



Grampians Tourism Strategy 2022 - 25



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.



GUIDING VALUES

- Innovative
- Creative
- Agile / responsive
- Collaborative
- Strong leadership
- Authentic

STRATEGY SUMMARY

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

Strategies & Tactics Overview

Objective: Extend length of stay, improve dispersal, increase yield, and support the regional brand.			
Key Priority	Strategy	Tactics	Phase
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	



Guiding Principles

1. DESTINATION MARKETING

- Deliver effective evidenced based ***Destination Marketing Strategies*** to extend length of stay, improve dispersal, increase yield, and support the regional brand.
- ***Champion the Grampians 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 in relation to the development and refinement of a brand position for the Region.
- Support ***Events*** aligned to our strategic seasonal and dispersal objectives
- Drive propensity towards high yielding occupancy in shoulder period and mid-week overnight stays



Guiding Principles

2. INDUSTRY DEVELOPMENT

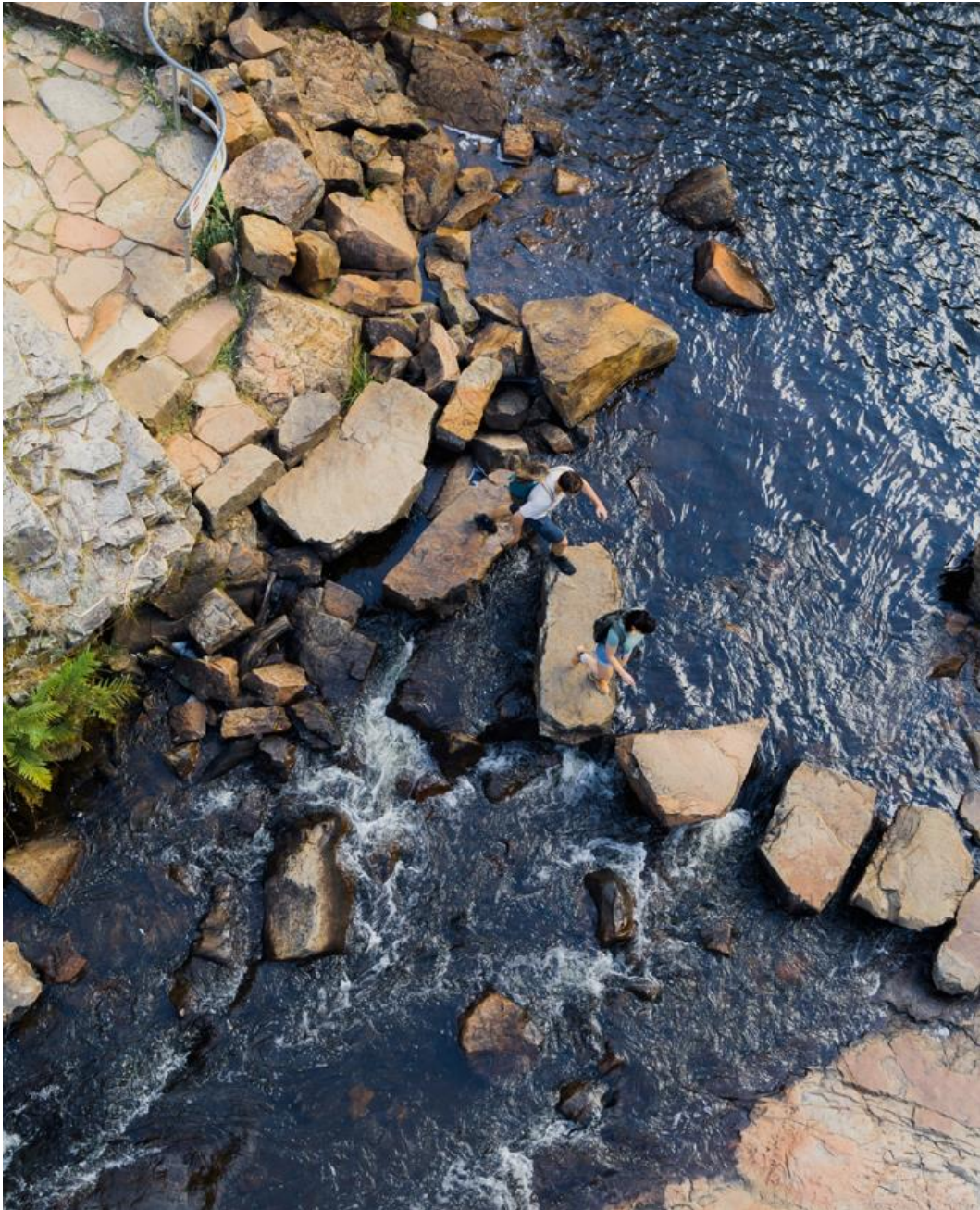
- Champion activities designed to increase the capacity of operators to foster a continuous improvement mindset resulting in high quality experiences that surpass the expectations of visitors.
- We will create, administer and deliver a range of continuous improvement and professional development and industry training programs
- Deliver industry strengthening that covers digital strategies, business management, and product development, customer experience and builds business capacity.



