audience_network	9,837

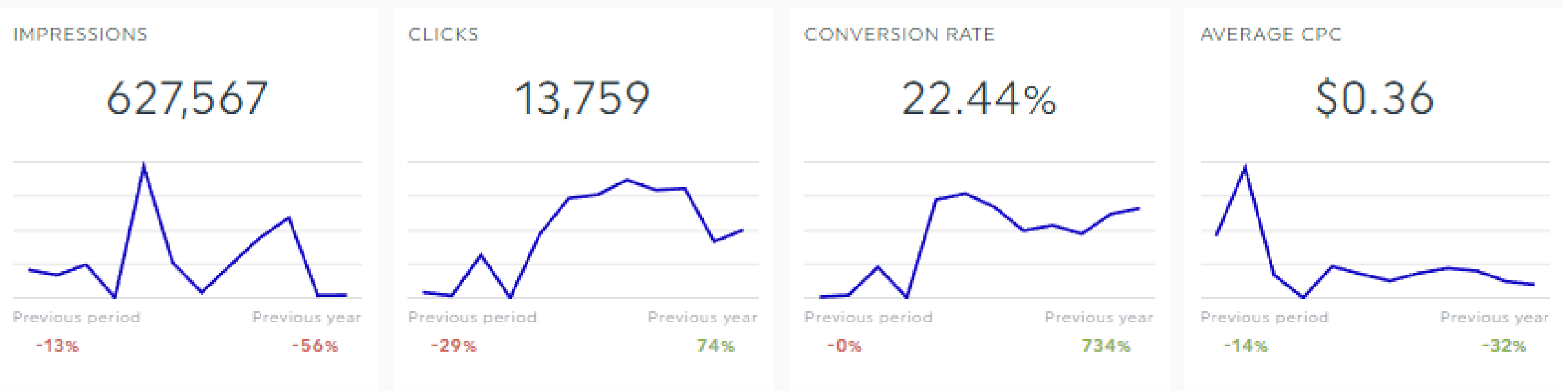
LINK CLICKS

Campaign Name	Link Clicks
Traffic - JULY 2022	4,183
Seriously Shiraz 2022	4,153
Road Trips 22 - Traffic	2,677
Traffic - AUGUST 2022	2,218
Traffic - SEP 2022	2,210
Road Trips 22 - Branded Content	252
Engagement - JULY 2022	30
Engagement - AUGUST 2022	22
Engagement - SEP 2022	18
Page likes - AUGUST 2022	2

Digital Advertising Results

- We saw huge gains in our engagement campaign when compared to the previous quarter and the September quarter last year. We've purposely kept our top video content (from Grampians Helicopters) running in this campaign for a number of months as the performance of this content has been outstanding. As more quality video content becomes available, we'll keep swapping over.
- Our link clicks dropped off on Meta (Facebook and Instagram) this quarter. We had the majority of our Road Trips campaign last quarter, so this quarter has been a significant reduction in budget and priorities which has caused a substantial decline in link clicks when compared to the June quarter.
- We saw a drop in link clicks over September quarter compared to the previous quarter as we moved budget away from Meta and towards TikTok. This also resulted in drops in Impressions and Reach as we look to explore new platforms for our advertising to keep ahead of other competing RTBs.
- Our traffic campaign is now operating at its most efficient with Cost Per Click figures sitting between \$0.10-\$0.15. Previous quarters have stayed steady around \$0.20-\$0.25 CPC.
- The gradual decline in results over the quarter is due to the ending of our Piece Together Your Ultimate Road Trip campaign, followed by our Seriously Shiraz ad activity. The numbers for September are much more consistent with what we would expect.

ALWAYS ON GOOGLE ADS PERFORMANCE



- Similar to our Meta ads performance, we have seen dips in our Google ads performance. A reduction in budget and a drop off in campaign activity are the key reasons for a drop off in our impressions and clicks compared to prior quarter.
- Our conversion rate has climbed slightly over the quarter and our CPC has dropped. This is a great indication that our campaigns are running cost effectively and performance is improving.
- We see huge fluctuations in our Impressions data due to significant spends on the Google Disp specialist campaigns. We expect to see this stabilise over the next couple of months, as we will search campaigns as an 'Always-On' function.

