

*Visit
grampians*

INDUSTRY

FORUM

MARKETING, EVENTS

& INTERNATIONAL

UPDATE

MARC SLEEMAN

CEO

GRAMPIANS TOURISM



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.

CR JO ARMSTRONG

MAYOR

ARARAT RURAL CITY COUNCIL

DR. TIM HARRISON
CHIEF EXECUTIVE OFFICER
ARARAT RURAL CITY COUNCIL

DAVID JOCHINKE
CHAIR
GRAMPIANS TOURISM

ROBERT CRACK

HEAD OF MARKETING & PARTNERSHIPS

GRAMPIANS TOURISM



Grampians Tourism Marketing Update

Ararat
April 2023



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



Marketing Campaign Results FY 2022

- Paid Digital Impressions: 3.1M
- Influencer Impressions: 2.5M
- Traditional Media Impressions: 5.4M
- Total Cost Per Click: \$0.57
- Plakkit Outdoor: 3.6 million impressions for an investment of \$5K
- NOVA Melbourne and Adelaide: Reached 690,000 people 18+ and message heard on average 3.06 times. Socials provided a further 100K impressions.



Corner of Hoddle Street and Victoria Parade.



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.



Upcoming Marketing Campaign

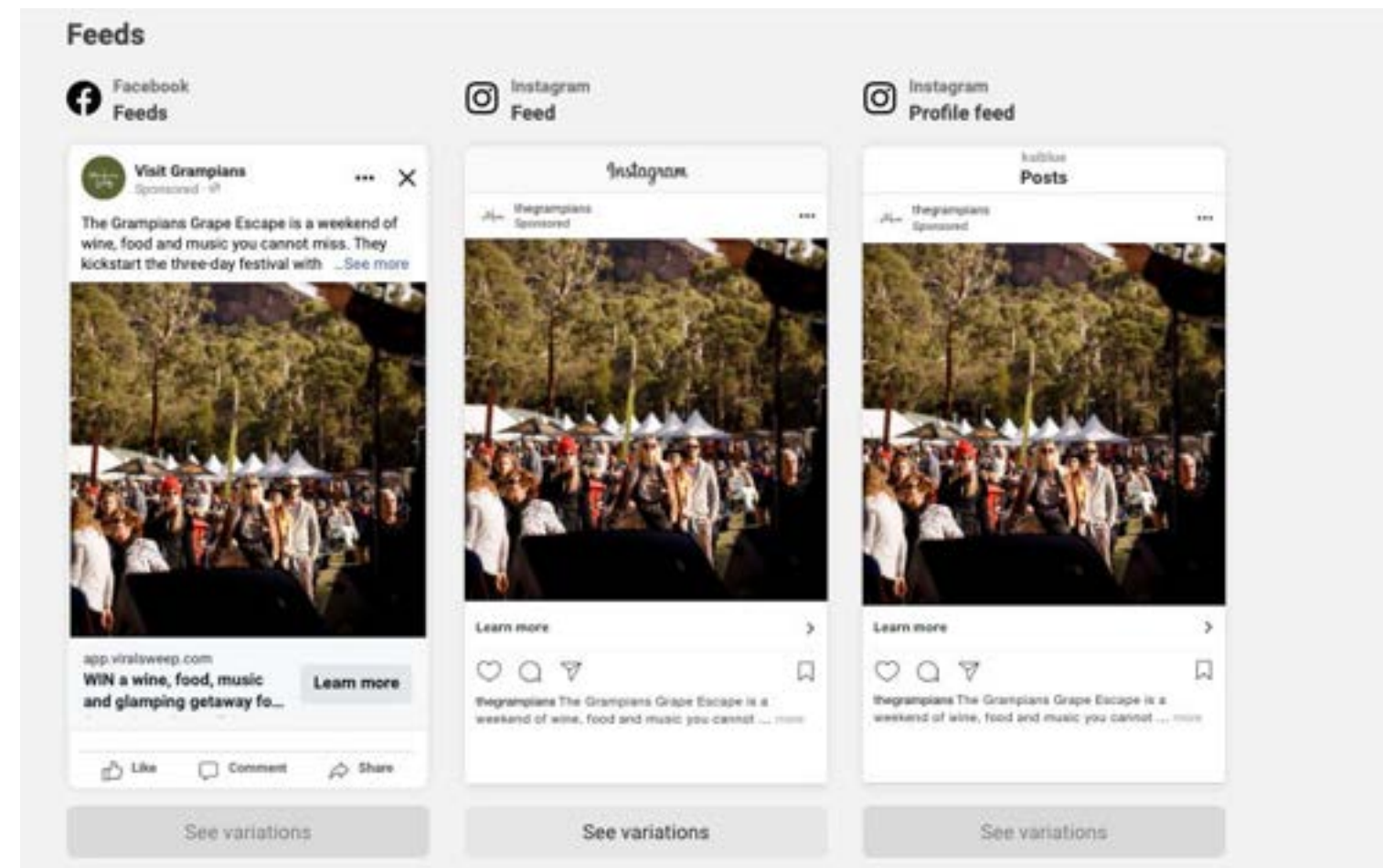
- TikTok.
- OOH Plakkit advertising (Melbourne).
- Digital advertising, promotion through owned channels and print advertising in key intrastate markets.
- The aim is to move people from the 'dreaming' to 'planning' phase, help disperse visitors, and own the Road Trip positioning.
- Visit Victoria Co-operative Marketing campaign.
- Influencer Famil.
- Grampians Grape Escape.





Grampians Grape Escape

Supporting GGE – a major visitation driver for the entire Grampians region with Digital and Social Media Marketing as well as On-Ground promotion within the region.





Visit Victoria Cooperative Campaign

Industry collaboration with Visit Victoria including:

- Editorial content partnership
 - Time Out Australia
 - The Urban List
- Official Visitor Guide – 2 x dedicated regional features
- Solus eDM – sent to VV database custom segment
- 4 x Themed eDMs to Visit Victoria custom audiences
- Official Visitor Guide & eDM – 4 x themed editorial and 4 x inclusions in themed eDM to drive audience

High reach package at \$35K (value over \$85K) with a focus on key themes including nature, unique activities and road trips.



ACCESS TO ALL MAJOR NETWORK CHANNELS

14+
Million
Viewers



9.5
Million
Users



3.7
Million
Users



3.2
Million
Users



8.7
Million
Users



5.2
Million
Users

PLUS MANY OTHERS...



SAMSUNG
TV Plus



Source: OzTam & Regional TAM Establishment Survey/ ThinkTV Fact Pack H2 2020



MORE PEOPLE ARE WATCHING ON DEMAND THAN EVER!



Connected TV (CTV)

Premium TV content on large screen via an internet connection



Broadcast Video on Demand (BVOD)

TV content consumed on any connected device (Catch-up TV)



Streaming

Any video consumed via an internet connection such as YouTube



Editorial Videos

Snackable videos that inform or entertain, such as breaking news and TV show previews

Upcoming Marketing Campaign

Quarter Page horizontal strip ads in each of:



Ballarat, Ararat,
St Arnaud, Bacchus
Marsh, Bellarine
Peninsula.



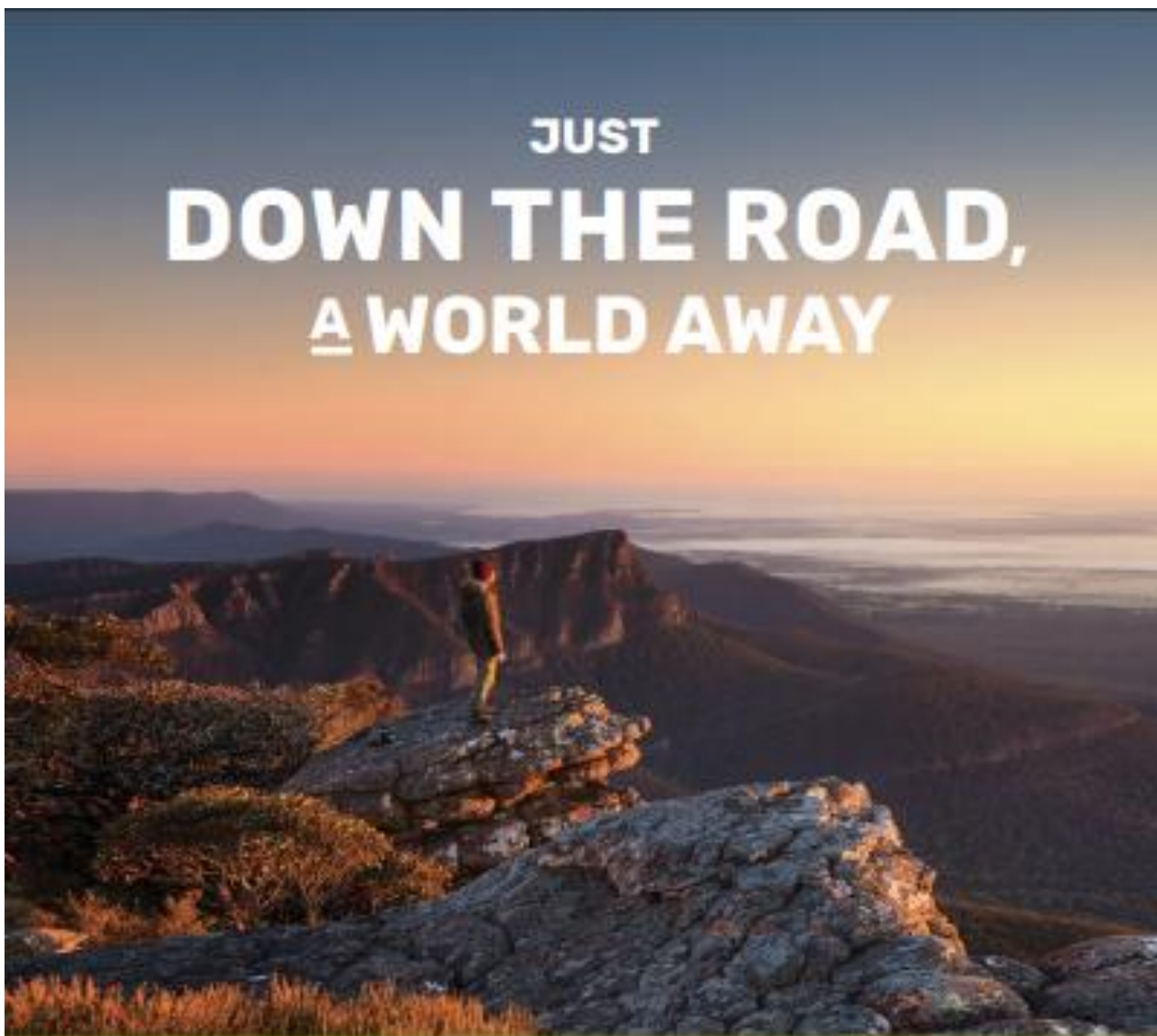
Warrnambool, Portland,
Port Fairy, Hamilton,
Dunkeld, Mortlake,
Camperdown, Port
Campbell, Apollo Bay,
Lorne.



Bendigo, Swan Hill,
Echuca, Heathcote,
Castlemaine, Kyneton.

Full page ads in each of:





JUST
DOWN THE ROAD,
A WORLD AWAY

A hike to a peak. A wander to a waterfall.
Award winning wine. A meal, just sublime.
A pristine lake. A cozy winter's stay.
A breathtaking getaway, just a stone's throw away.

Drop by. We'd love to see you. www.visitgrampians.com.au

THE
*Grampians
Way*

f Instagram Visit
grampians



Upcoming Marketing Campaign

- 600K population within 90 minutes' drive (Geelong, Ballarat, Bendigo, Warrnambool etc.)
- 35% of our visitors come from Regional Victoria
- 25% of visitors are VFR
- “Inspiring consideration”



Upcoming Marketing Campaign

- *What's Up Downunder* episode to be filmed in the region:

1 x 60-minute WUDU episode to be filmed in June and airing on a Saturday in July at 2:30pm on TEN & WIN nationally, and repeating Sunday on TEN BOLD & WIN BOLD nationally.

Placement on:

- Tenplay: www.tenplay.com.au
- WUDU website: www.whatsupdownunder.com.au
- WUDU YouTube channel www.youtube.com/user/WUDUTV

1 x Solus eDM Holiday Parks Downunder database 100,000+

12 months of social and digital content and promotion to Australia's largest caravanning and camping audience.



Upcoming Marketing Campaign

- TV Audience Reach: Average 287,000 viewers per episode
- Website Reach: 335,000 Unique Visitors per annum
- E-Magazine Readership: 20,000 Unique Readers per issue
- eDM Database: 210,000 Unique Email Subscribers
- Facebook: 128,000
- Instagram: 13,800 Followers
- YouTube: 6480 subscribers / Average 50,000 Video Views per month





Upcoming Marketing Campaign

**PR including Australian Community Media *Explore* travel section
Media Famil with Brittney Levinson, Staff Reporter at The Canberra Times.**

- *The Bendigo Advertiser* (Bendigo, Swan Hill, Echuca, Heathcote, Castlemaine, Kyneton etc.)
- *Central Western Daily* (Orange NSW & surrounds)
- *Daily Liberal* (Dubbo, Bourke, Cobar etc. Outback NSW)
- *Illawarra Mercury* (Wollongong & surrounds)
- *Newcastle Herald*
- *The Advocate* (Burnie)
- *The Border Mail* (Albury, Wodonga, Finley, Benalla & surrounds)
- *The Courier* (Ballarat, Ararat, St Arnaud, Bacchus Marsh, Bellarine Peninsula)
- *The Daily Advertiser* (Wagga Wagga, Hay, Young etc.)
- *The Examiner* (Launceston, Devonport, Ulverstone, Queenstown etc.)
- *The Northern Daily Leader* (Tamworth, Glen Innes, Inverell, Moree, Gunnedah)
- *The Standard* (Warrnambool, Portland, Port Fairy, Hamilton, Dunkeld, Mortlake, Camperdown, Port Campbell, Apollo Bay, Lorne etc.)
- *Western Advocate* (Bathurst & surrounds)

Combined Saturday Readership: 300K



Great Southern Touring Route AUSTRALIA

[Destinations](#) [Plan Your Trip](#) [Trade](#)



International Marketing

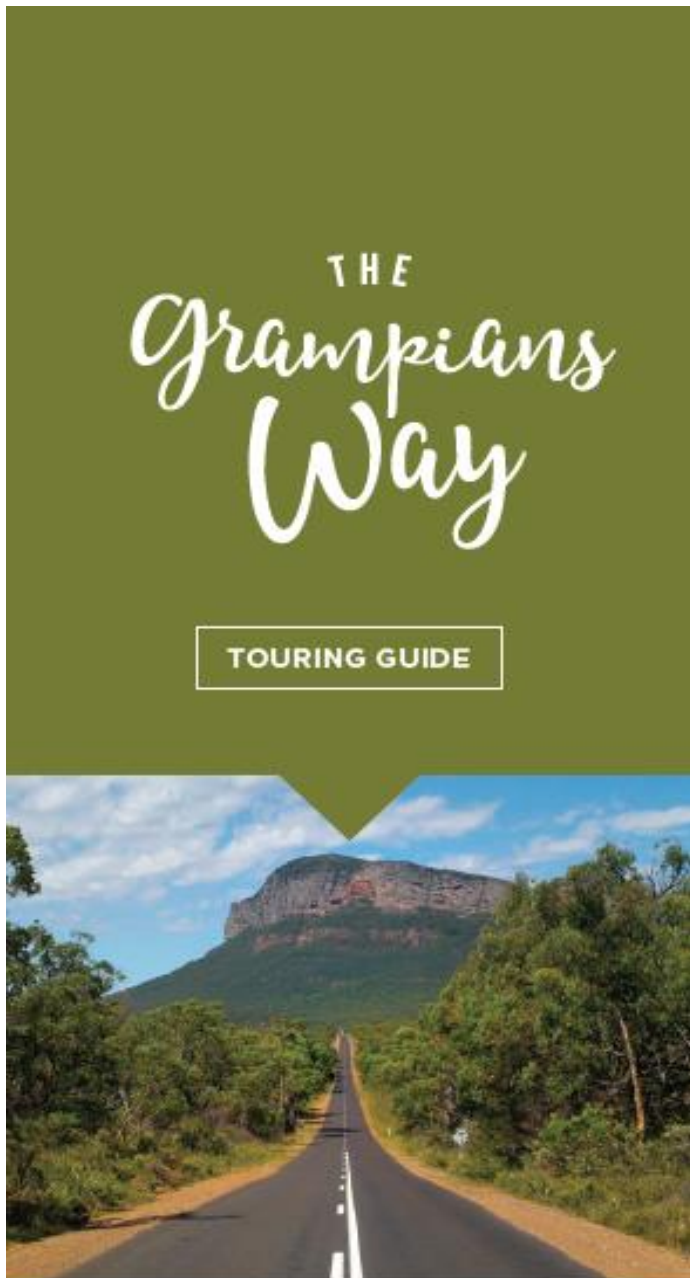
- The Grampians region is represented internationally by the Great Southern Touring Route (GSTR).
- Targeted marketing to key international markets.
- In-market representation plus attendance at major trade events.
- Grampians Tourism will join GSTR at the Australian Tourism Exchange (ATE23) on the Gold Coast next month.
- Currently 14 operators are GSTR members.



