



Visit
grampians

Annual Marketing Strategy & Action Plan 2022-2023

Grampians Tourism



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.



Strategy Summary – Guiding Principles

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



Marketing the Grampians

- **Why is it important?** Low awareness with a 10% recall in key markets.
- **Number one goal:** To raise the profile and front-of-mind awareness of the Grampians region.

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



Upcoming Marketing Campaign



With spectacular and enchanting nature, a wealth of history and culture, indulgent food and wine and loads of exhilarating adventures, no two directions are ever the same. Piece together your ultimate road trip.

TAKE THE WHEEL
the
Grampians
Way

- Radio advertising in Melbourne & Grampians Region.
- TikTok.
- Out Of Home (Plakkit) advertising (Melbourne).
- PR (including Australian Community Media *Explore* travel section Media Famil) and Influencer campaign.
- Digital advertising, promotion through owned channels and print advertising in key intrastate markets.
- The aim is to move people from the 'dreaming' to 'planning' phase, help disperse visitors, and own the Road Trip positioning.
- Visit Victoria Co-operative Marketing campaign.


grampians tourism



Value of the Visitor Economy

Source: National Visitor Survey (NVS), YE Sep 22, Tourism Research Australia (TRA)

\$602M domestic spend in the region

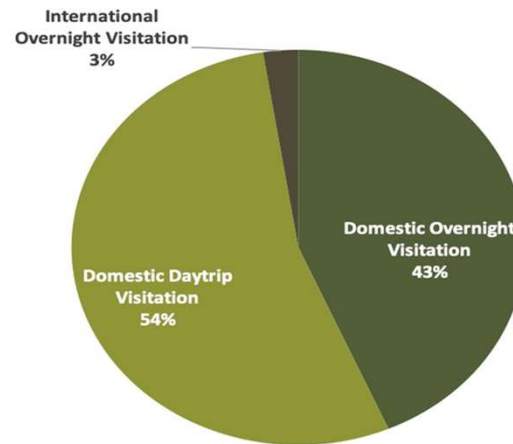
5,900 JOBS supported by tourism

2.1M visitors to the region

2.6 NIGHTS average length of stay

2.7M nights in the region

2.0B in tourism output





A 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.

Our Shared Goals

- Develop *Destination Marketing* Plans to extend length of stay, improve dispersal, increase yield, and support the regional brand.
- **Develop a strong regional brand** that will extend the idea of the Grampians to clearly include each of the local government areas and operates in alignment with state-wide brand positioning as directed by Visit Victoria.
- Work with local government to **Identify strategic tourism products** and communicate supply gaps and opportunities through planning and **investment advocacy**.
- **Develop quality collateral** that supports brand development and destination marketing efforts.
- Facilitate **collaboration across industry**, councils, and communities and include their feedback in state-wide activities, including strategic planning, product development, marketing and industry development and investment.