Social Media Results

ORGANIC SOCIAL MEDIA

FACEBOOK FOLLOWERS (+1,046)

45k

FB IMPRESSIONS

445,694

Previous period **-35%** Previous year **-3%**



FB ENGAGEMENT RATE

2.20%

Previous period **-26%** Previous year **-19%**

TOP FACEBOOK POSTS BY ENGAGEMENT RATE

Post Engagement Rate ▾

	Make memories, The Grampians Way with an escape to Halls Gap Lakeside Tourist Park. With a range of powered	8.57%
	Pinnacle Holiday Lodges is a relaxing retreat set among the beautiful surrounds of the Grampians. With varying	5.33%

INSTAGRAM FOLLOWERS (+1,490)

44k

IG IMPRESSIONS

576,630

Previous period **-19%** Previous year **-26%**



IG ENGAGEMENT RATE

4.52%

Previous period **-3%** Previous year **-31%**

TOP INSTAGRAM POST BY ENGAGEMENT RATE

Engagement Rate ▾

	The vast surrounds of the Grampians region bring a sense of calm over the people that walk it. We love these spectacular shots of Mount Sturgeon	9.51%
	Celebrate the change in season with a hike to MacKenzie Falls (Mikunung wira). Take a moment to enjoy the stunning cascading water before ending the day	8.02%

TIKTOK FOLLOWERS

1,083

TIKTOK VIDEO VIEWS

30.5k

TIKTOK LIKES

1,701

TIKTOK COMMENTS/SHARES

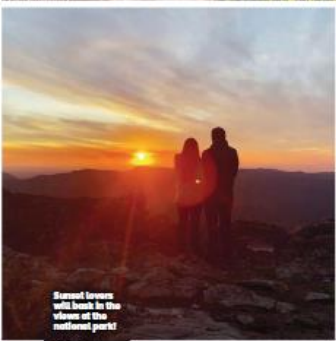
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Social Media Results



Social Media Results

- Total following grew by 4.1% in SEP Quarter due to introduction of TikTok as a content and advertising platform. As this channel becomes more established, we expect this growth rate to gradually slow. Expanding our channel strategy to include TikTok has been incredibly beneficial for the overall following of Visit Grampians.
- Bolster our presence on TikTok with more regular content to help us continue this growth and trial Pinterest.
- With our modest ad spend (\$250 per month) and limited posting (once a month), we've been able to gain an extra 30,000 views of Visit Grampians content.
- Engagement is slowing on FB and IG (global trend). Ongoing changes, platform tweaks and increased competition from TikTok have impacted creators globally, highlighting the need to always consider new channels as this diversity will protect our growth from platform changes.
- Whilst engagement dropped on Meta channels, we were still able to see some growth in total following, gaining over 1,000 followers on FB and close to 1,500 on IG.
- When looking at our most engaging content across FB and IG, it becomes clear that GT Partner content performs best on FB and our more inspirational/dreaming/great photo content performs better on IG.



I've always laughed at people from overseas who are disappointed we don't have kangaroos hopping down our main streets. Silly them, I'd often think.

But just minutes after arriving in picturesque Halls Gap, I was thrilled to see a kangaroo jumping across the road, not far from the town's tourism information centre.

Halls Gap is one of the main centres for exploring the spectacular Grampians region, just a three-hour drive from Melbourne. And the panoramic views grazing in and around the town are just one of the many things you'll love about the Grampians.

We'd come to hike and camp for three days of the 160km-long Grampians Peaks Trail, which opened in November last year. It's an amazing, challenging walk that will

reward you with billion-dollar panoramas. But you don't need to be a hiker to enjoy this beautiful part of the world.

There's so much to do and see for people of all ages, with outstanding wineries, heaps of short walks that even the Hilda kids will love, and accommodation to suit every budget.

See what suits your holiday style - visit [visit.visitgrampians.com.au](http://visitgrampians.com.au). Here are a few of the places we loved.

