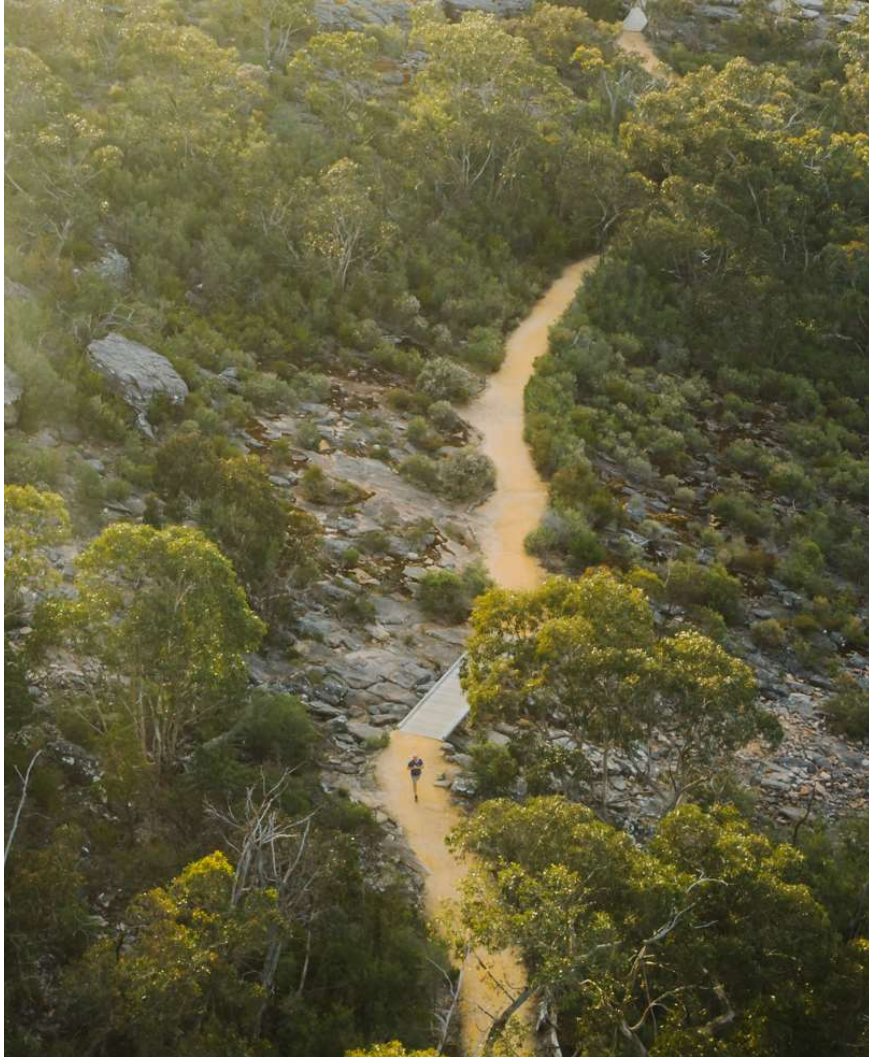




# September to December 2022 Quarterly Marketing Report

Grampians Tourism



# Quarterly Marketing Report

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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# Quarterly Activity Summary



Highlights of the quarter included:

- 4.2M Impressions, Total Reach of 1.1M and 7.8K Operator Conversions (click outs from Visit Grampians digital and social platforms to Operators' own websites).
- Paid engagements were up +71% YOY and our Cost Per Click across Facebook and Instagram traffic campaign averaged \$0.10-\$0.15.
- Our Blog content views during the December quarter were almost 7000 higher than in the September quarter.
- We're just over 50% of the way to our goal of increasing website visits by 10%, with 1/2 of the Partnership Year to go.
- Estimated PR Reach of 0.9M and Advertising Space Rate of \$38,000.