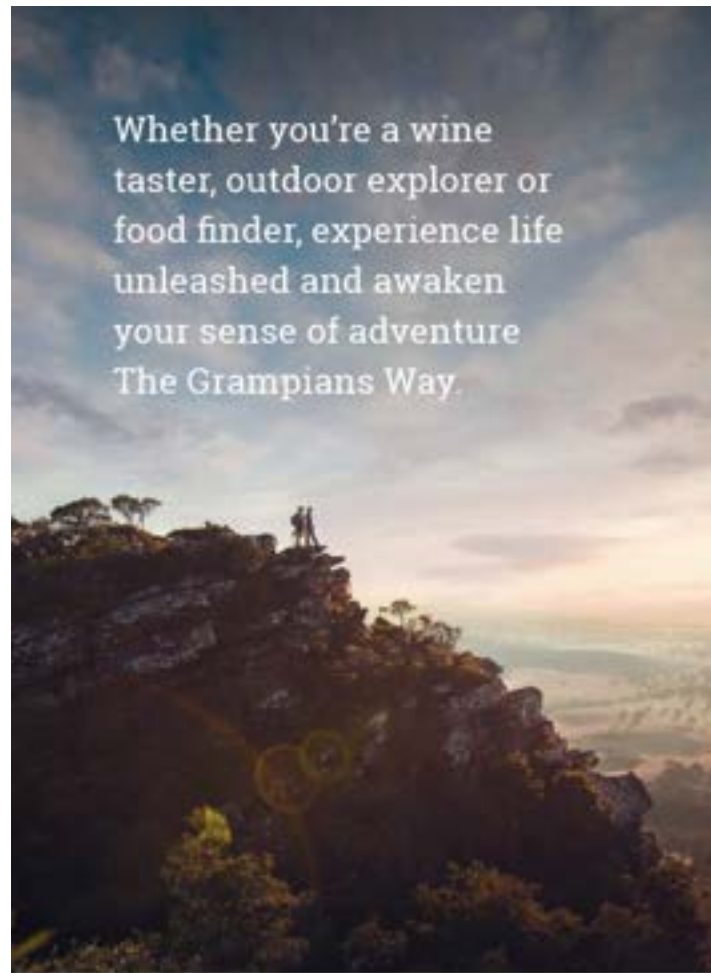
Industry Toolkit

- Provides guidance and resources on how the brand can be leveraged in marketing materials by operators and stakeholders across the region
- *The Grampians Way* is both literal and figurative, being a physical touring route as well as an invitation to escape the every day and experience a change of pace
- Covers the brand, landmarks, photography, communications and shared content
- Printed and pdf copies available.





Visit *grampians* visitgrampians.com.au VISIT VICTORIA



Whether you're a wine taster, outdoor explorer or food finder, experience life unleashed and awaken your sense of adventure The Grampians Way.

From that magical moment at dusk in the mountains to eerie wanderings around Ararat's spine-chilling J-Ward Gaol, the Grampians region is the ultimate road trip destination.

In winter find a wonderland of cascading waterfalls, open fires and even a touch of snow. In spring, the Grampians come alive with dazzling wildflower displays. In summer, escape the heat to tranquil streams and vast lakes and in autumn road trip to wineries and farm gates. Discover the best of the region by following a Grampians self-drive touring itinerary at visitgrampians.com.au

Touring Guide Map

Features:

- Accommodation
- See & Do
- Eat & Drink
- Wineries
- Arts & Culture
- Aboriginal Rock Art
- Lookouts & Walks
- Waterfalls

Plus QR codes to access additional visitor information.





Questions?

Robert Crack
Grampians Tourism

**WILL ABBOTT
MANAGING DIRECTOR
MOUNT WILLIAM STATION**



MOUNT WILLIAM STATION

— SINCE 1842 —

A HISTORIC LUXURY FARM HOTEL



- PIONEERING HISTORY
- MOUNT WILLIAM TODAY
- FUTURE VISION



● FARMING OPERATION
FOUNDED IN 1842



● 1860'S HISTORIC
BLUESTONE WOOLSHED

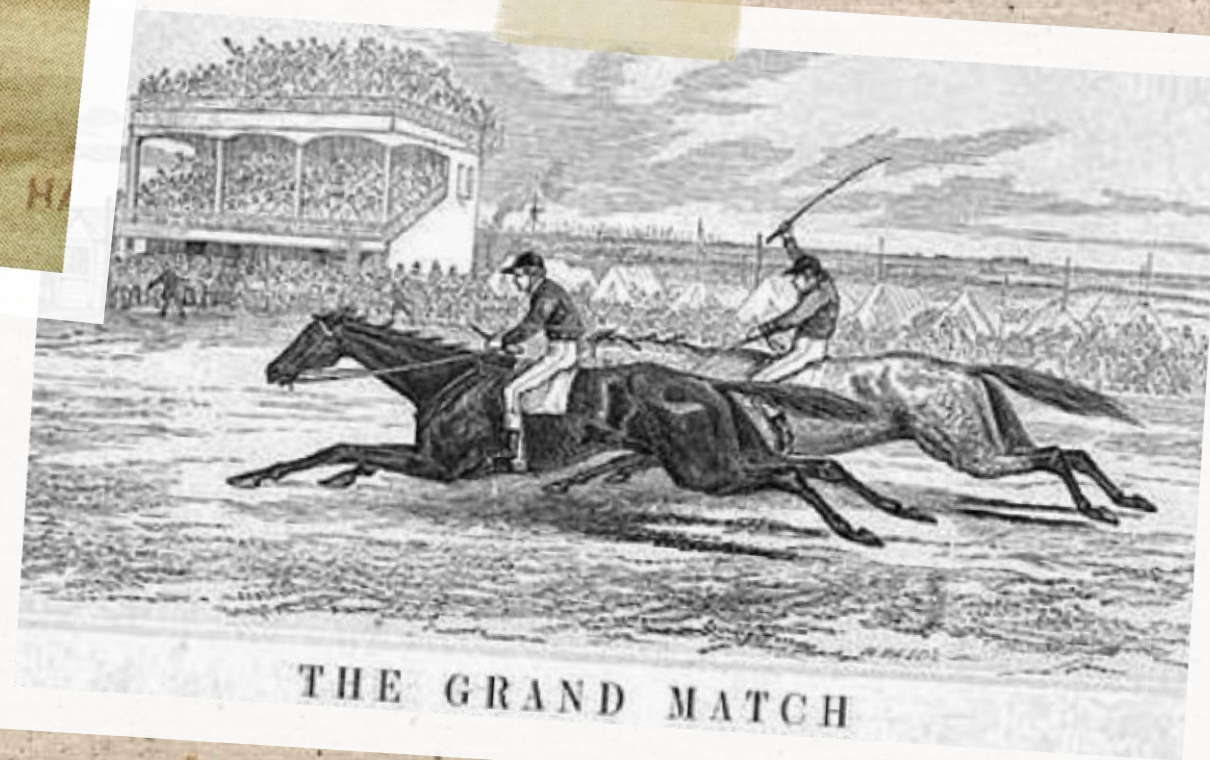




l to r - Eda Bar



Alice Hawthorne –
1850s Haricot –
Winner 1874




THE GRAND MATCH

● SABLES HOUSED TWO
MELBOURNE CUP RUNNERS



● 1870'S

HOMESTEAD BURNS DOWN,
REBUILT IN BLUESTONE



● FIVE FAMILY
GENERATIONS
LIVING AT MOUNT
WILLIAM



**MAJOR
RENOVATIONS**
● 1920'S

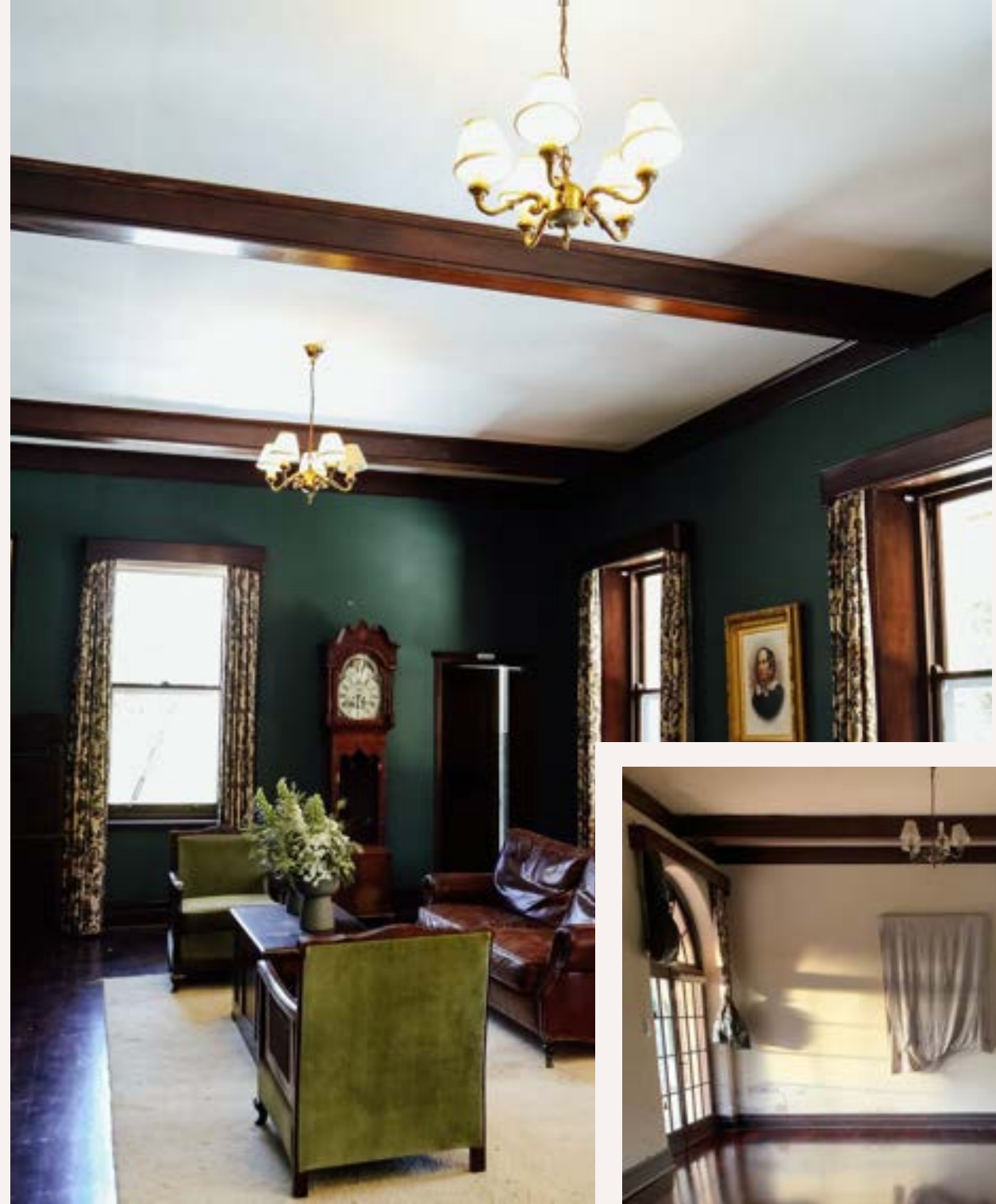


REJUVENATION 2020'S









Mount William Station Today :

A luxury farm hotel experience at the foothills of the Grampians National Park



HOMESTEAD



The Armoury
(colloquially known as RM's Office)

Traditionally homesteads had a room where the firearms and important documentation such as the stations wages and finances were kept. This room was previously an office featuring a longstanding desk with an entire wall housing built in gun safes with ammunition, rifles and shotguns used for shooting game. The room also had a substantial safe whereby some of the family jewellery held for generations lived.

INTERIOR

RELAXED FINE DINING



SHEARERS QUARTERS





INTERIOR



GLAMPING VILLAGE

ACTIVITIES





EVENTS







100 YEARS
OF MOUNT WILLIAM STATION CELEBRATIONS



MOUNT WILLIAM STATION
— SINCE 1842 —

COMPANY GOALS

4.8 STAR RATING MAINTAINED

**OCCUPANCY INCREASE
TO 50% FOR YEAR 2023**

BRAND & PROPERTY DEVELOPMENT

INCREASED REVENUE PER CUSTOMER

Soho Farmhouse



MENU



HORSEBACK



BULLO RIVER

BULLO RIVER STATION



CATTLE MUG

INSPIRED BY THE WORLD'S LEADING LUXURY STAYS

Book Your Stay



WELCOME TO BABYLONSTOREN

UPCOMING WORKSHOPS



Explore the world of Babylonstoren's olives

22, 29 April 2023

Discover the ancient art of pressing oil and preserving olives with grande dame Linita Costa and olive man Petrus van Eerden.

[Read More](#)

[BOOK NOW](#)



Craft your own homemade soaps

26 April 2023

Learn how to make your own natural soap using Babylonstoren's olive and essential oils as inspiration.

[Read More](#)

[BOOK NOW](#)



Capture the season's scents with fragrant herbs

26 April 2023

Heavenly scent: capture memories of the season in a fragrant tussock-mossie.

[Read More](#)

[BOOK NOW](#)



Get funky with fermentation

03 May 2023

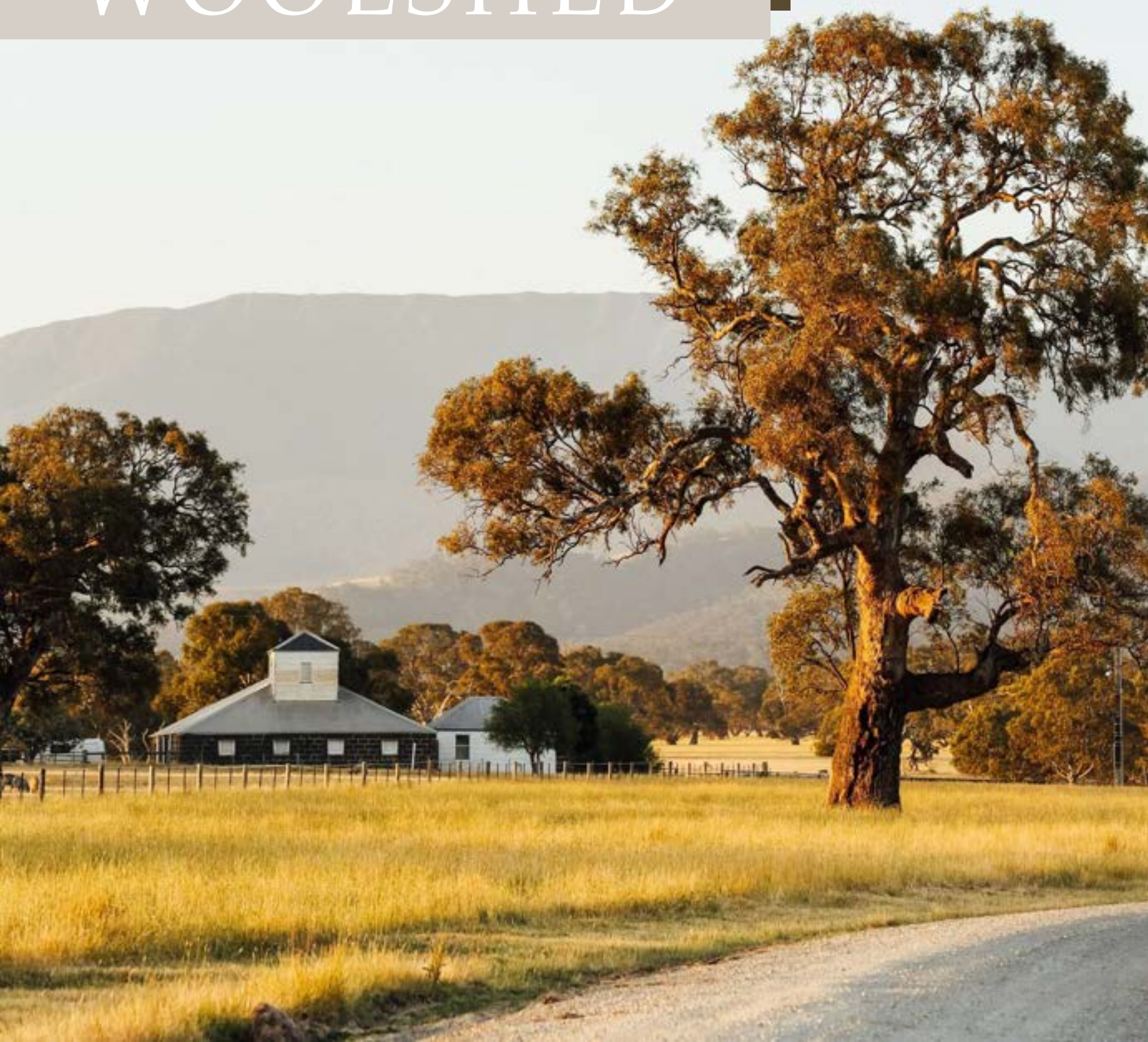
Join the fermentation revival and make your own kombucha.