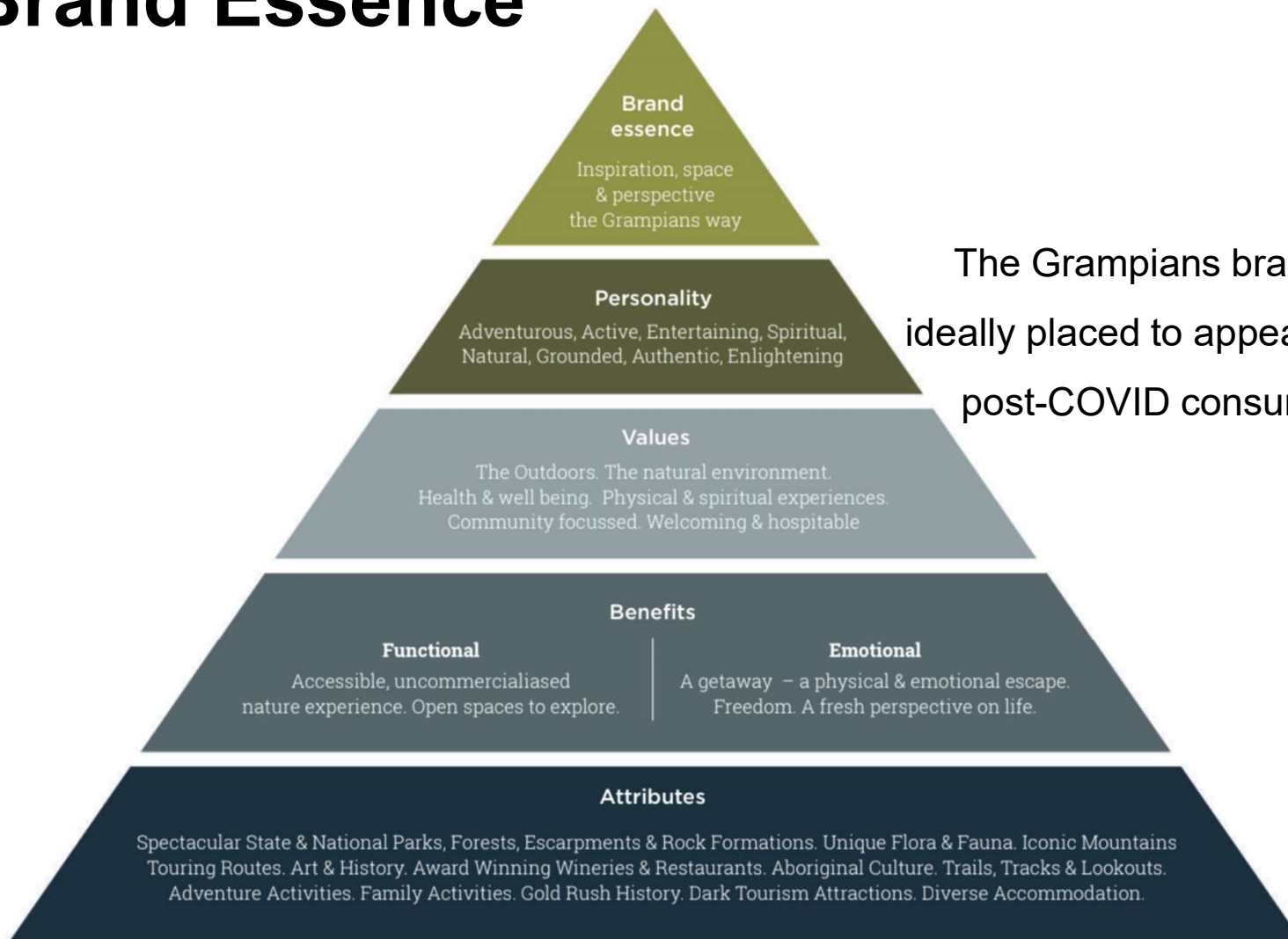


Our Shared Goals



- Collaborate directly with Local and State Government Departments and their Agencies and **coordinate demand and supply programs.**
- Develop and deliver **industry strengthening** initiatives covering digital strategies, business management, product development and customer experience, as per the Visitor Economy Recovery and Reform Plan.
- Engage community and industry on tourism related projects to **raise the profile of visitor economy** and advocate on behalf of visitor economy stakeholders and investors.
- Contribute to **disaster recovery** by working in partnership with the Department and other State government bodies to provide strong leadership and support to the tourism industry to prepare, respond and recover.

Our Brand Essence



The Grampians brand is ideally placed to appeal to the post-COVID consumer.

Our Destination Brand

The Grampians is a destination that tells the story of adventure, freedom, intrigue, timelessness, spirituality; an overall enriching experience.

Destination marketing will focus on building brand awareness and driving conversion through highlighting our regions strengths, through tactical initiatives and working in partnership with industry and stakeholders.

We will provide inspiration and information to connect visitors with the experiences they want, effectively building a brand that people want to share - experiences and the joy people receive from them will be at the forefront.

'The Grampians Way' will continue to be the lead campaign brand for 2022/2023 with regularly refreshed creative and messaging. 'The Grampians Way' will continue to be communicated in both the literal sense – with an increased focus on the 'road trip', and also in terms of the figurative, and doing things 'The Grampians Way'.

Our stakeholders and partners will continue to be encouraged to embrace the campaign and utilise the Industry Toolkit to leverage our campaigns and build brand awareness.



