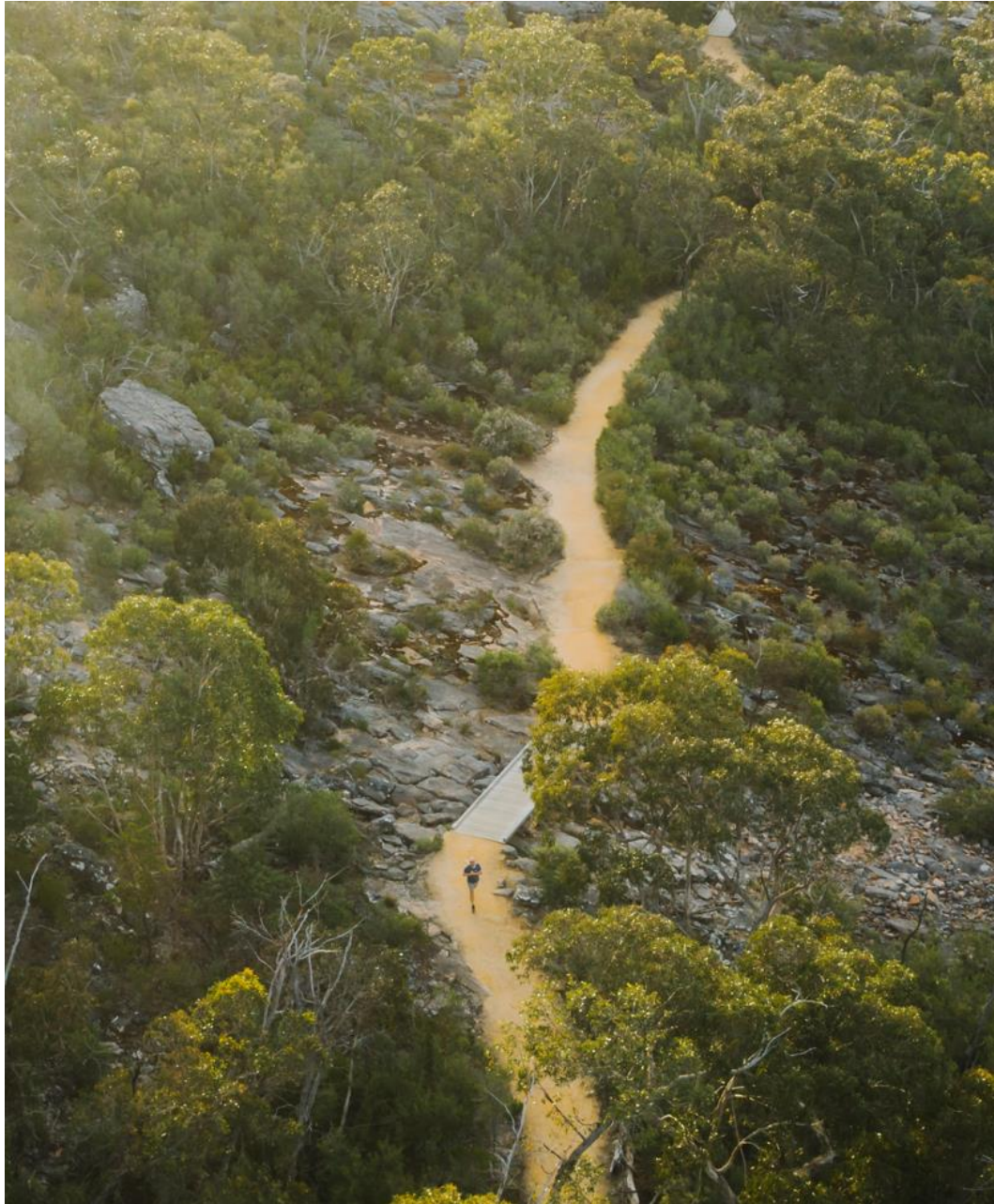




January to March 2023 Quarterly Marketing Report

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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1- Quarterly Activity Summary

