

Victoria's High Country

North East Victoria

High Country Tourism Information Update December 2008

North East Victoria Tourism Inc.

Campaign Committee for Victoria's High Country
ABN 38 822 949 309 - AO 0031290J

NEVTi STAFF

Executive Officer

Will Flamsteed

PO Box 502
Bright VIC 3741
M 0429 002 702
E exec@nevt.com.au

Project Officer

Susannah Doyle

PO Box 502
Bright VIC 3741
M 0418 428 051
E project@nevt.com.au

Administration Officer

Helen Rose

PO Box 502
Bright VIC 3741
M 0417 509 089
E admin@nevt.com.au

NEVTi COMMITTEE

Chair **Helen Moran**
Mt Hotham Ski Company

Treasurer **Damien Adams**
Rutherglen Wine Region

Public Officer/Secretary
Helen Rose
M3 Flexible Office Management

Members **Dean Belle**
*Mansfield Regional Produce Store
& Belle Consulting*

Kate Biglin
Indigo Shire Council

Matt Broadbent
Falls Creek Resort Management

Anne Brown
Milawa Cheese Company

Kate Green
Rural City of Wangaratta

Debra Shaddock
*Mansfield Mt Buller Regional
Tourism Association*

HIGH COUNTRY WINNERS AT 2008 VICTORIAN TOURISM AWARDS

A record 9 entrants from Victoria's High Country entered the 2008 Tourism Awards and a strong contingent from the North East attended the Gala Night at the end of November.

All entrants deserve congratulations as a considerable amount of work goes into preparing a submission. The standard of submissions was extremely high.

2008 TOURISM AWARD ENTRANTS FROM VICTORIA'S HIGH COUNTRY

- 5 Star Adventure Tours
- Audax Alpine Classic-Bonjour Bright
- Birches Luxury Spa Chalets
- Freeman on Ford Bed and Breakfast
- Gapsted Wines Cellar Door
- Karr's Reef Historical Underground Gold Mine Tours
- Mount Beauty Visitor Information Centre
- Ovens Valley Motor Inn
- The Buckland Studio Retreat

High Country entrants were amongst the winners on the night and their achievements are listed here. Well done!

HIGH COUNTRY WINNERS 2008

Standard Accommodation

Ovens Valley Motor Inn – Winner

Crown Award for Tourism Wineries

Gapsted Wines Cellar Door – Finalist

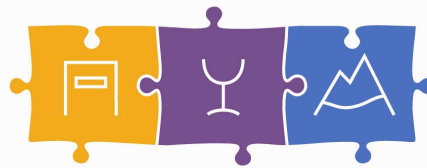
Deluxe Accommodation

The Buckland Studio Retreat – Merit

Visitor Information & Services

Mount Beauty Visitor Information Centre – Merit

The 2008 Qantas Australian Tourism Awards are on 27th February 2009. The 2009 Victorian Tourism Awards nominations open on 30th January 2009. Check out <http://www.tourismawards.com.au/> for more information.



Victoria's High Country

North East Victoria

High Country Tourism Information Update December 2008

VICTORIA'S INTERNATIONAL EXCHANGE

Members of the High Country's tourism industry were present at Victoria's International Exchange (VIE) in Melbourne on Monday November 24th. It was an informative day where participants had an opportunity to interact with Tourism Victoria's International Marketing Division and Industry colleagues and find out what is happening in the international tourism marketplace and find out about opportunities for the future.

AUSTRALIAN TOURISM EXCHANGE

We hope to see strong High Country representation at The Australian Tourism Exchange (ATE) held at the Melbourne Convention & Exhibition Centre from Saturday 13 June 2009 until Friday 19 June 2009. ATE is Australia's premier tourism trade event and the largest international travel trade show of its kind in the Southern Hemisphere. The event is organised by Tourism Australia and NEVT will be putting together a Victoria's High Country stand for operators who are interested in marketing commissionable product internationally.

If you are interested in attending ATE or would like to discuss marketing commissionable product for international travel trade, please contact Will Flamsteed at <mailto:exec@nevt.com.au>

NEVTi COMMITTEE POSITIONS EXPRESSIONS OF INTEREST

North East Victoria Tourism Inc is the Marketing Campaign Committee for Victoria's High Country and we are seeking suitably qualified applicants to serve on this committee.

These are voluntary positions requiring a broad range of skills relevant to the tourism industry including leadership, lateral and strategic thinking and a regional perspective.

This is your opportunity to help steer the marketing of our magnificent region.

Further information and the committee membership policy are available from:

Helen Rose

NEVTi Administration Officer

Phone **03 5156 1303**

Email admin@nevt.com.au

Brief, confidential applications should be sent via email to admin@nevt.com.au by Friday 12th Dec 2008, addressed to:

Helen Moran

Chairperson

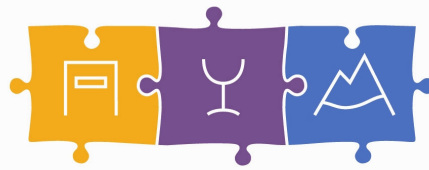
North East Victoria Tourism Inc.