[Read More](#)

[BOOK NOW](#)



WOOLSHED



STABLES

AND FUTURE PLANS





CÔTÉ MAISON
PROJETS

PIXEL ARCHITECTURE
photo: BERTRAND FOMPEYRINE PHOTOGRAPHE



MOUNT WILLIAM STATION

— SINCE 1842 —

Thank you.

NIGEL PRESTON
DIRECTOR
SINGLE TRACK EVENTS



SingleTrack Events



SingleTrack^{Events}

The Grampians National Park and the Grampians Peaks Trail is part of the Gariwerd Aboriginal cultural landscape.

SingleTrack Events respect the deep and continuing connection that Traditional Owners have to these lands and waters, and we recognise their ongoing role in caring for Country.

We pay our respects to Elders past, present, and emerging, and the continuation of cultural, spiritual and educational practices of all Aboriginal and Torres Strait Islander peoples.



SingleTrack^{Events}

Delivering unique, challenging trail runs in highly desirable locations.

Our courses are held in high esteem for being a true test of physical and mental strength and speed.

Our events are high on participant experience and benefit the local host communities.

The SingleTrack Events Crew



COLIN TAYLOR
Program Manager



NIGEL PRESTON
Race Director



JOSEPH DORPH
Course Director



DONN  RESTOM
Digital Marketing Queen

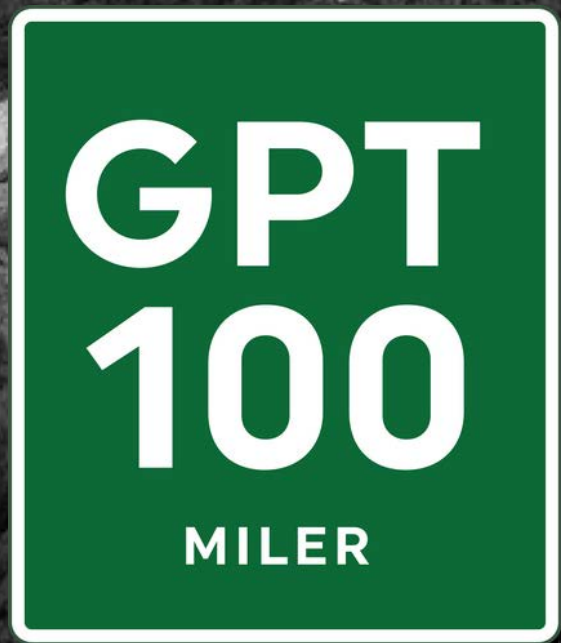


MAJ BACKHAUSEN
Community Hype Man



BLAKE HOSE
Trail Coach

Our Events



New!

2024

Our Audience | Trail Runners



Our audience
encompasses elite
athletes ...





... first-timers, and everyone between.



OUR AUDIENCE

Trail Runners are...

- ✓ Environmentally and socially conscious.
- ✓ Reside in the city and use these events for a weekend escape.
- ✓ Train and participate in groups or tribes.

- ✓ High disposable income
(82% have completed a university degree or higher)
(35% have a household income of more than US\$100,000)

- ✓ Prepared to travel interstate and internationally
(29% of respondents had raced internationally)
- ✓ 64.4% are aged between 35 and 54 years-old.

Source: The Trail Ultra Project



With an estimated **20 million participants** since 2010, trail running is one of the world's fastest growing sports.

~ Source: World Athletics

Trail running has been growing approximately **12% year-over-year globally** for over a decade.

~ Source: ultrarunning.com

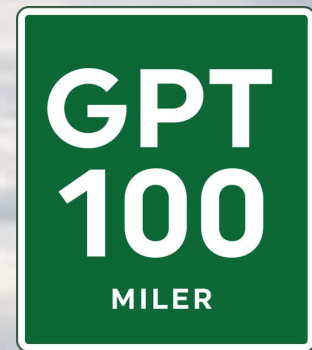


**GPT
100**
MILER



November 23-26, 2023

GRAMPIANS (GARIWERD) NATIONAL PARK, VICTORIA



The Grampians Peaks Trail 100 Miler Trail Race is the answer to the search for the most epic, spectacular trail race destination.

The race will run the recently established Grampians Peaks Trail (GPT), a point to point 100 mile trail (160km with 7702m of ascent), which traverses the rugged mountain range of the world-renowned Grampians National Park, part of the Gariwerd Aboriginal cultural landscape.



STRATEGIC EVENT CHARACTERISTICS

- New event on a new trail. Genuinely new.
- The story behind the Grampians Peaks Trail and the region in general.
- Desirable destination as a total region.
- The landscape remains to hold its same character, decades on.
- Unique landscape and spectacular natural aesthetics.
- Close connection to first people (cultural landscape), contributes to cultural experience.



RACE OPTIONS

There are a number of ways to participate and race the Grampians Peaks Trail with SingleTrack Events:

- GPT 100 Miler
- GPT 100 Miler 4-Day Stage Race
- GPT 100 Miler Team Relay (Continuous)
- GPT 100 Miler Team Relay (4-Day Stage Race)
- GPT 50 KM (Thu 23 Nov)

Each option is tailored so that a wide variety of people can experience the best of the region.



GPT 100 MILER SOLO

Start: 12.00noon Friday, November 24, Mt Zero

Cut off: 2.00pm Sunday, November 26, Dunkeld
(50-hours total)

The ultimate 100 mile journey, traversing the entirety of the Grampians National Park mountain range from Mt Zero in the north to Dunkeld in the south.

The challenge will entail climbing 7702m up a combination of sandstone slabs, gradual smooth trail, stairs and technical rocky outcrops.

The route follows the spine of the range and so the views throughout the journey will outweigh the physical toll and inspire athletes well beyond the finish.



GPT 100 MILER 4-DAY STAGE RACE

Experience the incredible landscape to its fullest by tackling the 100 miles over four days, making the most of daylight, and allowing you to replenish in Halls Gap each night.

The distances for each day are; 50km, 38km, 43km, 33km; each offering different trail conditions and challenges.

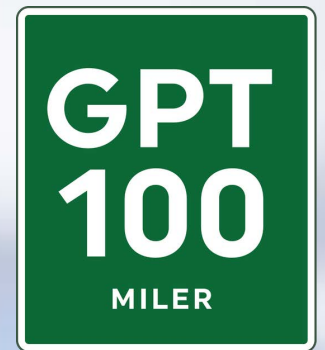
Runners will have to test their recovery routines each night, and mental resolve each morning to stand on the start line at 7.00am each day to continue what they've started.

Day 1: Mt Zero to Halls Gap (50km)
(12-hour cut off)

Day 2: Halls Gap to Mt William Carpark (37.5km)
(12-hour cut off)

Day 3: Mt William Carpark to Griffin Fireline (42.8km)
(12-hour cut off)

Day 4: Griffin Fireline to Dunkeld (33.4km)
(10-hour cut off)



TACTICAL EVENT OFFERINGS

GPT 100 MILER TEAM RELAY (CONTINUOUS)

Teams of four will tackle the 100 mile course running alongside the solo competitors.

GPT 100 MILER TEAM RELAY (4-DAY STAGE RACE)

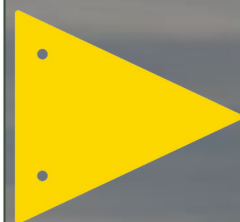
Teams of three people can take on the stage race, covering the full 100 mile end to end journey in a new dynamic race format. Each runner will run one of the three legs on each of the four days.

GPT 50KM

Scheduled for Thursday 23 November, from Mt Zero to Halls Gap with a cut off time of 12-hours.

Runners will be able to challenge themselves against others in the 50km, and those taking on the Stage Race and Teams Relay Stage Race.





Lucy Bartholomew





FREQUENTLY ASKED QUESTIONS

Is it safe to run 100 miles?

How long will it take?

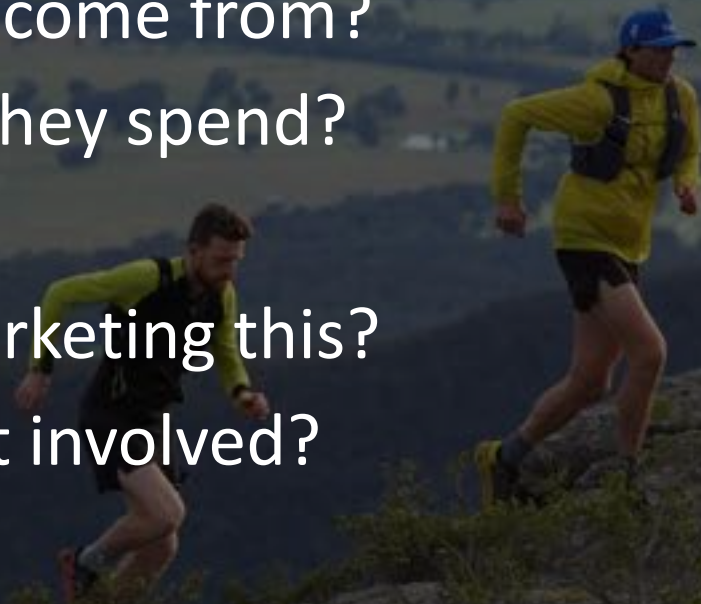
How many athletes and visitors are we aiming for?

Where will they come from?

How much will they spend?

How are you marketing this?

How can you get involved?





Thank You.