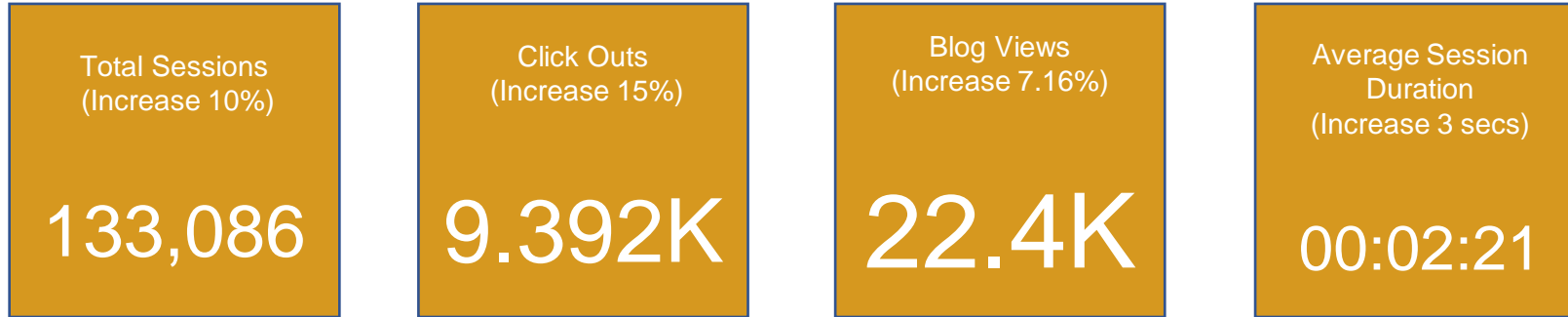


Highlights of the quarter included:

- Website sessions increased by 10% and click outs increased by 15% this period.
- Meta Paid continued to grow with a 600K increase in impressions, 200K in reach and 2.5K additional link clicks in comparison to last quarter.
- Our Blog content views during the quarter were 7% higher than the previous quarter. Swimming spots in the Grampians lead the way with over 3,000 views.
- Google Advertising generated 500 additional clicks, conversion rate increased by 1.5% and CPC dropped from 41 cents to 18 cents.
- Facebook followers increased by 265 and instagram had an increase of 700.

2 - Website Results

Website and Blog Performance



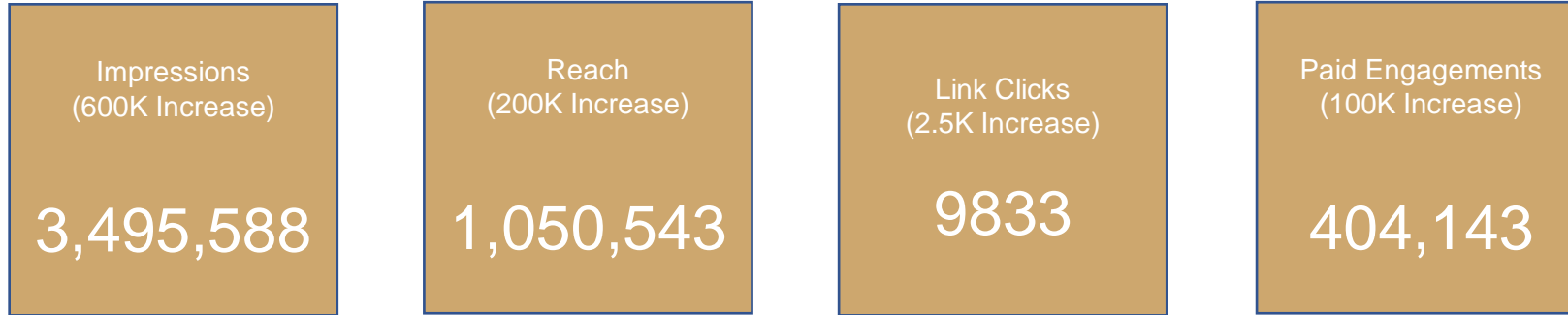
Most Popular Blogs:

- 1-swimming-spots-in-the-grampians
- 2-easy-walks-in-the-Grampians
- 3-dog-friendly-accommodation-in-the-Grampians
- 4-fishing-in-the-grampians-the-ten-best-locations-to-cast-a-line
- 5-your-dogs-happy-space-the-grampians-way
- 6-the-best-sunsets-in-the-Grampians
- 7-the-best-places-to-watch-a-grampians-sunrise
- 8-find-your-space-and-go-camping-the-grampians-way
- 9-stargazing-in-the-Grampians
- 10-winter-fishing-in-the-grampians-a-locals-guide

Pageviews:

- 3,059 views
 - 1,467 views
 - 1,181 views
 - 1,147 views
 - 988 views
 - 800 views
 - 773 views
 - 724 views
 - 536 views
 - 368 views
- 

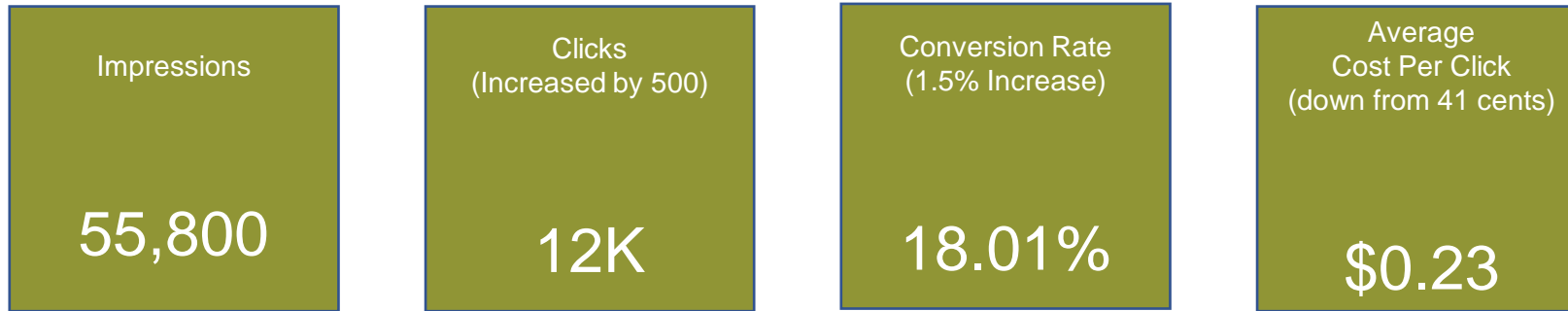
3 - Digital Advertising Results - Meta



“Always On” Meta Ads Performance

- Spend increased by \$1500 with GGE comp campaign, leading to substantial increases in impressions, reach, paid engagements and clicks
- 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.

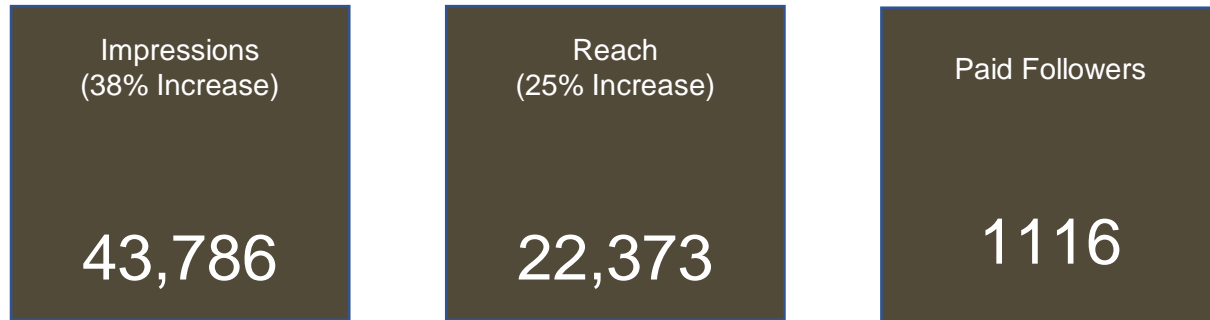
3 - Digital Advertising Results - Google



“Always On” Google Ads Performance

- Spend was considerably less this period compared to last period, however we still had an increase in clicks, conversion rate increased by 1.5% and cost per click also dropped from 41 cents last period to 23 cents this period.