Guiding Principles

3. PRODUCT DEVELOPMENT

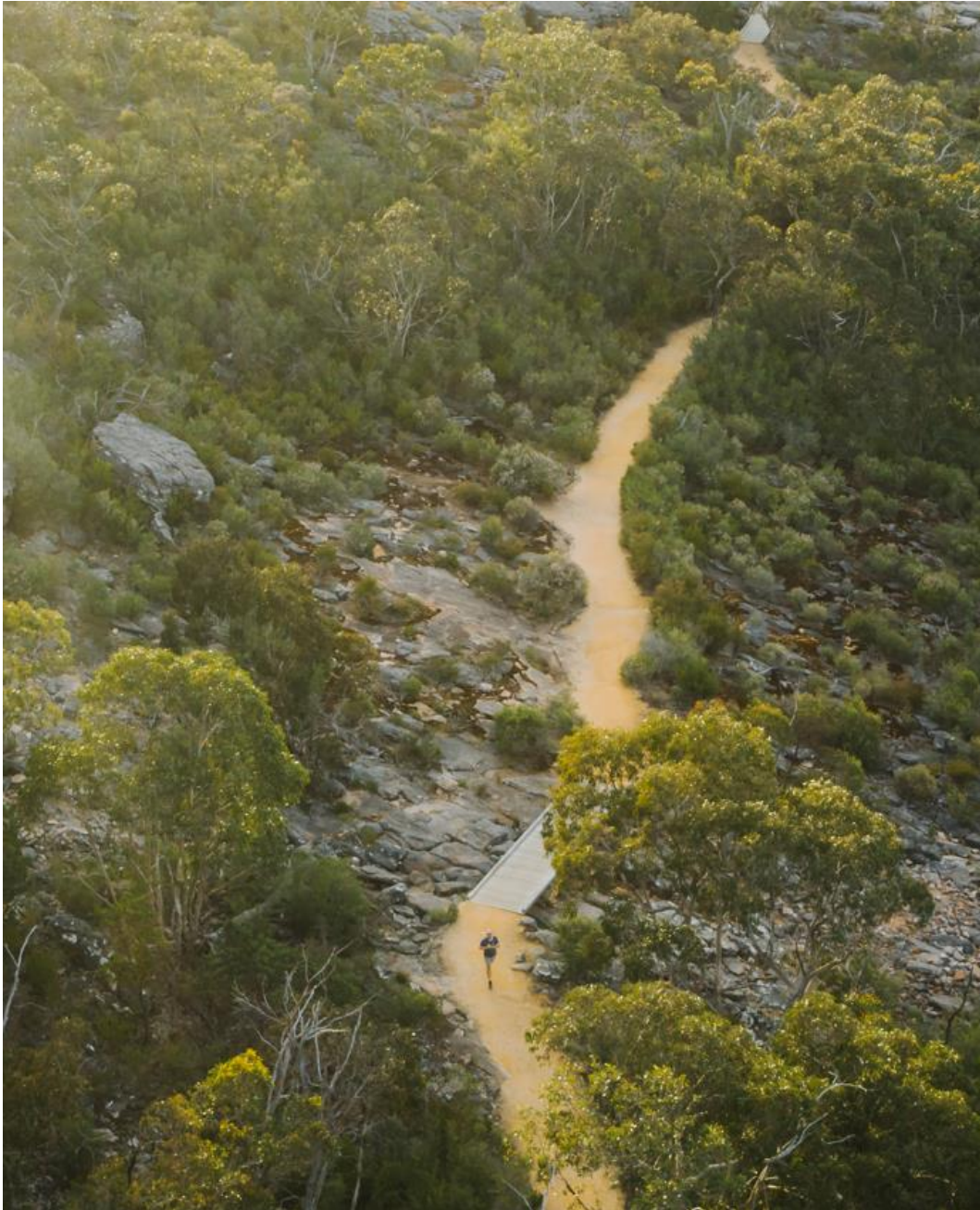
- Curate products to create compelling visitor experiences that are both productive and sustainable.
- Collaborate with stakeholders to identify strategic tourism products and communicate supply gaps and opportunities through planning and investment advocacy.
- Develop high quality collateral that supports brand development and destination marketing efforts.