Nigel Preston

M: 0412 692 468

E: events@singletrack.com.au

KRISTY MALAPA
INDUSTRY RELATIONS MANAGER
TOURISM AUSTRALIA



HANGIN' OUT IN THE GRAMPIANS

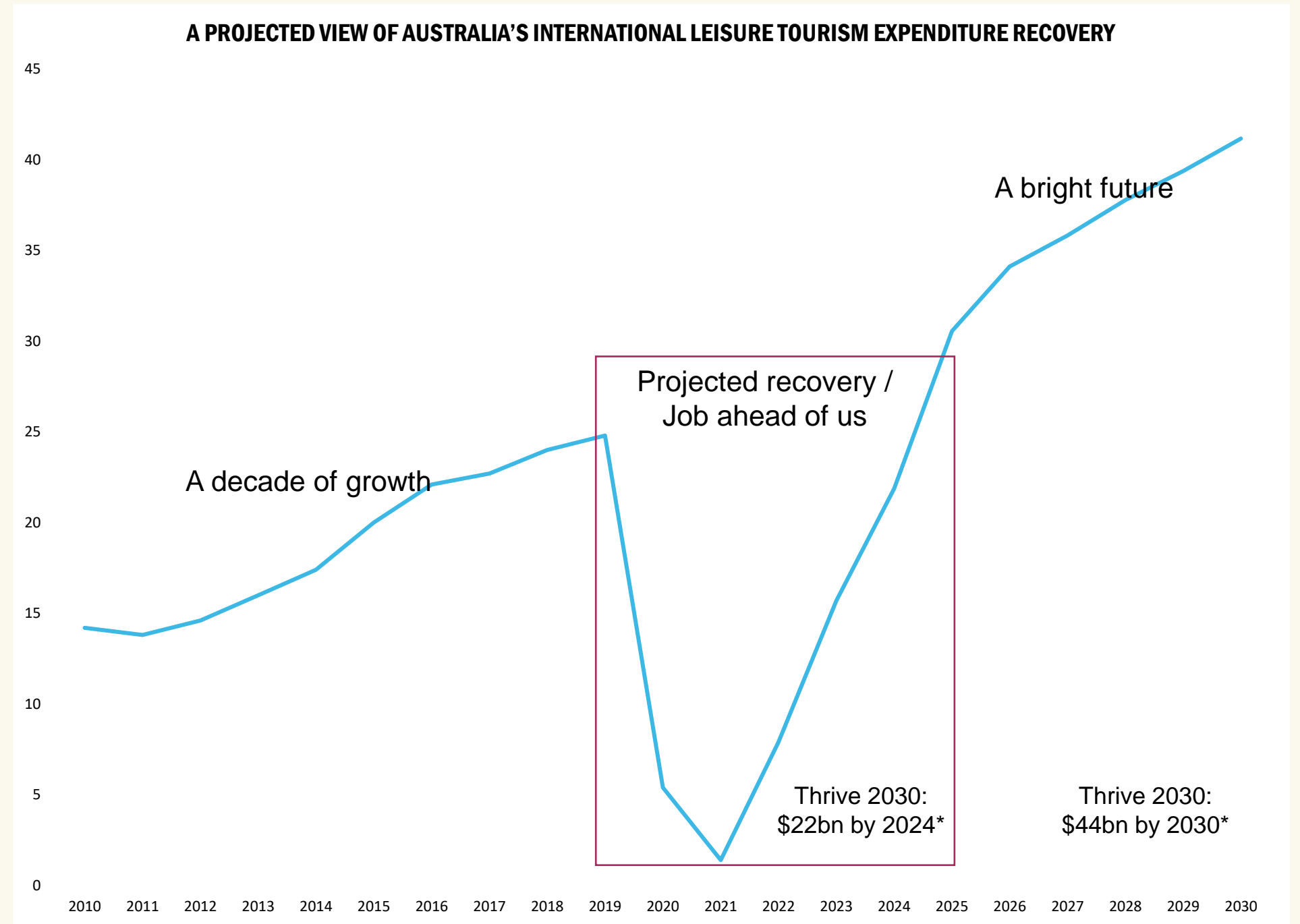


TOURISM AUSTRALIA UPDATE

Kristy Malapa – Industry Relations Manager
April 2023 – Grampians

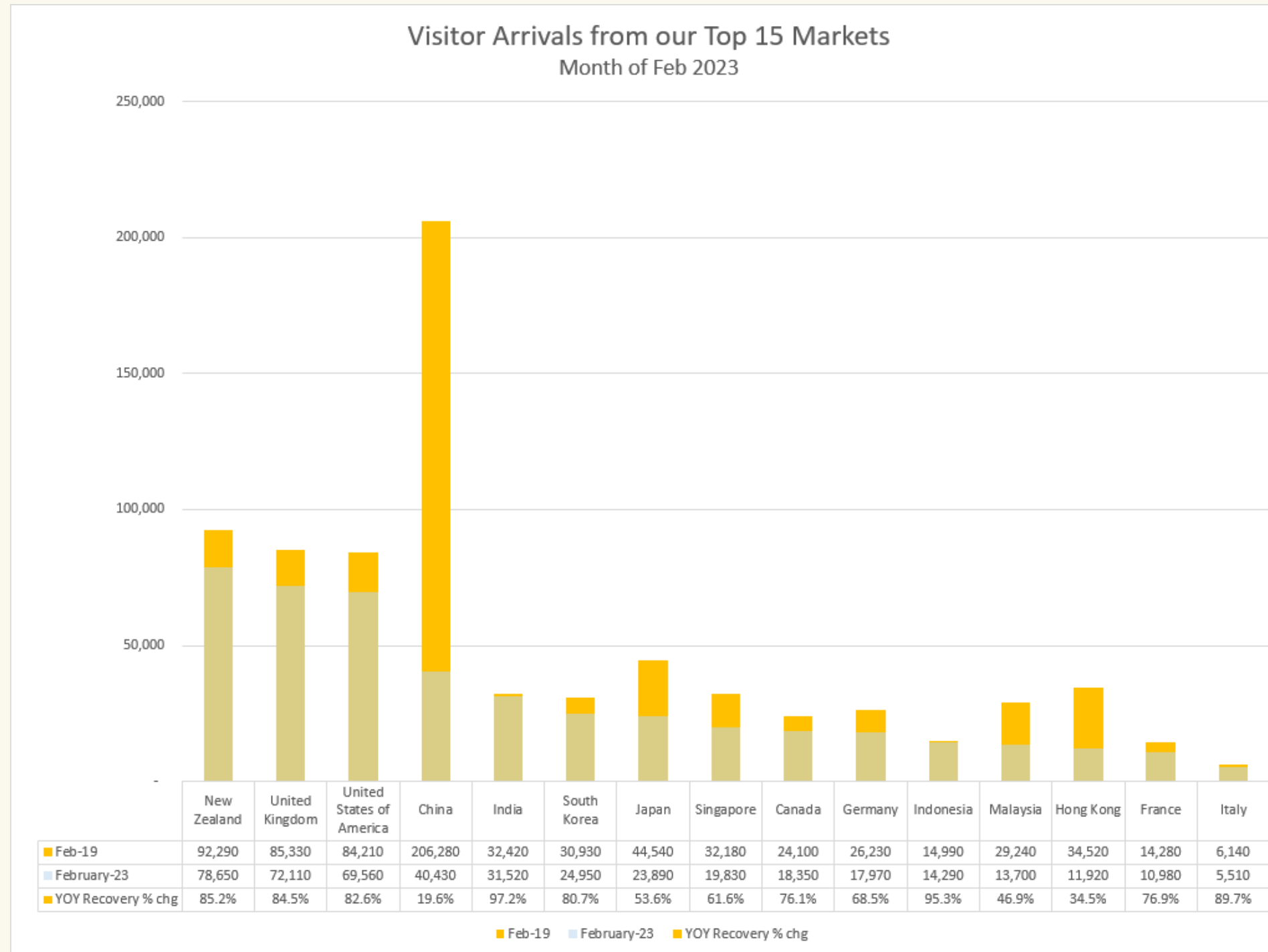
How are things looking?

THE FUTURE FOR TOURISM IS BRIGHT, BUT WILL BE HARD FOUGHT

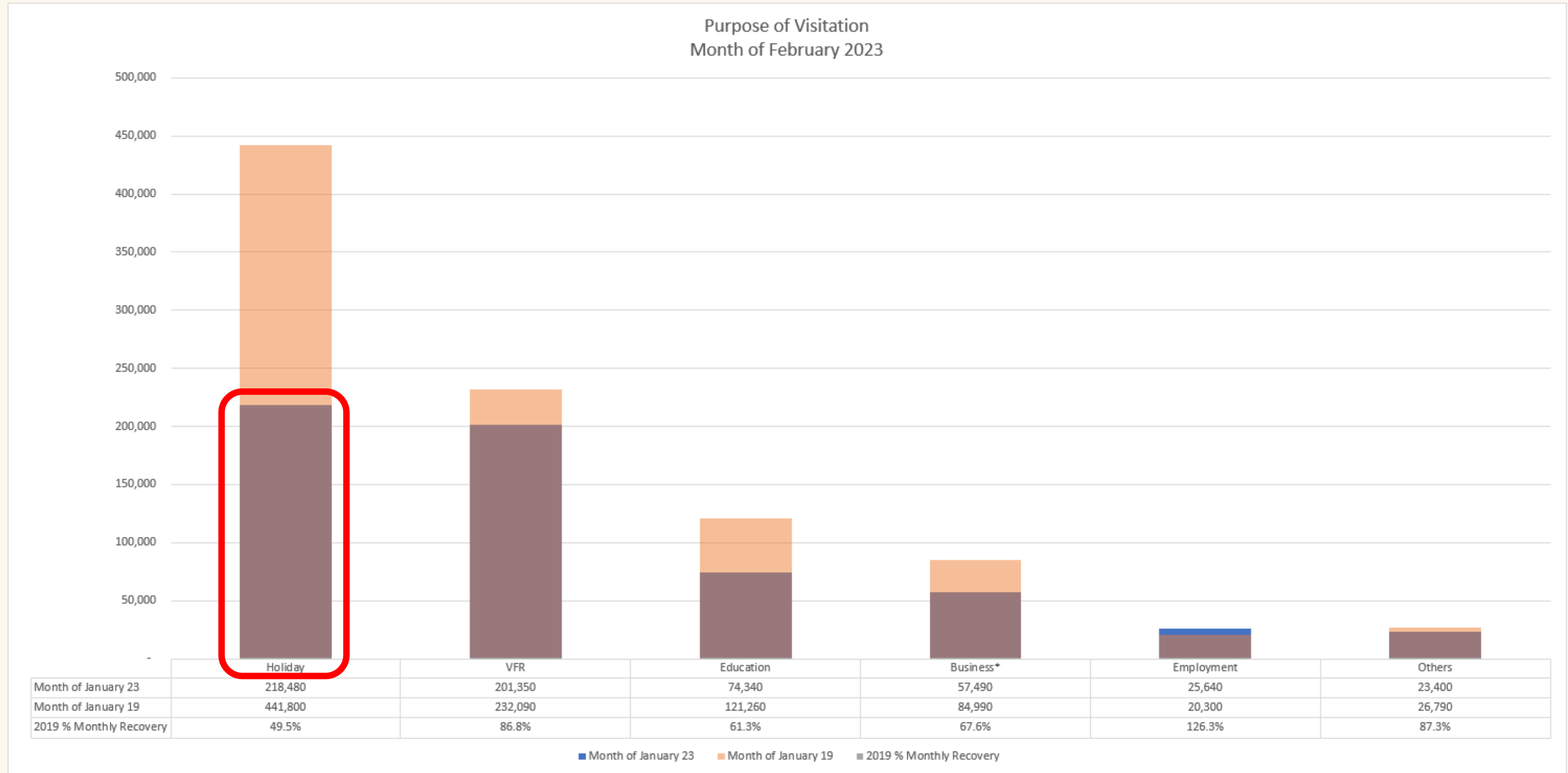


Source: Tourism Research Australia, International Visitor Survey YE December 2010- 2021; Thrive 2030 A Reimagined Visitor Economy YE December 2024 & 2030; Oxford Economics Forecast Arrivals, Australia Expenditure. *Total Visitor Expenditure, YE December, excluding expenditure of long-term international students.

GOOD NEWS: INTERNATIONAL ARRIVALS HAVE RETURNED TO 65% OF 2019 LEVELS

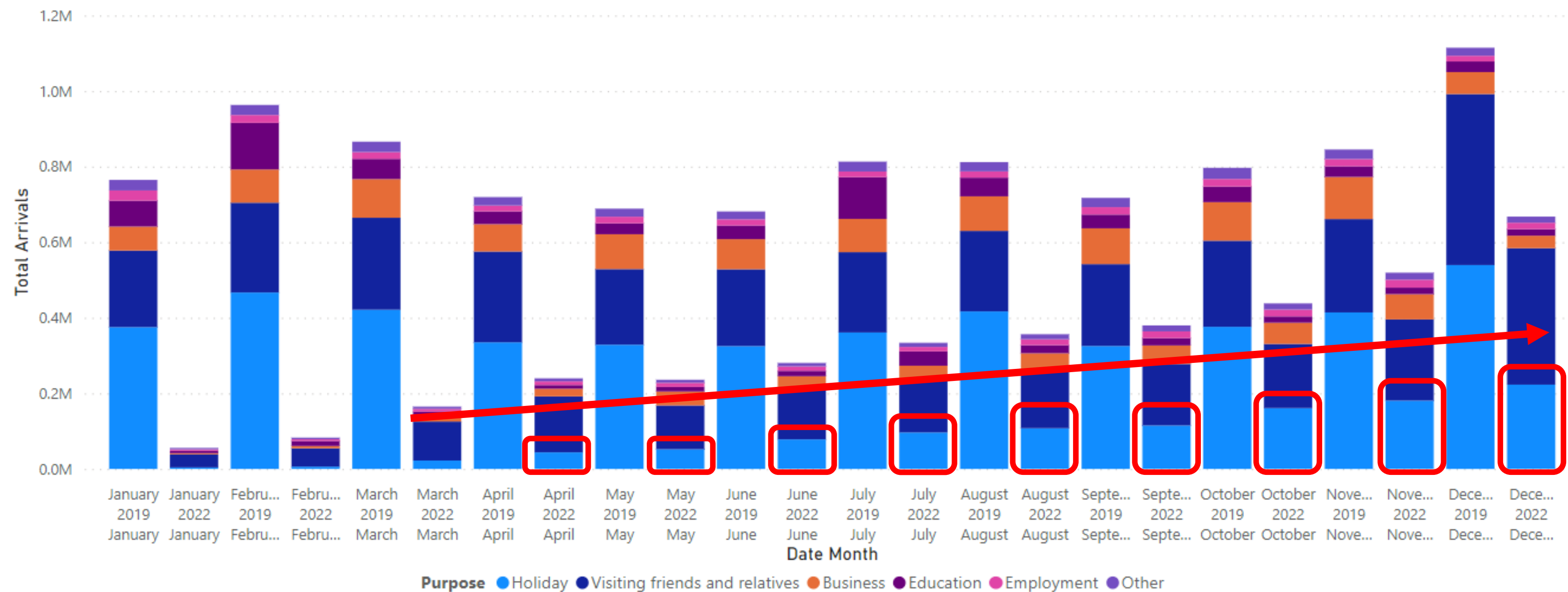


HOW OUR VISITOR ECONOMY IS REBUILDING



TOTAL ARRIVALS BASED ON PURPOSE OF VISIT

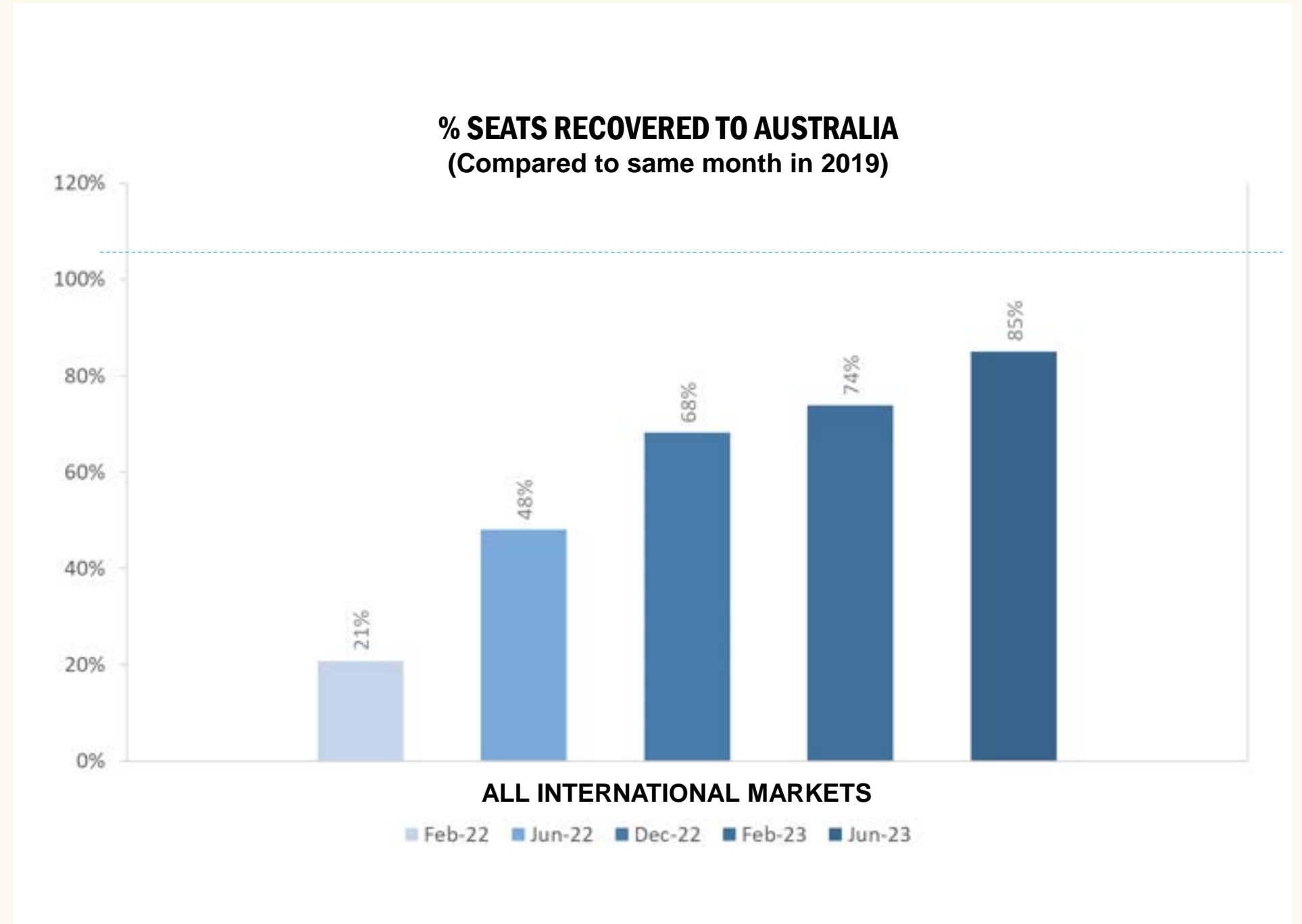
Total Arrivals based on Visitation Purpose



INTERNATIONAL RECOVERY - AVIATION SEAT CAPACITY

March 2023 levels:

India:	265% of seats scheduled
South Korea:	102% of seats scheduled
Indonesia:	105% of seats scheduled
Canada:	85% of seats scheduled
Singapore:	85% of seats scheduled
NZ:	79% of seats scheduled
USA:	73% of seats scheduled
Malaysia:	75% of seats scheduled
Japan:	72% of seats scheduled
China:	32% of seats scheduled
Qatar:	112% of seats scheduled
Singapore A'lines:	85% of seats scheduled
Qantas:	83% of seats scheduled
Cathay Pacific:	59% of seats scheduled
Emirates:	52% of seats scheduled
Etihad:	42% of seats scheduled



Source: Cirium SRS Analyser air schedules data as at 30 Jan-23

What are we doing about it?