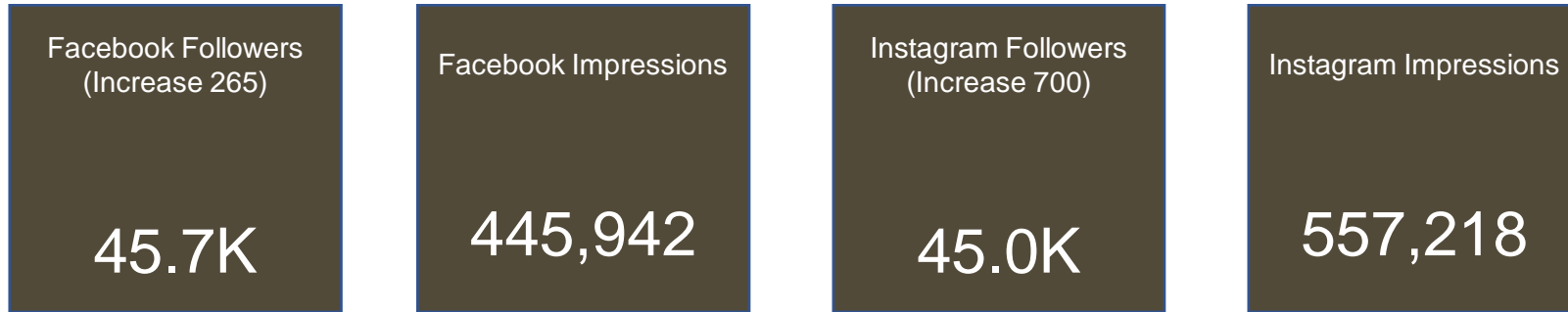
3 - Digital Advertising Results - TikTok



TikTok Ads Performance

- Tik Tok had steady growth, next quarter we should look at using some Tik Tok budget in display across the Google network for great reach.
- TikTok video views were reasonable for the period at 33.5K
- TikToK likes 3,293 and comments were consistent with the previous period

4- Social Media Results – Organic Meta



Highest reactions on a post ⓘ



 Facebook post

Nature has a way of reminding us to slow down, breathe and...

14 Feb 2023, 23:00

This post received **423%** more reactions (345 reactions) than your median post (66 reactions) on Facebook.

Highest comments on a post ⓘ



 Facebook post

Nature has a way of reminding us to slow down, breathe and...

14 Feb 2023, 23:00

This post received **1,367%** more comments (44 comments) than your median post (3 comments) on Facebook.

4 - Social Media Results - Organic

Total Follower Growth

3.4%

Social Reach
(FB, Instagram, Tiktok)

1.34M

Total Operator Click
Outs

10.4K

- Facebook Followers 45,655 - increase from last period of 265
- Facebook Page Reach 1,060,832
- Instagram Followers 45,000 - increase of 700 from the previous period
- Instagram Page Reach 69,292
- TikTok Impressions were 43,786
- TikTok Reach was 22,373

4 - Social Media Results - Organic IG Competition

New IG Followers in competition period

+75

Accounts Reached

6,812

Post interactions

273

- In April, a competition was run to drive IG follower growth
- Throughout the 10-day competition period, @TheGrampians received 75 new followers
- Competition post reached 6,812 accounts, with 7,156 impressions
- Post received 273 interactions



5 - PR Highlights

ESCAPE

Join Login

Australia International Things to do Where to stay Cruise News Travel Advice Deals Escape To

Top Lists



19 Aussie spots it's time you visited

Whether you're seeking relaxation, adventure or connection, Australia has it by the plane, train, boat and car load. We've rounded up a taste of absolute classics worth a revisit, exciting new experiences in familiar destinations, unheralded gems and places bouncing back from the disasters of 2023.