## Digital & Social Summary – December Quarter

Total Follower Growth

3.4%

Advertising Reach

1.1M

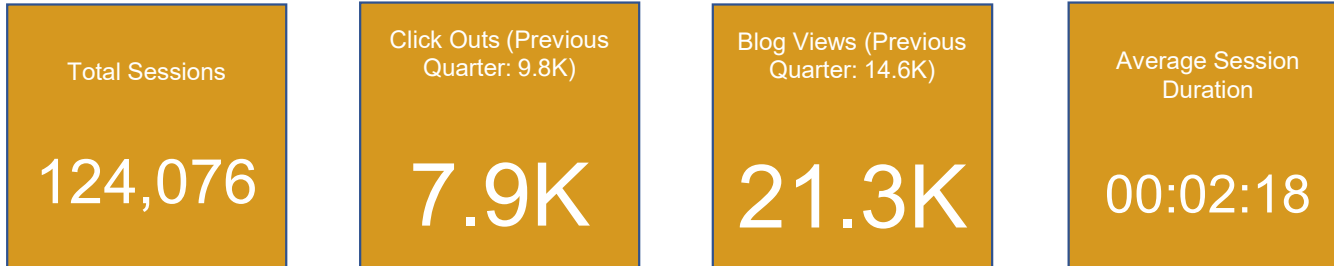
Total Operator Click  
Outs

7.9K

### Summary: 01 October – 31 December

- Digital activity results remained consistent with those from previous periods of 'always on' only activity.
- TikTok continues to be the channel with the strongest growth in both impressions and community. Growth in Meta (Facebook and Instagram) audiences is stagnant globally but thanks to the introduction of TikTok our total Social Media following has increased by +3.4% FYTD.
- During the quarter, website visits passed the halfway mark for the FY's growth KPI (10% YOY increase).
- Paid engagements are up +71% YOY and our CPC across Facebook and Instagram traffic campaign averaged \$0.10-\$0.15, being the most cost-efficient FYTD.
- Our Blog content views during the December quarter were almost 7000 higher than
- in the September quarter.

# Website Results



## Website and Blog Performance

### Most Popular Blogs:

- Easy walks in the Grampians:
- Dog-friendly accommodation in the Grampians
- Swimming spots in the Grampians
- Fishing in the Grampians: the ten best locations to...
- The Best Places to Watch a Grampians Sunrise
- Find your space and go camping The Grampians Way

### Pageviews:

- 4,867
- 2,315
- 2,223
- 1,187
- 977
- 965

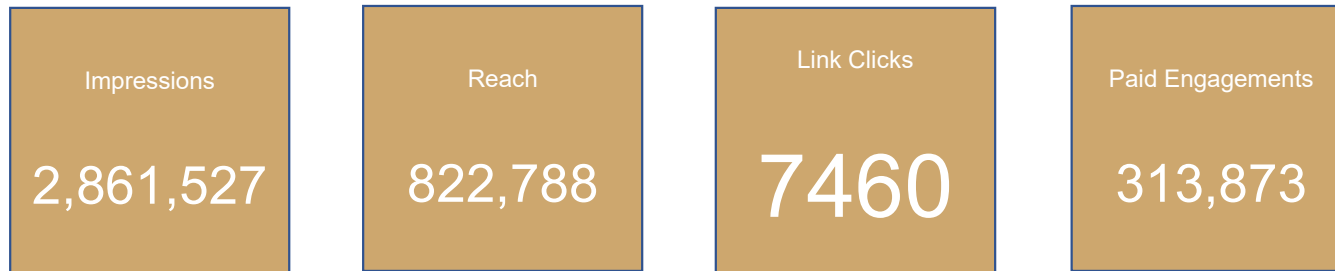


## Website Results



- After the success of August and September 2022, we saw a slight dip in traffic across October and November. These results are nevertheless stable & represent a 4% increase on the same period of the last financial year.
- The carousel ad that we put into rotation in October that contains links to some of our more popular blogs in order to keep traffic high has produced a particularly low cost per click of around \$0.10.
- Our blog content has been viewed about 7,000 more times this quarter when compared to last, with our evergreen content still performing the best.