60" TVC



COME AND SAY

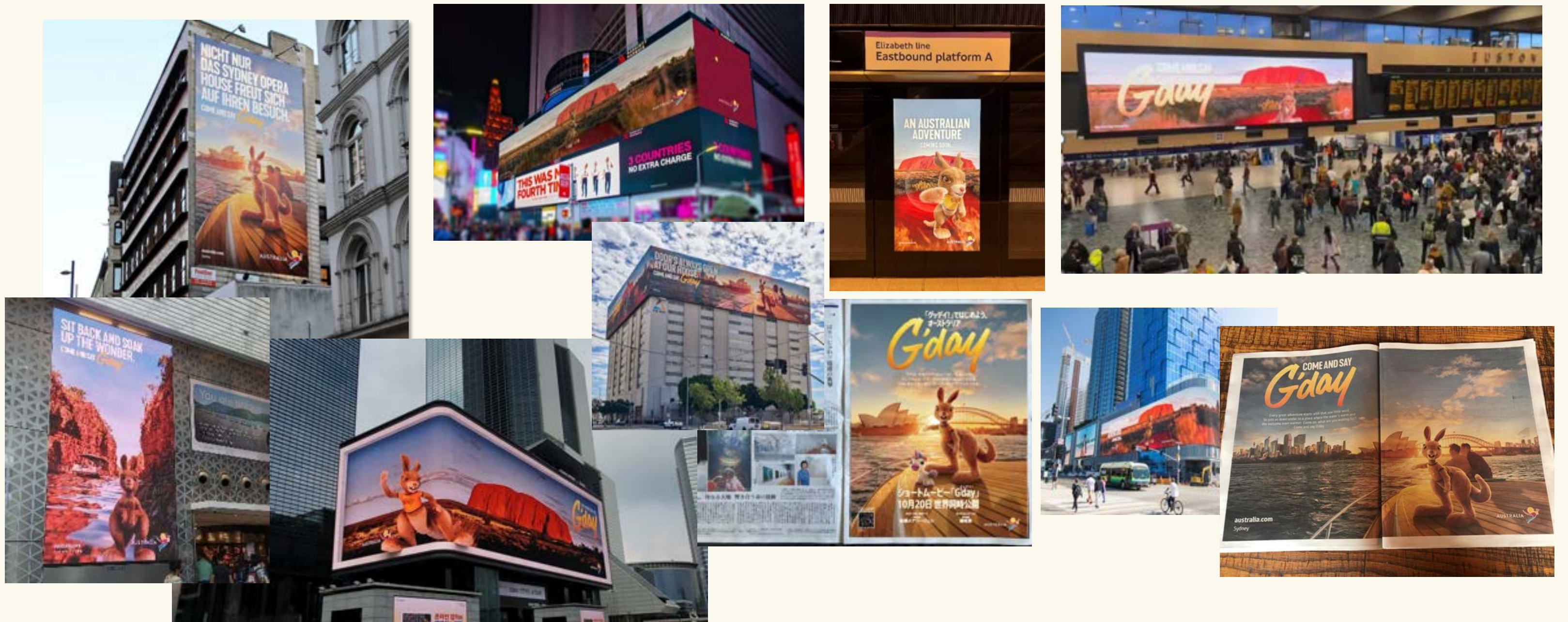


Uluru-Kata Tjuṯa National Park

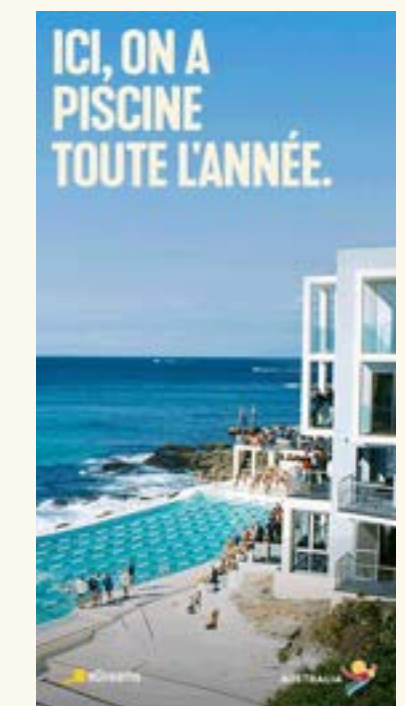
AUSTRALIA



CAMPAIGN ACTIVITY AROUND THE WORLD

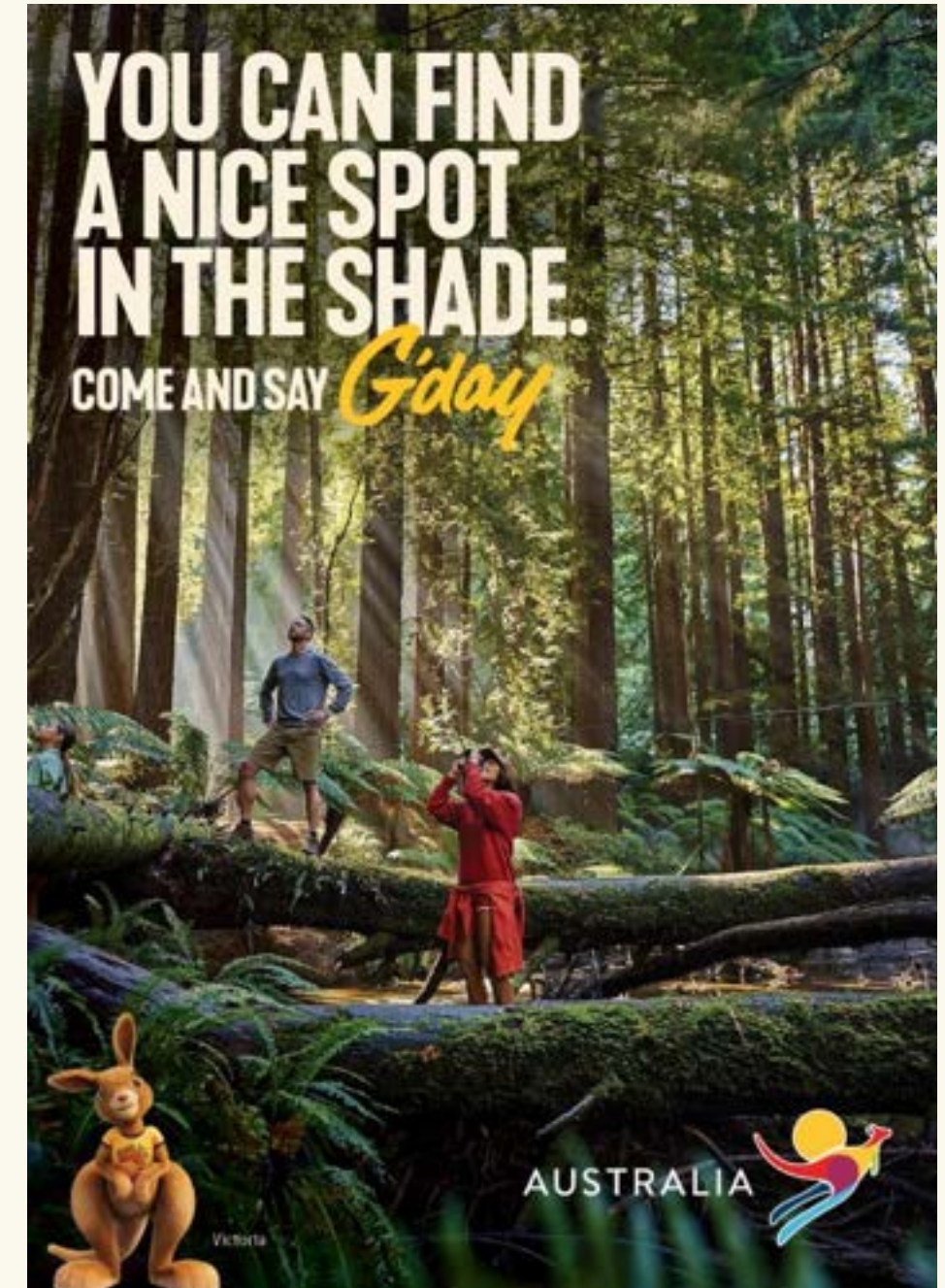


PARTNER CAMPAIGNS HAVE COMMENCED



SUPPORTING ADVERTISING LAUNCH ASSETS

Victoria







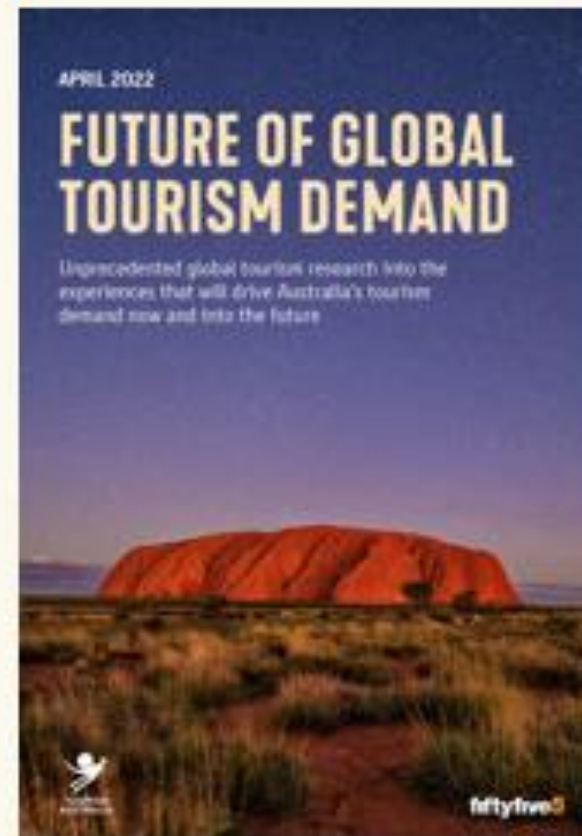


Download at www.tourism.australia.com

A FULL SUITE OF NEW RESEARCH



**1X
MAIN REPORT**



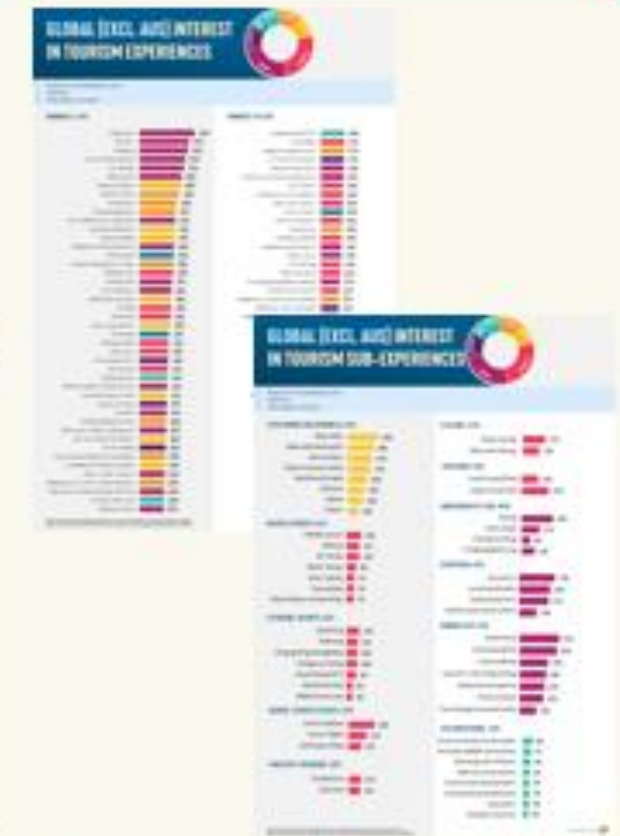
The main report brings together the wealth of data and insights from the research into a single, detailed document.

**143 X
EXPERIENCE FACT SHEETS**



Interest in the experience globally, by segment and by market; profiling of those interested; and cross-sell and partnership opportunities.

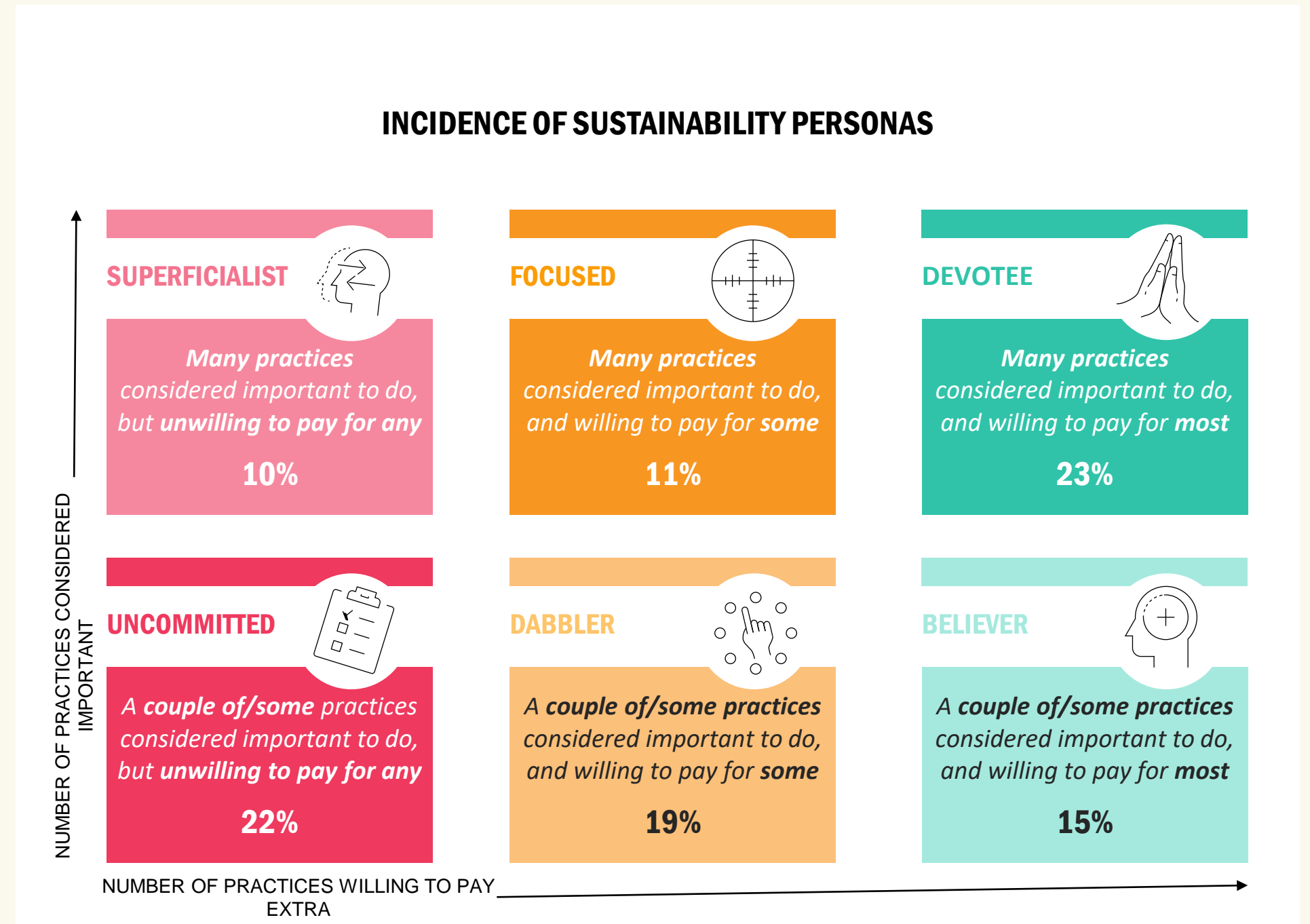
**20 X
MARKET SNAPSHOTS**



A snap shot for each of the 20 markets, plus a global summary, showing their interest in experiences and sub-experiences.