Our Product



Strategies & Tactics Overview

Objective: Extend length of stay, improve dispersal, increase yield, and support the regional brand.		
Key Priority	Strategy	Tactics
1. Destination Marketing:	Implement an integrated destination marketing strategy to build the Grampians brand, raise awareness, drive visitation and maximize ROI.	We will develop, implement and evaluate marketing initiatives annually including: 1.1 Destination Campaigns 1.2 Digital Marketing 1.3 Public Relations 1.4 Leveraging Events 1.5 Database Marketing 1.6 Asset Development 1.7 International Marketing
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.	We will create, administer and promote a range of continuous improvement and professional development programs including: 2.1 Industry Training 2.2. Quarterly Industry Forums
3. Product Development	Curate products to create compelling visitor experiences that are both productive and sustainable in a post COVID-19 environment	We will create product development opportunities to facilitate new experiences including: 3.1 Identify & guide Internationally Ready Product 3.2 Develop regional product priorities
4. Partnerships	Strengthen partnerships with Government departments, industry bodies and local operators	Cultivate mutually beneficial relationships to support the recovery of the visitor economy with the following partners: 4.1 Local Government 4.2 VTIC 4.3 Regional Development Victoria 4.4 Visit Victoria & Tourism, Events and the Visitor Economy TEVE 4.5 Parks Victoria 4.6 Regional Visitor Economy Operators / Businesses
5. Investment Attraction	Advocate for and attract investment opportunities into the Grampians region	We will increase the level of private and public investment in new priority tourism projects and existing facilities. 5.1 Grampians Workforce Project 5.2 Key regional infrastructure priorities 5.3. Identify independent funding opportunities 5.4 Promote Grampians Investment Prospectus to attract private investment

Tactics & Activities

1. Destination Marketing Implement an integrated destination marketing strategy to build the Grampians brand, raise awareness, drive visitation and maximize ROI.

Tactic	Activity
1.1 Destination Campaign	<ul style="list-style-type: none"> ● Digital Advertising: develop campaign utilising Google Search, Google Display and Facebook to reach targeted audience. Update copy in 'The Grampians Way' creative. ● Content Partnership: partner with select media to develop an advertorial campaign focusing on 'Road Trip' itineraries that encourage dispersal and promote the core assets and complementary activities in the Grampians. ● Partner with Visit Victoria in their collaborative marketing program. ● Partner with Visit Victoria co-operative program
1.2 Digital Marketing (owned channels)	<ul style="list-style-type: none"> ● Website: continual content updates and improvements to drive 'conversion' events on our website and optimise opportunities for partner click outs. ● Social Media: develop a strategic and compelling content plan to build engagement on Instagram and Facebook ensuring suitable tone and content for recovery stage from COVID-19. ● Blogs: fortnightly blogs focused on relevant and compelling content, that link directly to website.
1.3 Public Relations	<ul style="list-style-type: none"> ● Itineraries and 'Listicles': develop considered content to suit the recovery phase of COVID-19 and the gradual easing of restrictions (eg. day trips first). ● Seasonal Media Releases: curate seasonal releases that capture the highlights of the region for each season. ● Media Familiarisations: execute media famils with select journalists to gain coverage for the region.

Tactics & Activities

1. Destination Marketing

Tactic	Activity
1.4 Leveraging Events	<ul style="list-style-type: none"> • Seriously Shiraz: provide GWI with in-kind marketing support and provide event exposure through Grampians Tourism owned-channels and Visit Victoria. • Grampians Grape Escape: provide GGE with in-kind marketing support & provide event exposure through Grampians Tourism owned-channels & Visit Victoria. • Other Events: support through marketing content and inclusion in seasonal media releases.
1.5 Database Marketing	<ul style="list-style-type: none"> • E-Newsletter: monthly consumer focused newsletter aimed to build relationship with the target audience and provide relevant content such as what's on, deals and discounts, seasonal updates, operator features and inspirational nature content. Monitor open rates and tweak accordingly. • Database growth: develop a high-value, aspirational competition to build the Visit Grampians database.
1.6 Asset Development	<ul style="list-style-type: none"> • Collateral - review of owned assets. • Renew industry tool kit and brochures. • Grampians Peaks Trail asset development.
1.7 International Marketing	<ul style="list-style-type: none"> • Minimal activity for 12 months. • Maintain participation in Great Southern Touring Route program.



Measuring our Success

- Increased visitation
- Increased expenditure
- Increased length of stay
- Growth in traffic to website
- Growth in conversions on the website
- Engagement growth on social media platforms
- Positive partnerships – delivering value to our partners



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