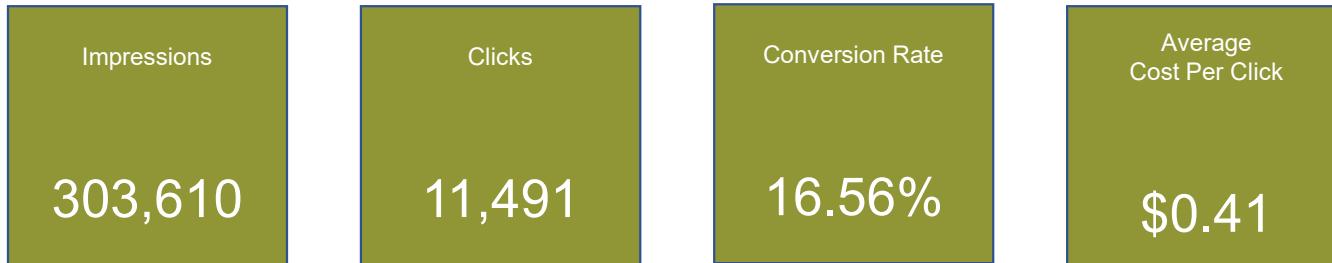
## Digital Advertising Results



### “Always On” Meta Ads Performance

- When December Quarter 2022’s results are compared with the results for December Quarter 2021, we can see substantial lift across impressions, reach, and paid engagements.
- The results for December quarter are purely 'always on' campaign results and compared to September quarter, there are some decreases across our digital results.
- Our traffic campaign operated 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.

# Digital Advertising Results



## “Always On” Google Ads Performance

- Comparing to December Quarter 2021, key metrics YOY to December Quarter 2022 have significantly increased.
- The increase in clicks amidst a decrease in impressions is a positive indication that we are bidding on the right keywords, cost-efficiently.
- We've seen a steady growth of clicks throughout the December Quarter and we've been steadily climbing in this metric since August 2022. Continued reduction in Impressions while increasing Clicks will see us attaining the peak of our campaign optimisations, whereby clicks will become cheaper
- as we find more of our target audience segments.



# Social Media Results – Organic

Facebook Followers

45.4K

Facebook Impressions

445,942

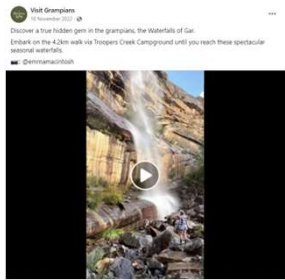
Instagram Followers

44.3K

Instagram Impressions

557,218

Top Facebook Posts by Engagement Rate:



Post Engagement Rate: 24.16%



Post Engagement Rate: 17.16%

Top Instagram Posts by Engagement Rate:



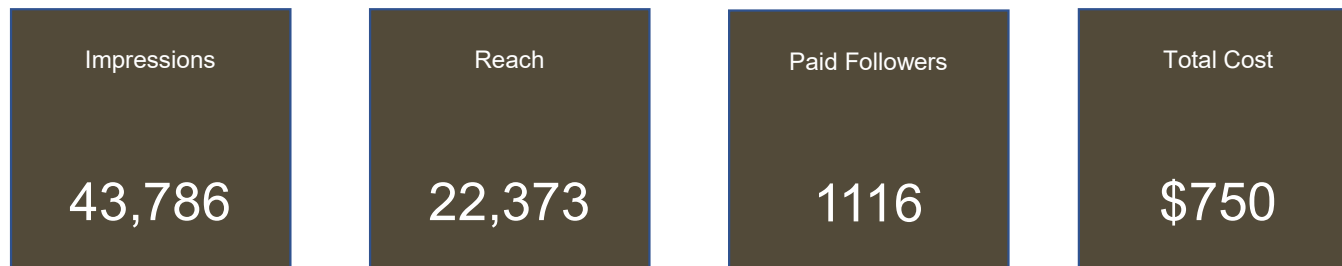
Post Engagement Rate: 8.28%



Post Engagement Rate: 7.14%



## Social Media Results – Organic



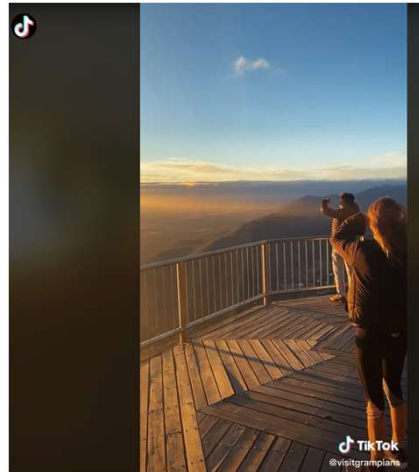
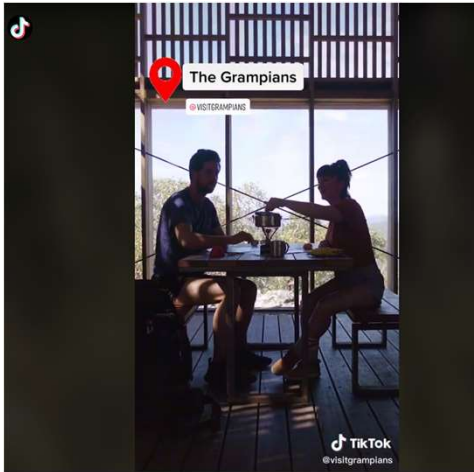
### TikTok Ads Performance

- Our total following has grown by 3.4% to 31 December due to the introduction of TikTok as a content and advertising platform. As expected, our growth has slowed a little as we become more established on the platform.
- Expanding our channel strategy to include TikTok has been very beneficial for the overall following of Visit Grampians, with this new audience helping us progress in our goal for 10% follower growth for FY23 whilst operating at a decreased advertising spend.
- The lower impressions and reach on Instagram have become somewhat of a global trend. Instagram is currently “trapped in testing” and it is difficult to predict what content style will be pushed to wider audiences next.

# Social Media Results

## TikTok Ads Performance (continued)

- Organic engagement has managed to grow on Instagram by around 7% compared with September quarter and 3% when compared to previous year. Top performing posts are achieving engagement rates of closer to 9% on Instagram and into the mid-20s on Facebook.
- We've seen substantial growth in both impressions (38%) and reach (25%) across our SM campaigns. The cost is low, and the results are high.



# PR Highlights



HOME CARAVAN & RV NEWS PRODUCT NEWS HOLIDAY PARK NEWS CARAVAN ASSOCIATION NEWS SUBSCRIBE

## GRAMPIANS TOUR OPERATOR AWARDED BEST ADVENTURE TOURISM IN VICTORIA

December 7, 2022 | [Caravan Industry News](#)



Grampians Tourism is delighted to announce that Absolute Outdoors and Grampians Peaks Walking Company has been honoured at the Victorian Tourism Awards, presented at The Grand Hall at the CENTREPIECE in Melbourne Park on Thursday, 1 December. The company showcased the region as a captivating and exciting destination, taking out the award for Adventure Tourism of the year. Also honoured at the ceremony, Grampians Wine Tours received a bronze award for the Tour & Transport Operators category and Grampians Helicopters were Highly Commended.

Absolute Outdoors and Grampians Peaks Walking Company is a quality tourism accredited provider of outdoor recreational and educational experiences tailored to a range of visitors seeking adventure experiences. From

Clips: 22 (mainly Halls Gap Zoo's 40<sup>th</sup> Anniversary in *The Sunday Herald Sun*, Grampians Grape Escape tickets on sale in *The Stawell Times-News* and Absolute Outdoors / Grampians Peaks Walking Co.'s gold award in Adventure Tourism category (Victorian Tourism Awards) in *The Stawell Times-News*, *Caravan Industry News*, *The Weekly Advertiser* and *Hamilton Spectator*. Estimated PR Reach of 0.9M and Advertising Space Rate of \$38,000.

**ZOO UP TO ITS NECK IN TREATS**

POP the bubbles ... Victoria's biggest regional zoo is celebrating its 40th birthday in December. Halls Gap Zoo is home to more than 160 different species, and has established multiple breeding programs for endangered animals, helping to ensure the protection and appreciation of native critters.

Adjacent to the Grampians National Park, the zoo is on a full hectare, making it the state's biggest regional zoo. From kangaroos to giraffes, cheeky meerkats to agile cheetahs, it has an abundance of animals under the care of owners Yvonne and Greg Culell. A 2.5km trail around the perimeter is wheelchair and pram friendly.

EMILY DANN  
hallsgapzoo.com.au

Sunday Herald Sun 27 November