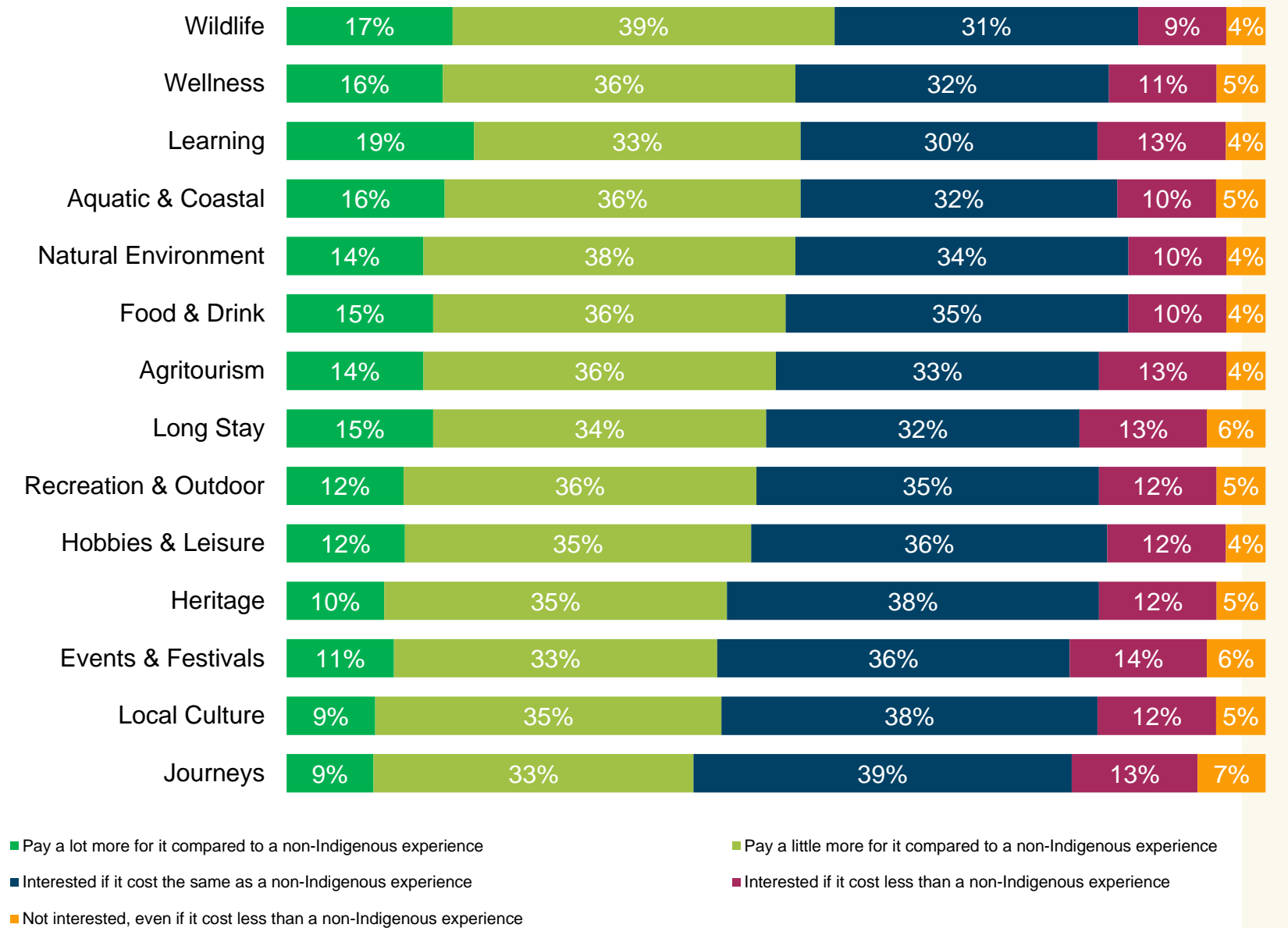
SUSTAINABILITY: MORE THAN 75% OF TRAVELLERS ARE COMMITTED TO SUSTAINABILITY IN SOME WAY

Future of Global Tourism Demand Research, Quantitative validation phase, April-May 2022
Segmentation based on two questions: E1. How important are each of the following to you when travelling? E2. Imagine you have identified two experiences that offer everything you are looking for on your next vacation. If one experience offered the following, and the other did not, which statement best applies to you?
Base: Global excl. Australia (n = 22,190)



INDIGENOUS: AN ABORIGINAL LENS CAN ENRICH THE OTHER EXPERIENTIAL TERRITORIES TRAVELLERS SEEK

WILLINGNESS TO PAY MORE FOR INDIGENOUS EXPERIENCES

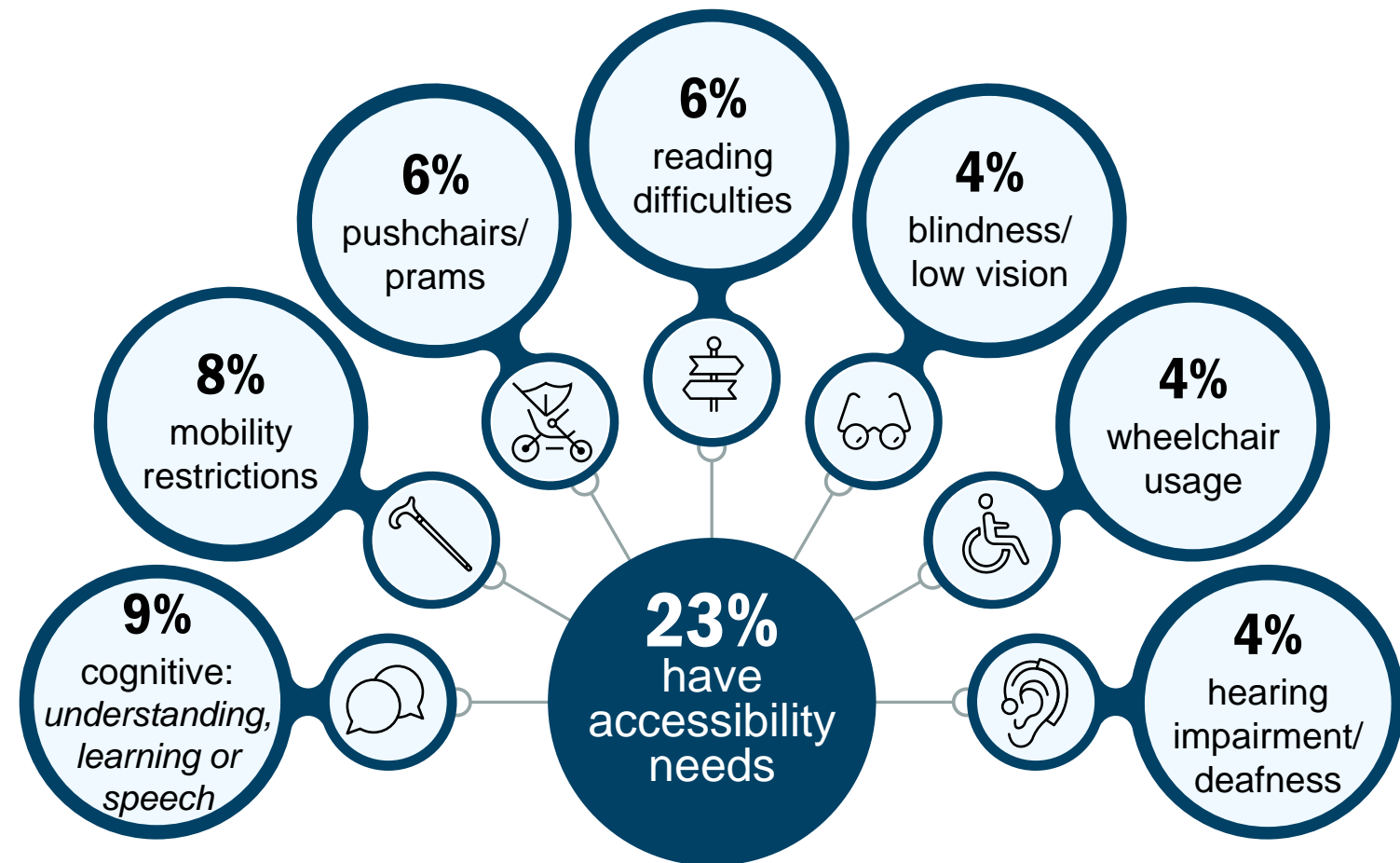


Future of Global Tourism Demand Research, Quantitative validation phase, April-May 2022
 E5. If you had the opportunity to do the following types of experiences in an Indigenous setting or with Indigenous people, which of the following is true?
 Base: Global excl. Australia (n = 1,536 to 8,251)

ACCESSIBILITY: THOSE WITH DIVERSE NEEDS REPRESENT A SIGNIFICANT OPPORTUNITY

Future of Global Tourism Demand Research, Quantitative validation phase, April-May 2022
A5. What accessibility needs do you or anyone you travel with have when travelling?
Base: Global excl. Australia (n=22,190)

INCIDENCE OF ACCESSIBILITY NEEDS (NET SELF/COMPANIONS)



NECI - PROGRESS UPDATE

NATIONAL EXPERIENCE CONTENT INITIATIVE (NECI) SUMMARY



The National Experience Content Initiative (NECI) was a project launched by Tourism Australia during the global COVID-19 pandemic to support Australian tourism businesses.

NECI was designed to help operators to better market their experiences and attractions so their product listings stand out in search results and are booked more often.

The project faced several production challenges, as much of the filming took place during the COVID-19 pandemic and the La Nina weather system brought record rainfall.

NECI was the largest and most significant project Tourism Australia had ever embarked on and the following numbers demonstrate the sheer size of the project.



PRODUCTION

1405 COMPLETED OPERATOR SHOOTS

280,000+ Raw Images

56,000 Image selects

1405 Edited videos

14 000 MINUTES Edited B-roll

NATIONAL EXPERIENCE CONTENT INITIATIVE (NECI) SUMMARY



NECI ADMINISTRATION NUMBERS



CONTENT UPSKILLING AND SUPPORT

Tourism Australia has partnered with Tourism Tribe to assist operators in making the most of their new video and image content. Through personalised coaching and a dedicated NECI online course library, operators can enhance their knowledge and apply new techniques to amplify their content assets across marketing, social and digital channels.

"I just wanted to say a massive thank you for this awesome project. It's been so lovely to see all the amazing images come through. They will be incredibly valuable from a regional marketing perspective moving forward. Thanks again for bringing this awesome opportunity to the Eyre Peninsula and our operators."

"The stills and video are amazing and will be very useful! As a small business, we could not have produced this type of imagery on our own - NECI has been a significant initiative for us. Now I can upload some fabulous shots to relevant websites and have collateral available for visiting journalists."



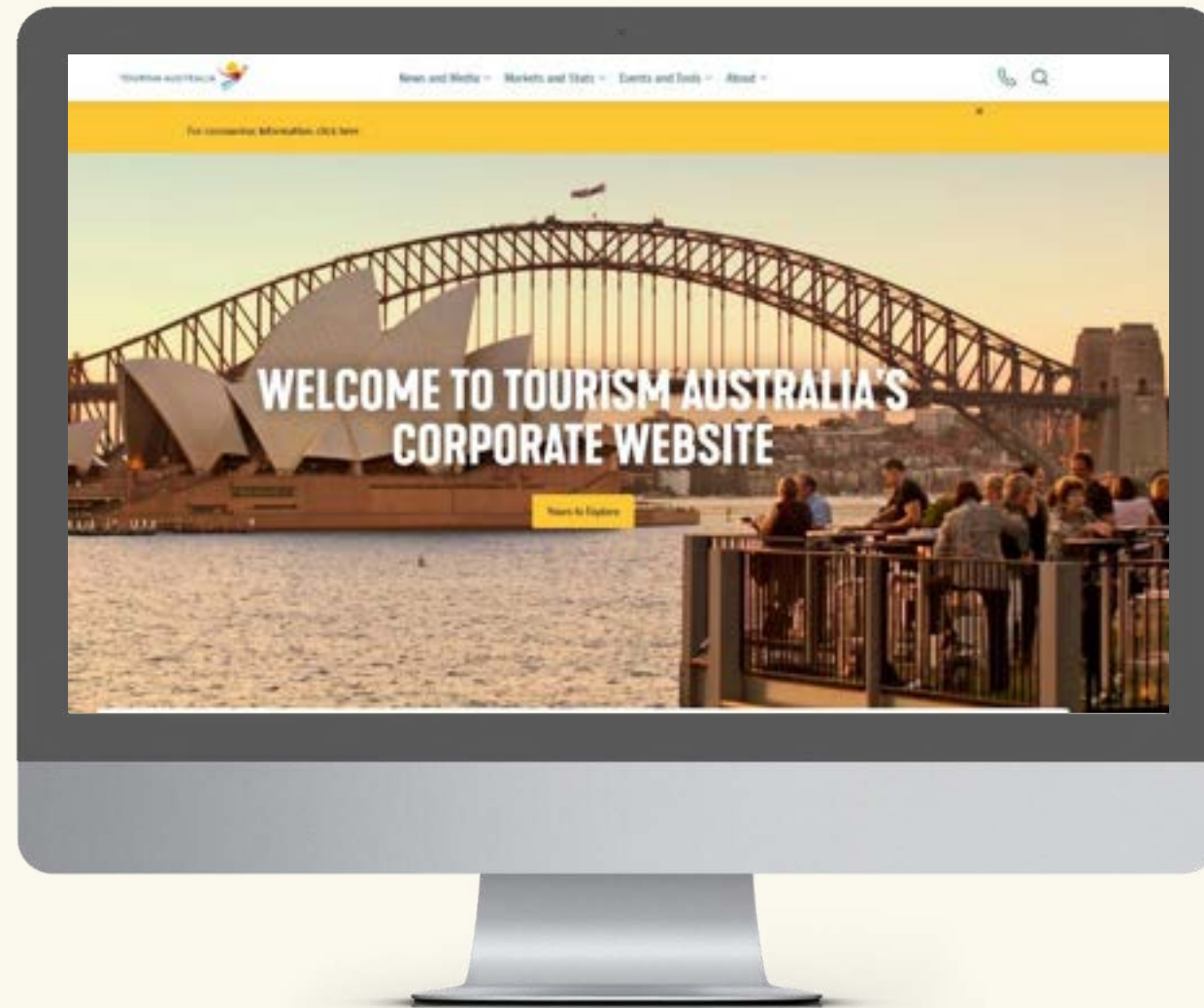
"Having Tourism Australia fund such an amazing content creation project across 57 regions and 1,400 tourism experiences is just fantastic and I personally think one of THE most practical projects to assist our industry that I can recall in my twenty plus years in the industry."

Further information can be found on the [Tourism Australia Corporate Site](#)
 Images can be found on the [Tourism Australia Image Gallery](#) (2021 National Experience Content Initiative)
 Videos can be found on the [Tourism Australia Video Gallery](#) (2021 National Experience Content Initiative)

Come along with us on the journey!

TOURISM AUSTRALIA'S CORPORATE WEBSITE

Home to all of the tools and resources needed to help you optimise your business for the international market.

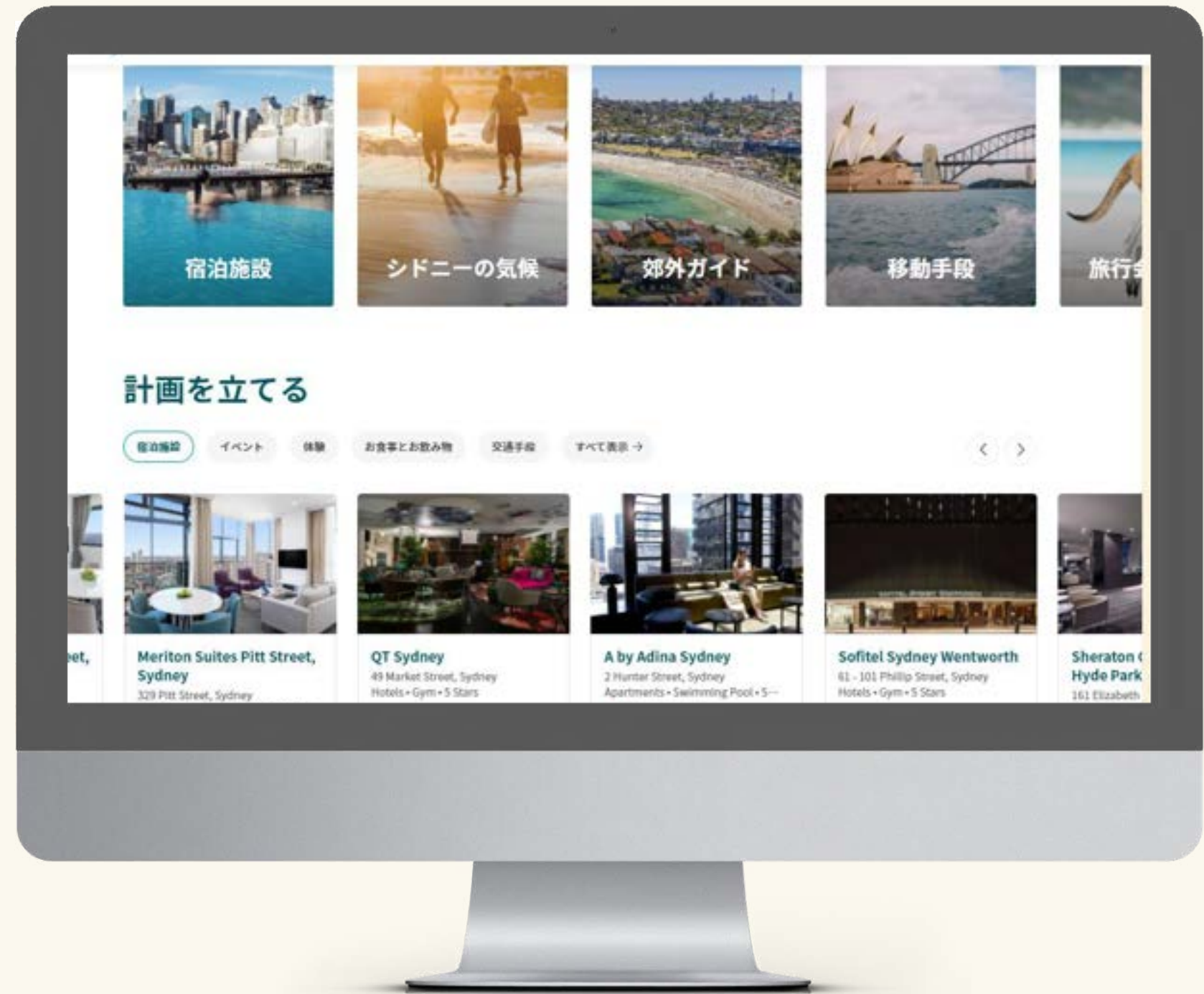


TOURISM.AUSTRALIA.COM

AUSTRALIA.COM

Enhanced ATDW integration within our consumer site.