Guiding Principles

4. PARTNERSHIPS

- Successfully leverage and grow our strategic partnerships
- 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.
- Collaborate directly with Local and State Government Departments and their Agencies and coordinate demand and supply programs.
- Constantly introduce new and innovative ways to add value to industry partnerships



Guiding Principles

5. TOURISM INVESTMENT ATTRACTION

- Work with and advocate on behalf of LG partners to attract new investors and investment opportunities for the Grampians region.
- Use the new Grampians Tourism Investment Prospectus to support the attraction of investment in the next phase of tourism uplift across the region.
- 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.
- Attract private investment into tourism infrastructure and experiences that meet the needs of current and new markets/demographic and will support a quality product and experience.



SHORT TERM, WE WILL

- Deliver business outcomes based upon quality research, best practice and return on investment
- Celebrate what's working well and promote the regions 'heroes'
- Leverage Grampians Peaks Trail domestically and internationally to position Grampians as premier nature-based destination
- Focus on amplifying regional brand and priority intrastate and interstate audiences
- Invest further in our local hosts to promote the region
- Further enhance our visitor experiences through Industry Strengthening activity
- Continue to foster strong relationships with industry and facilitate opportunities
- Reduce fragmentation of marketing spend to support a targeted and focused approach
- Encourage uniform and consistent use of regional brand to reduce fragmentation across stakeholders
- Operate with a sustainable business model