Alex McClintock
2 min read
January 19, 2023 - 3:52PM
Escape



17/19

Hike the Pinnacle in the Grampians/Gariwerd

The view from the Pinnacle in Grampians National Park is bucket-list stuff, a huge expanse of western Victoria punctuated by craggy peaks. The four-kilometre loop is doable if you're passably fit, and if it's hot you can also do a longer version, stopping at the beautiful Venus Baths rock pools for a splash. For the adventurous, 2023 is the year to visit the Grampians - remote camping will be banned in much of the park from 2024, with stays restricted to designated locations.

Total Coverage for March Quarter:
Clips: 33
Total Estimated Reach: 3.73M
Advertising Space Rate: \$1.16M



5 - PR Highlights

4. Grampians Grape Escape



Head out west and take part in this stunning three-day festival. Celebrate regional food, wine and music against the stunning backdrop of the Grampians. This festival will feature over 100 stalls, exhibitor masterclasses, cooking demonstrations, live music, guest chefs and fun for the kids. The **Grampians Grape Escape** will run from Friday May 5 to Sunday May 7. Check out the [program here](#).

📍 Halls Gap Recreation Reserve, Cnr of Grampians and Mount Victory Roads, Halls Gap VIC 3381

Secret Melbourne 8 Amazing Autumn Festivals To Discover Around Victoria



Qantas Travel Insider Your Guide to the Hottest Festivals in 2023

Victoria



Melbourne Food & Wine Festival will be held over 10 gloriously gastronomical days (24 March – 2 April), with Lake House chef Alla Wolf-Tasker catering this year's World's Longest Lunch, a 2000-diner-strong experience in Treasury Gardens. Meanwhile, **Rising**, a festival set in the heart of the city, will bring colour into the darkness of June with vibrant art installations, performances and live music.

A restorative weekend of wine, food and music awaits at **Grampians Grape Escape** (5-7 May), a celebration of locally produced wine set in the foothills of Grampians National Park. After several devastating years marked by bushfires and COVID-19, **Rainbow Serpent Festival** is back with a full schedule of music, arts and spiritual education planned for summer 2023 in the Pyrenees Shire.



Grampians Grape Escape – Campaign Results

		Clicks	Reach	Impressions	CPC	Total Spend
<input checked="" type="checkbox"/>	GGE 2023 - Traffic competition	563 Link Clicks	32,016	39,555	\$0.56 Per link click	\$313.00
<input checked="" type="checkbox"/>	GGE 2023 - Traffic	1,723 Link Clicks	131,582	280,159	\$0.37 Per link click	\$642.04
<input checked="" type="checkbox"/>	GGE 2023 - Engagement	6,286 Post engagements	115,488	212,837	\$0.14 Per Post Engagement	\$860.65

Grampians Grape Escape – Competition

Visit Grampians
17 March · 🌐

Eager to experience [Grampians Grape Escape](#)? Here's your chance to WIN a package to experience this wine, food and music getaway for four, valued at \$2,030, including:

- 4 x Feel-Good Friday Tickets for [Grampians Grape Escape](#)
- 4 x Saturday/Sunday Tasting Tickets for [Grampians Grape Escape](#)
- 3 x nights in a deluxe glamping [Swell Shelter](#) at the [Lake Fyans Holiday Park](#) ... [See more](#)



30
6 comments 3 shares

Like Comment Share

- In March 2023, a competition was run to win a Grampians Grape Escape package worth \$2,030
- Competition post reached 13,223 accounts across FB and IG, together with 281 engagements
- The post also received 9,831 Instagram impressions