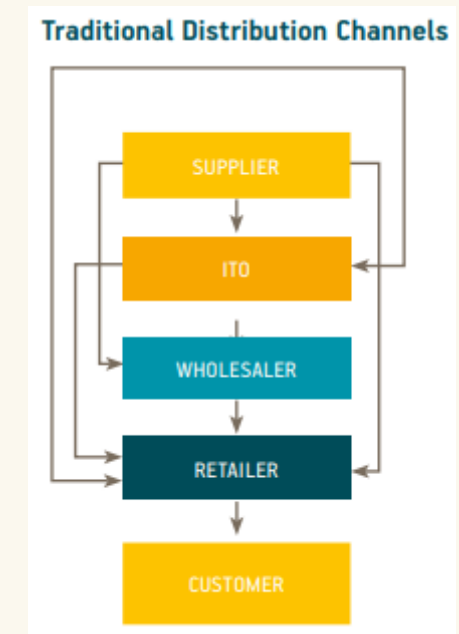
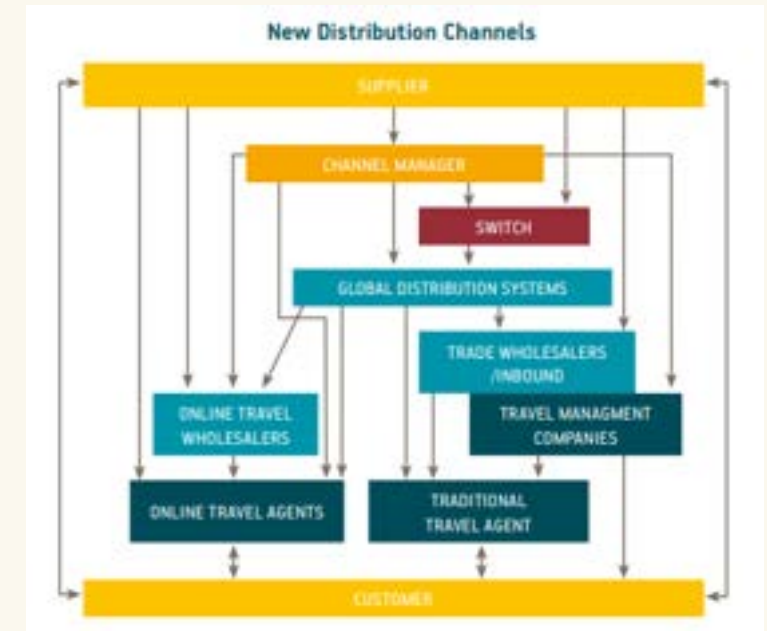
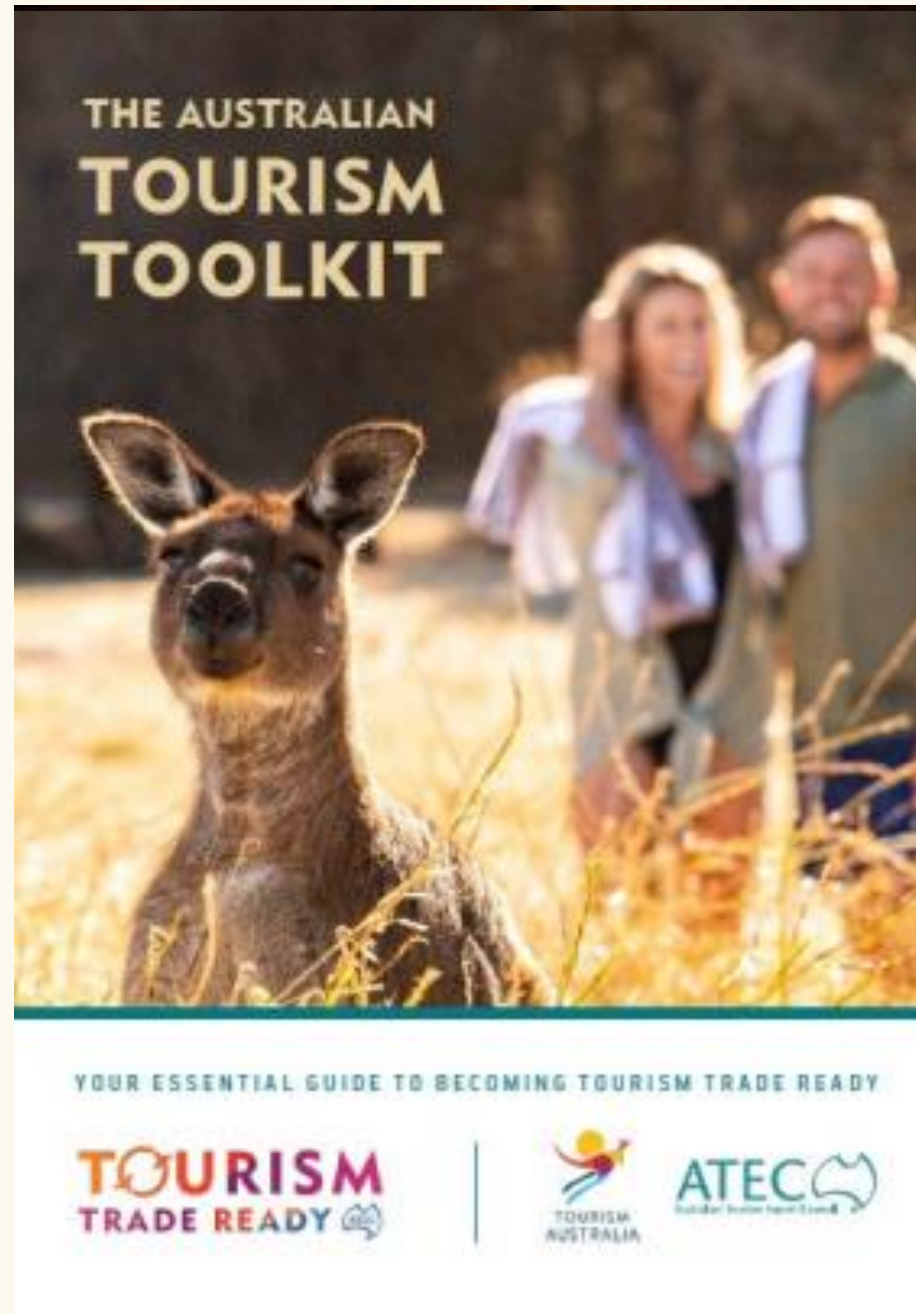
Ensure that your product is listed via ATDW including relevant offers.



ATDW-ONLINE.COM.AU

TOURISM TRADE READY & THE AUSTRALIAN TOURISM TOOLKIT

This introductory course to inbound tourism and accompanying guide has been produced by the Australian Tourism Export Council (ATEC) in partnership with Tourism Australia, and as a result of collaborative participation from all state and territory tourism organisations.

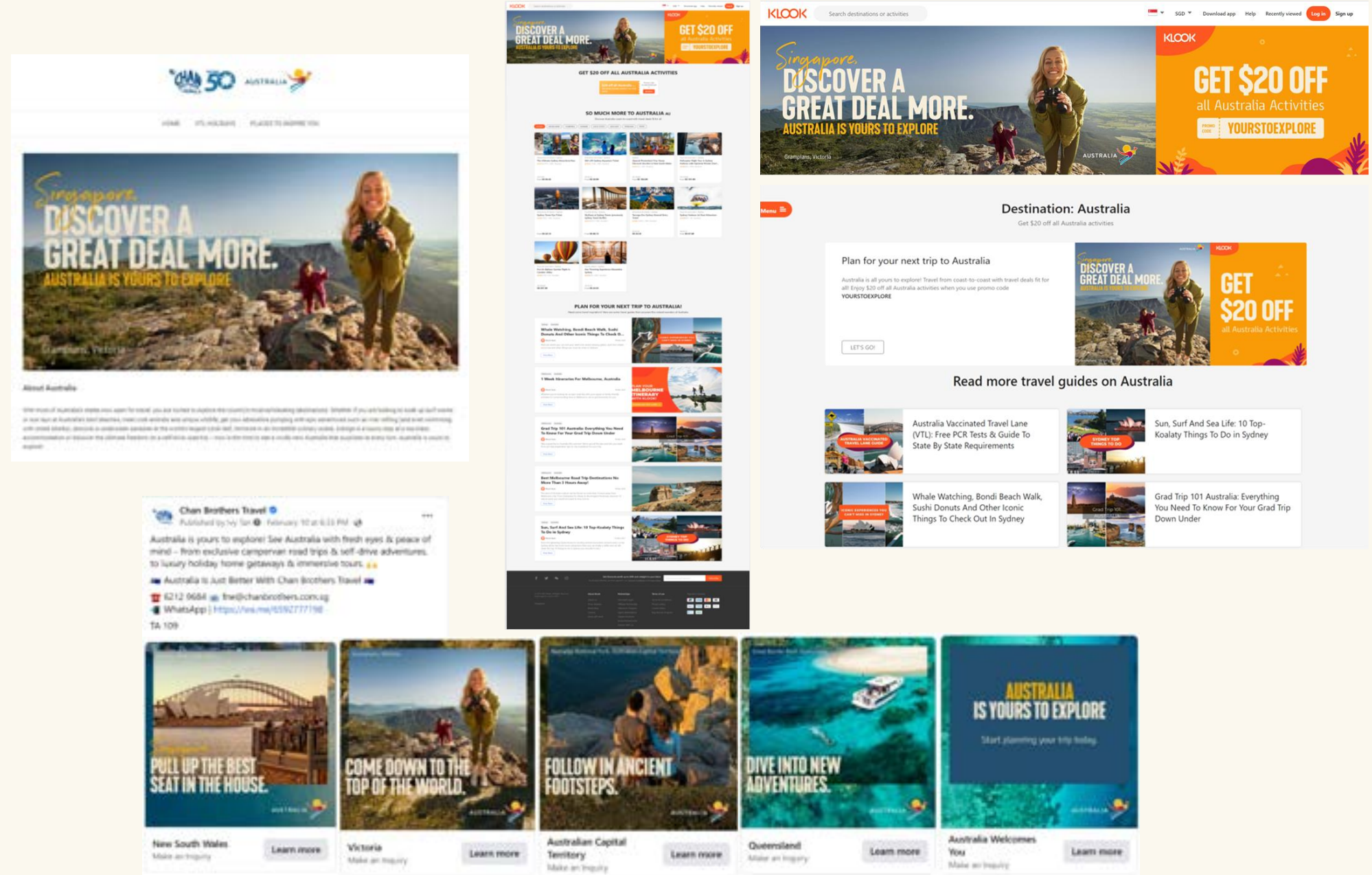


[TOURISM.AUSTRALIA.COM/EXPORTTOOLKIT](https://www.tourism.australia.com/exporttoolkit)

KEY DISTRIBUTION PARTNERS

As a partnership marketing organisation, we work with over 200 commercial partners annually, including Airlines, Key Distribution Partners, STOs and Affinity partners, to engage and convert Australia’s target customers.

To make the most of our campaigns it helps to be aware of who these are for each market.

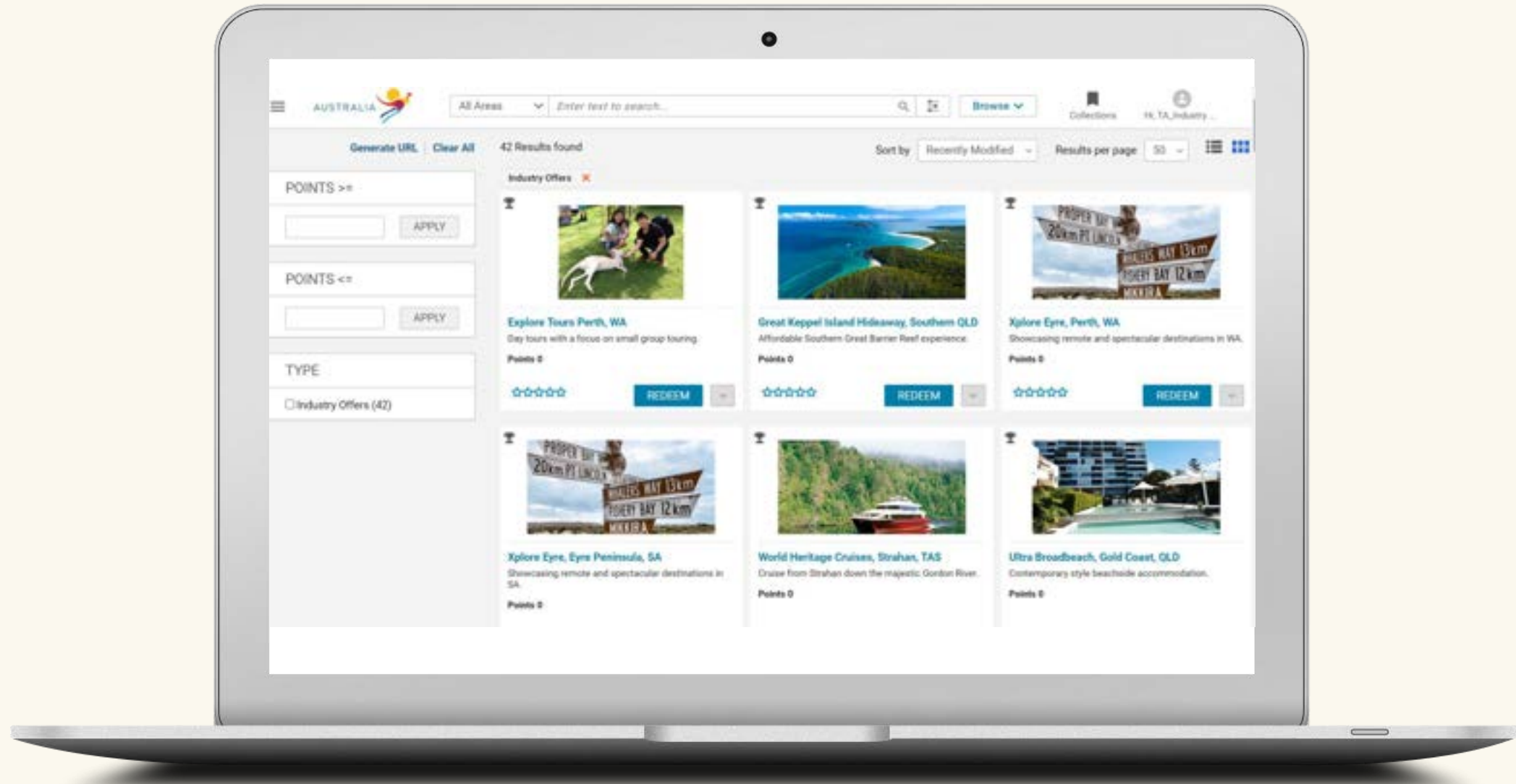


TOURISM.AUSTRALIA.COM/MARKETREGIONS

“Working in Market”