PO Box 502

Bright VIC 3741

Previous applicants and existing members whose terms are expiring are welcome to re-apply.

Appointments will take effect from late January 2009.



Victoria's High Country

North East Victoria

High Country Tourism Information Update December 2008

CYCLE TOURISM UPDATE

The profile of cycle tourism across the region has been increased as a result of the delivery of key actions from the 2008-2010 Murray to Mountains Cycle Tourism Strategy.

Key developments include:

- Launch of <http://www.murraytomountain.com.au/>
- 50,000 Ride Guides have been printed
- Development and delivery of "Pedal to Produce" in collaboration with North East Valleys Food and Wine
- Positioning of cycle tourism within Victoria's High Country - Adventures Happen campaigns with full page advertisements and editorial in The Age and electronic direct mailouts (edm's) to 80,000 email addresses in Metro Vic, Metro NSW, Regional Vic and Sth Regional NSW
- Increased local engagement through the "Business of Cycling" morning teas where local business owners got together and discussed what they can do to promote their business to cyclists
- Wheelie Good Business accreditation of local businesses that meet the four qualifying criteria
- Media Famil hosted by NEVT and Murray to Mountains Cycle Tourism and strongly supported by local tourism operators
- Cycling Events events were held during November, attracting just under 1,00 competitors to the region.
- Research
Bicycle Victoria surveyed their members specifically asking them about rail trails. As expected the Murray to Mountains Rail Trail featured heavily.

Get involved in Cycle Tourism

Three morning teas were held across the region during November to provide business owners the opportunity to explore ways to create their own cycling experience.

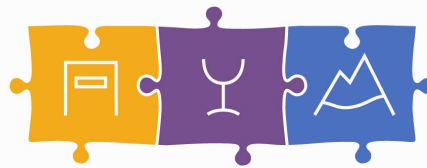
The sessions focused on:

- Communication of the current and upcoming marketing programs
- Explore ways that businesses can leverage off these marketing programs
- How businesses across the region can work together to attract cyclists
- How businesses can become more cycle friendly and become part of our "Wheelie Good Business" program

Three more sessions will be held in early 2009 at Wangaratta, Beechworth and the Alpine Shire.

For more information about Cycle Tourism contact Clayton Neil, Cycle Tourism Officer at <mailto:c.neil@wangaratta.vic.gov.au>

Ride guides are available from Visitor Information Centres or contact Clayton Neil.



Victoria's High Country

North East Victoria

High Country Tourism Information Update December 2008

CRISIS MANAGEMENT AND COMMUNICATION HANDBOOK FOR TOURISM IN VICTORIA

As we approach the hottest months of the year it's worth considering how we will manage our tourism businesses in the event of a natural disaster such as a bushfire.

Tourism Victoria has developed a Crisis Management and Communication Handbook, which is downloadable from <http://www.tourism.vic.gov.au/>

Crisis communications strategies are needed to help retain the confidence of travelers and the travel industry, and to minimise the impact of a crisis on the destination.

The Crisis Communications Handbook for Regional and Local Tourism is an acknowledgment that effective stakeholder communications play a critical role in the tourism recovery process for regions affected by disaster and other high-impact events.

To assist regional and local tourism officers with this process, the handbook has advice on:

- Before a crisis - Preparing for the worst
- Response during the actual crisis - Minimising damage
- Recovery - Restoring visitor confidence
- The following templates are designed to assist with an immediate crisis response:
 - Industry Impact Assessment)
 - Media Inquiry Log
 - Media Statement
 - Visitor Information Update
 - Tourism Industry Debrief
 - Advice for tourism businesses in dealing with customers during a crisis
 - Customers who want to cancel

2009 SUMMER MARKETING OPPORTUNITIES

2009 Summer Print Media & Online campaigns

- **Regional Press Campaign**
Wagga Daily Advertiser & Albury Border Mail - 27th February 2009
4 x package spaces available
\$220 per package
- **Herald Sun Escape & EGN double**
1st & 6th March 2009
Fully subscribed 5/5 booked
- **Canberra Times Experiences**
14th March 2009
4 x package spaces available
\$330 per package
- **The Age Traveler + editorial**
14th March 2009
Fully subscribed 5/5 booked
- **Summer eNews**
Early February 2009
3 x package spaces available
200 per package

Heavily subsidised tactical marketing opportunities are listed in The Prospectus and can be viewed and downloaded from the NEVT corporate website www.nevt.com.au

WISHING YOU ALL A VERY MERRY CHRISTMAS AND A PROSPEROUS NEW YEAR!