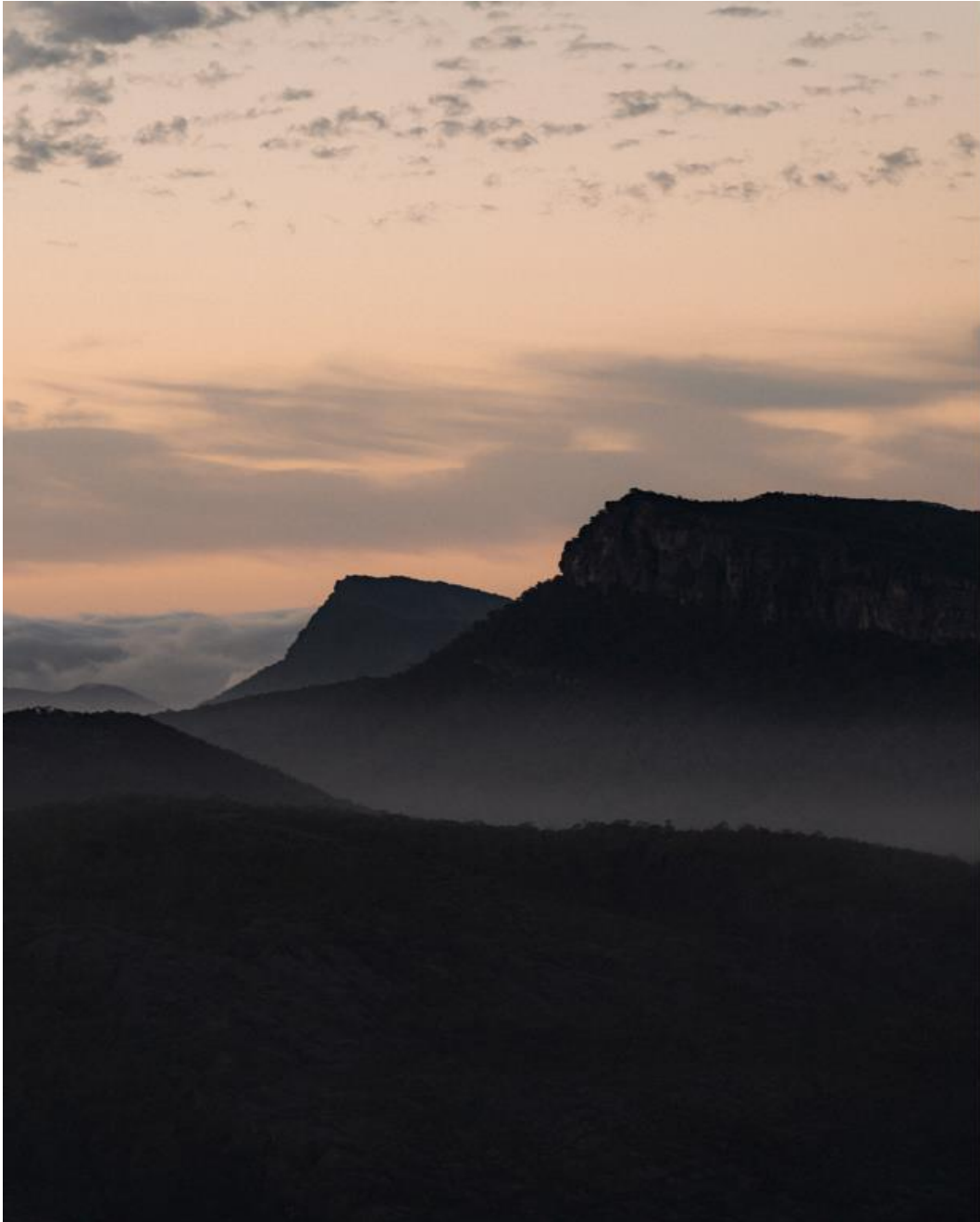
MEDIUM TERM, WE WILL

- Focus on industry engagement and investment attraction
- Advocate for a skilled tourism workforce
- Support First Nations to develop the cultural tourism offering
- Support further investment in quality public infrastructure that disperses visitors across the region
- Partner with LGA's to attract new residents and workforce
- Strengthen our tourism offering by working jointly on the supply side and investment attraction
- Advocate for further funding opportunities from DJPR



HOW WE WILL INSPIRE AND COVERT..

- **Always Be 'On'** – there will be no gaps in our marketing activities to ensure we are in the minds of our target audience all year round.
- **Building Stronger Consumer Connections** – delivering the right message, in the right way, to the right people at the right time.
- **Brand Message** – we will look for innovative ways to cut through the marketing 'clutter', be consistent.
- **User Generated Content (UGC)**–we will foster and amplify user generated content to promote the destination.
- **Digital Marketing** – we will enhance our online presence using owned, earned and paid media, with targeted digital marketing campaign tactics.
- **Public Relations** –we will attract journalists and influencers to the region to generate positive media coverage.
- **Website** to deliver a visually attractive and easy to navigate site that is a trusted source of information and supports content marketing and user generated content.
- **Events** – we will leverage “home grown” events to drive visitation and enhance resident (locals) experi encourage them to help champion our region



WE ARE COMMITTED TO..

- Being passionate, authentic, innovative and research driven
- Embracing a culture of collaboration and communicating with partners and stakeholders
- Focusing on building brand awareness, highlighting our regions strengths and encouraging dispersal, through tactical initiatives.
- Transforming the quality and diversity of product, experience and events through industry development
- Attracting private investment into accommodation and regional attractions to grow visitor yield and length of stay
- Building local community awareness about the important role the visitor economy plays
- Invest in community as our hosts, travel partners to support growth in visiting friends and relatives market
- Putting the consumer at the forefront of all of our decisions
- Advocating for further public investment to enhance the visitor experience and disperse visitors geographically and seasonally



WHAT SUCCESS LOOKS LIKE.

Grampians Tourism will be driven by the use of reliable data to inform decisions and measure success over the next three years in the following areas:

- Increased brand awareness withing key target markets
- Increased partnership numbers and collaborative engagement to support destination development
- Consistent engagement with Grampians LGA's
- Excellence in digital strategy that drives increase brand awareness and assists partners to grow visitor yield
- Increased visitor yield, dispersal and length of stay
- Growth in traffic and conversions on the website
- Engagement growth on social media platforms
- Positive partnerships – delivering value to our partners