THE AUSSIE SPECIALIST PROGRAM

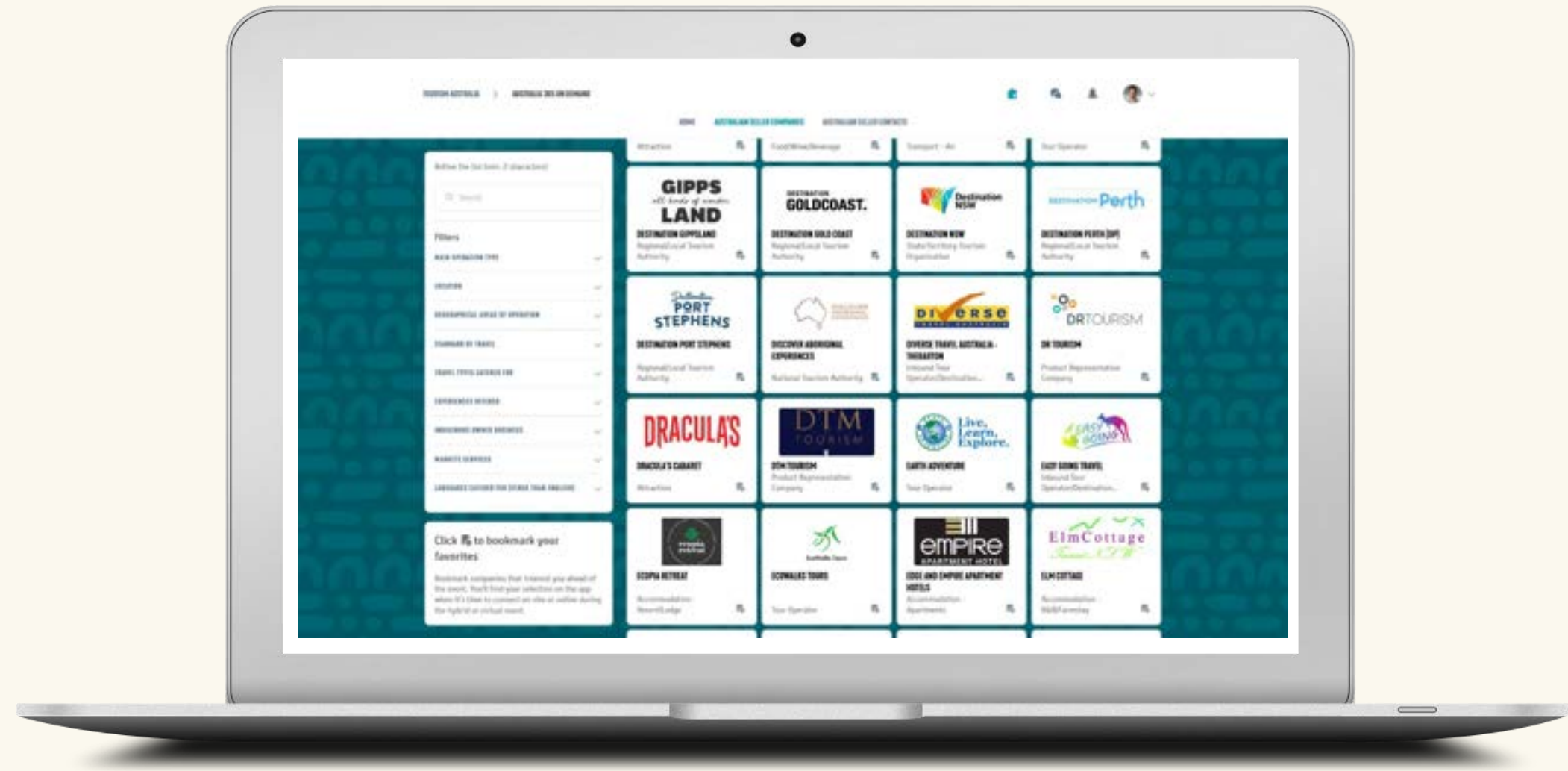
Tourism Australia's platform to train over 35,000 frontline travel agents and distribution partners.



TOURISM.AUSTRALIA.COM/TRAVELCLUB

AUSTRALIA 365 ON-DEMAND

Our 'always-on' trade platform for distribution partners to ensure they always have the most up-to-date product-specific information.



[TOURISM.AUSTRALIA.COM/AUS365E01](https://tourism.australia.com/AUS365E01)

TRADE EVENTS

Including Australian Tourism Exchange
and Marketplace Events

Australia Marketplace Events:

19 -21 July 2023 (South East Asia)

23 – 26 July 2023 (India)

6 – 8 August (North America)

Early December (China)

Australian Tourism Exchange 2023

30 April – 4 May Gold Coast



GET INVOLVED WITH SOCIAL MEDIA

Tips & Tricks Webinars plus Fact Sheets on English-language plus Chinese-language Platforms.

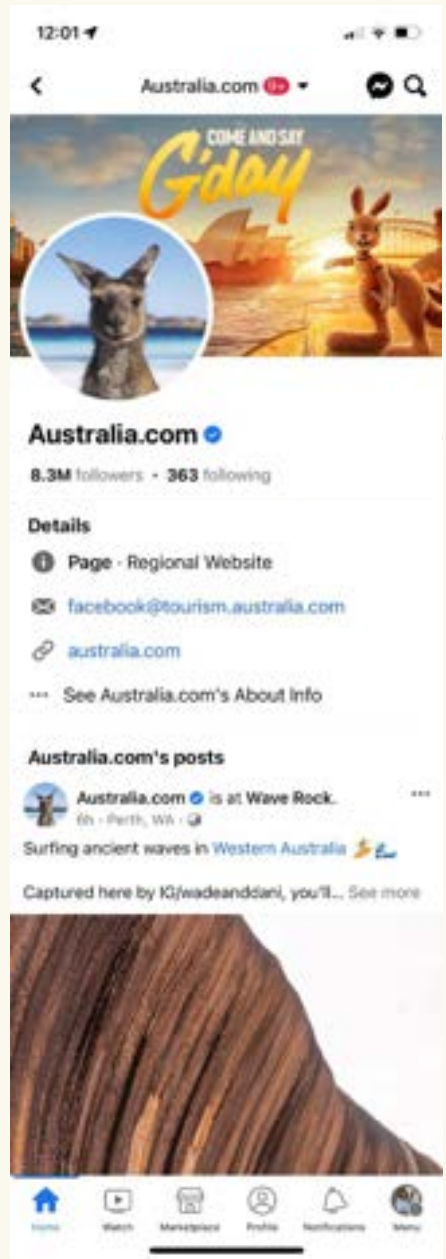
@Australia
#SeeAustralia



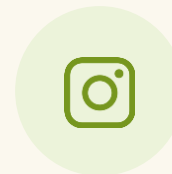
[TOURISM.AUSTRALIA.COM/SOCIALMEDIA](https://tourism.australia.com/socialmedia)



8.7M Followers



@australia.com
@likeaustralia (HK)
@australiajp



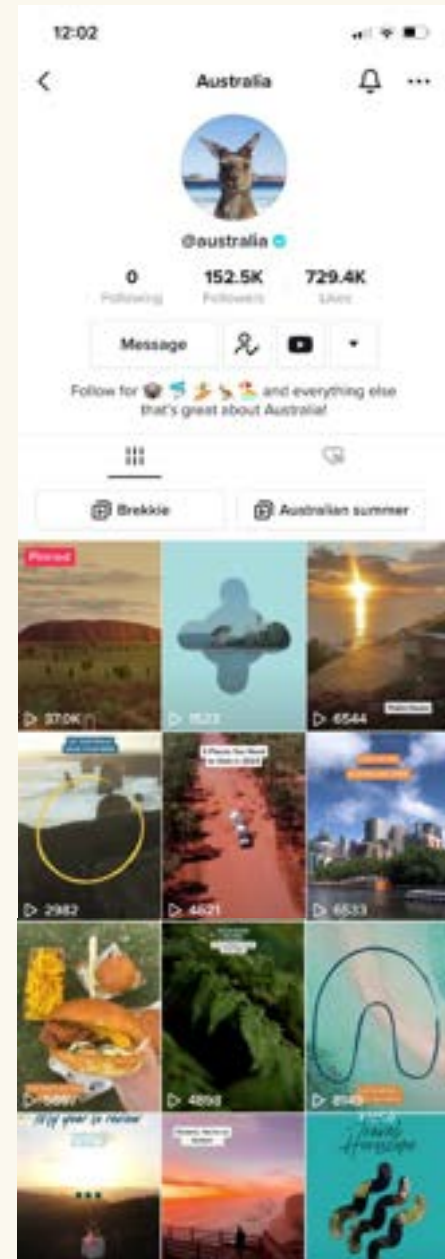
5.7M Followers



@australia
@australia.jp
@australia.kr



729K Likes



@australia



570M Views



@australia



@australia
@Go_Australia (JP)
945K followers



@australia
2.8M monthly views



Weibo
1.4M followers



WeChat
430K followers



Douyin
775K followers

GENERATING PUBLICITY

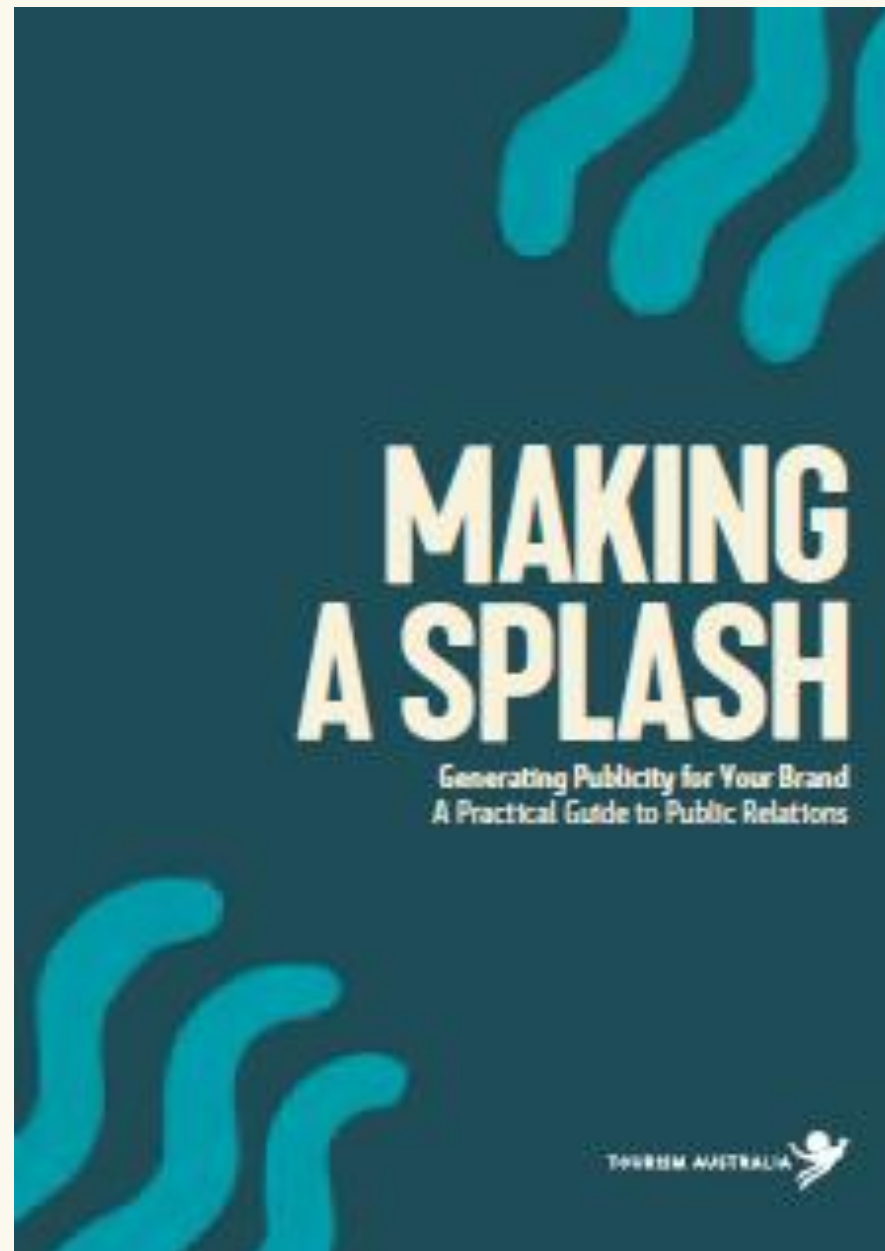
Building media relationships

Writing a media release

Using images & video

Hosting media

Getting involved in TA & STO programs including 'The Hot List' and 'Australian Stories'



[TOURISM.AUSTRALIA.COM/WORKINGWITHMEDIA](https://tourism.australia.com/workingwithmedia)

**SEND YOUR STORIES TO
[INTERNATIONALMEDIA@TOURISM.AUSTRALIA.COM](mailto:internationalmedia@tourism.australia.com)**

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Follow us on Twitter: [TourismAUS](https://twitter.com/TourismAUS)

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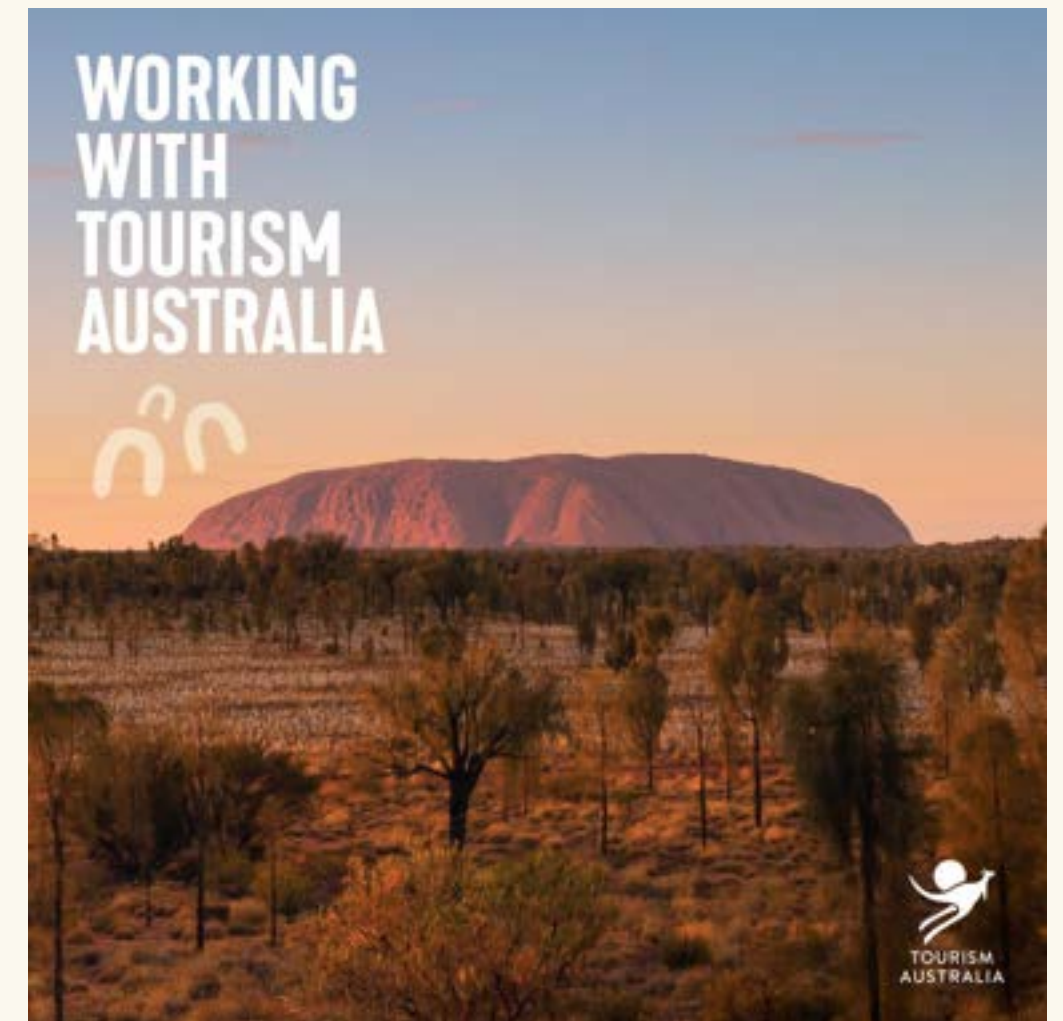
Kristy Malapa

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kmalapa@tourism.australia.com

+61 404 054 543

THANK YOU!



THANKS FOR JOINING US!