SHORT TRAILS & WALKS

There are a lot of different trails to choose from, but don't miss the iconic Pinnacle Walk and Lookout, where you'll enjoy stunning views of the Grampians' many peaks.

Venus Baths Loop Walk starts from Halls Gap town itself, while Reed Lookout and the Hildacliff are renowned

PR Results



Red's Incredible Cellars are fabulous.

Linda Smith and husband Steve at MacKenzie Falls.

Pho Ducks Farm's Aussie with her "bliss" eggs.

for their stunning sunsets. We also enjoyed the walks to the MacKenzie and Iacchive Falls.

WINERIES
Pomonal Estate winery, microbrewery and cider house has a light-filled restaurant with beautiful views. We shared a tasting platter of delicious local produce, washed down with a draught beer and wine. Pomonal has a lovely chilled-out atmosphere.

There are two must-haves at lovely boutique winery Grampians Estate's cellar door and cafe. The lamb, shiraz and rosemary pie, made with all local produce, is a true paddock-to-plate experience. Pair it with one of their beautiful shiraz wines and you have a taste sensation.

The sense of history is apparent from the moment you step out of your car and see famous winery host's Wines Great Wonders, with its rustic cellar door, built in 1866.

Best's is one of Australia's oldest continually family owned and operated wineries, with some of our oldest vines and plenty of award-winning

The Wander Inn, an inviting mudbrick building with a picturesque verandah and garden, is a lovely spot for lunch, coffee or a drink between visiting the nearby natural attractions.

ACCOMMODATION
We were lucky enough to stay at the beautiful Meringa Springs, which overlooks the Warrack Valley (visit meringaspings.com.au).

This boutique luxury resort, with breathtaking views, infinity pool and on-site bar and restaurant is perfectly situated for exploring.

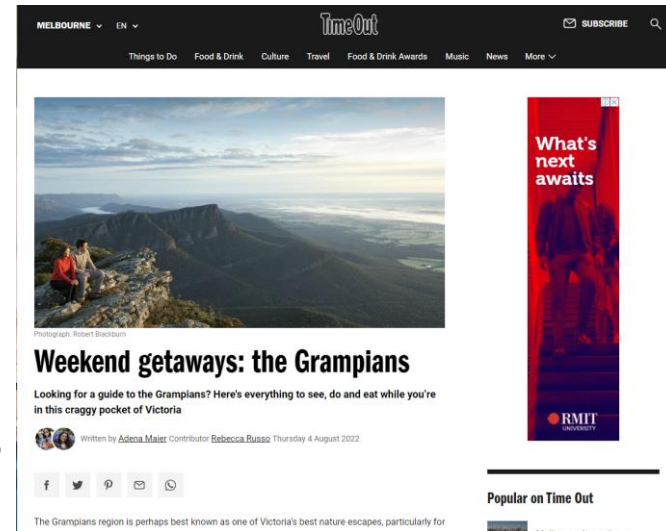
Our fabulous host Lisa was a great help in working out where to go and what to do each day. And after a day's sightseeing, we returned to an open fire and a long bath before drinks and dinner. Bliss.

Meringa is a fantastic place to stay.

Clips: 86 (mainly Seriously Shiraz, Dunkeld Writers Festival, spring wildflowers in The Herald Sun, Live The Grampians Way in The Weekly Times plus Neil Mitchell 3AW interviewed Ian and Jen Gumela from Breeze Holiday Parks – Grampians.

GT Media Famils – Woman's Day (Linda Smith) and Time Out (Adena Maier).

- Top Outlets by ASR:
- ABC Online
- Traveller.com.au
- Woman's Day
- Travel Mail News
- True Blue Magazine
- Truly Aus
- Sunday Herald Sun
- 3AW
- The Weekend Australian
- Weekly Times



- Top 8 Outlets by Reach:
- Woman's Day
- Sunday Herald Sun
- Weekly Times
- 3AW
- The Weekend Australian
- Weekly Advertiser
- ABC Online
- Weekend Notes

Total Estimated Reach: 2.58M
Advertising Space Rate: \$732.15K

