



Victoria's High Country

North East Victoria

High Country Tourism Information Update January 2009

North East Victoria Tourism Inc.

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

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Falls Creek Resort Management

Kate Green
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Debra Shaddock
Mansfield Mt Buller Regional Tourism Association

HAPPY NEW YEAR!

ONLINE SHIFT FOR ACCOMMODATION ADVERTISING

With consumers increasingly using the internet to book accommodation online Tourism Victoria has decided that it will not produce a Bed & Breakfast Getaways Guide for 2009 and beyond. Instead NEVTi will be working with operators to development online opportunities to further promote your www.visitvictoria.com listing.

Your current online listing on visitvictoria.com, as part of the Bed & Breakfast Getaways Guide program, has been extended free of charge until 31 March 2009.

During March we strongly encourage you to contact us to renew your online listing and to take advantage of the additional marketing opportunities.

If you would like to continue to participate in advertising in printed collateral, we encourage you to look at regional accommodation guides.

On 2 March 2009 operators will receive an automated reminder email from Tourism Victoria, advising that their listing will expire in 30 days

During February and up to 13 March, NEVT will be encouraging accommodation operators to renew or add their listing on visitvictoria.com and will advise Tourism Victoria with a list of all operators who have taken this up.

The additional marketing opportunities for accommodation operators will be available to all operators who have renewed or added their listing on visitvictoria.com

www.nevt.com.au



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\$900,000 FOOD AND WINE CAMPAIGN

Victoria's High Country will be the primary focus of a \$900,000 food and wine campaign announced by Tourism Victoria in December.

Part of Tourism Victoria's **Regional Tourism Action Plan 2009-2012 (RTAP)**, the High Country's exceptional food and wine product will be used to showcase regional Victoria's food and wine product nationally.

"This is a great opportunity for our region to get known in the market place. It backs up the belief that North East Victoria is the number one destination for food and wine in Australia", says Kristy Taylor, Acting Chair for North East Valleys Food and Wine Group.

The campaign will be managed over three years and will market regional Victoria's strengths in food and wine through a range of activities including promotion of the wine regions of Victoria, regional restaurants and Victorian produce. The food and wine strengths of Victoria's High Country region will be a feature of this campaign activity and will target key interstate markets.

Chair of NEVT, Helen Moran is also complimentary: "The High Country is highly reliant on tourism visitation and the RTAP is a positive and strategic plan for the future of our tourism industry."

Other opportunities for Victoria's High Country outlined in the RTAP are:

- The evolution of industry structures to better facilitate industry marketing and funding models
- Funding set aside for tourism excellence programs to increase the quality of tourism product in region
- Product development funding to ensure identified gaps in the market place

- Involvement in the state wide nature based tourism campaign
- Improving consumer awareness of the year-round tourism experiences; and
- Assisting the facilitation of new investment to build the High Country's appeal as a year-round destination.

The RTAP outlines the course for regional tourism for the next three years and fulfils a major direction of the Government's 10 Year Tourism and Event Industry Strategy.

Following the release of the draft Regional Tourism Action Plan (RTAP), approximately 25 meetings were held across the State and over 100 written submissions were received.

Feedback received in response to the draft RTAP and recommendations from the *Parliamentary Inquiry into Rural and Regional Tourism* were considered when finalising the plan.

The plan outlines four key priority areas that need to be addressed in regional Victoria. These priorities are:

- Industry structures;
- Investment attraction;
- Destination marketing; and
- Skills, service standards and sustainability.

The plan also identifies key development priorities for regional Victoria's ten campaign regions.

The RTAP is a three-year plan commencing in 2009 and will be constantly reviewed to ensure actions remain relevant.

For all enquiries regarding this release, please contact, Will on 0429 002 702 or exec@nevt.com.au

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CYCLE TOURISM UPDATE

The Tour of Bright was again a major success for the Alpine Cycling Club and has reached capacity with entrant numbers and 2,400 entries are confirmed for the Audax Alpine Classic on January 25th.

During February, cycle tourism focus group discussions will be held in Melbourne with representatives of our four key target markets.

- Road Riding
- Rail Trail
- Mountain Bike
- Pedal to Produce

The outcomes will provide us with key data to development our marketing strategy for 2009-2010.

The Wheelie Good Business program is now ready to go. The program will help operators market themselves as Cycle Friendly through the use of the Wheelie Good Business logo on their marketing collateral and online. Decal's and image files will be sent to all businesses that have attended the Business of Cycling morning teas and have met the criteria below. If you were unable to attend the morning teas but are on the Murray to Mountains website and meet the criteria please get in contact with Clayton Neil on 03 5722 0777 or c.neil@wangeratta.vic.gov.au to receive your Wheelie Good Business Pack.

Why become cycle friendly?

- Cycle tourists are an important niche in the tourism industry
- Cycle friendly businesses have a great opportunity to leverage of the marketing program being delivered by Murray to Mountains Cycle Tourism
- Wheelie Good Businesses will set a benchmark for service to

cyclists. Cyclists will know that the four key service areas are being met when a business is accredited as a "Wheelie Good Business"

What you need to do to be a Wheelie Good Business – the four basic criteria

- Have water available for cyclists
- Know the details of the local cycle specialist (at least have a bike pump available)
- Know where the local cycling routes are (2009 Ride Guide)
- Provide secure bike storage – Call Clayton for further information

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

VICTORIA'S GOLF TOURISM ACTION PLAN - DRAFT

The Golf Tourism Action Plan is open for industry feedback. Click on the title link and provide your feedback to Tourism Victoria by 13th February 2009.

The priorities in the Golf Tourism Action Plan 2009–2012 underpin the strategic commitments of the Government's 10 Year Tourism and Events Industry Strategy and aim to help fulfil its ambitious vision to grow tourism in Victoria to an \$18 billion industry with 225,000 jobs by 2016.

Opportunities and issues are identified, with key strategies including:

- Optimising major events
- Accessing Victoria's sand-belt golf courses
- Raising the profile of regional Victoria's quality golf courses
- Developing long-term sustainable solutions to water issues



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REGIONAL TOURISM ACTION PLAN

Tourism Victoria has released the final Region Tourism Action Plan 2009/2012

The plan outlines the course for regional tourism for the next three years and fulfils a major direction of Governments *10 Year Tourism & Event Industry Strategy*.

The plan outlines the four key priority areas that need to be addressed in regional Victoria. These priorities are:

Industry structures
Investment attraction
Destination marketing
Skills, service standards and sustainability

The plan also identifies key development priorities for regional Victoria's 10 campaign regions.

The RTAP is a three-year plan commencing in 2009 and will be constantly reviewed to ensure actions remain relevant.

Download a copy of the final [Regional Tourism Action Plan](#) here.

2009 SUMMER MARKETING OPPORTUNITIES

2009 Summer Print Media & Online campaigns

- **Regional Press Campaign**
Wagga Daily Advertiser
27th February 2009
FULLY SUBSCRIBED
Rutherglen destinational
- **Regional Press Campaign**
Albury Border Mail
27th February 2009
3 PLACES REMAINING
King Valley/Milawa destinational
- \$220 per package

- **Herald Sun Escape & EGN double**
1st & 6th March 2009
FULLY SUBSCRIBED
Mansfield destinational
- **Canberra Times Experiences**
14th March 2009
FULLY SUBSCRIBED
Rutherglen destinational
- **The Age Traveler + editorial**
14th March 2009
Fully subscribed
Great Alpine Road touring
- **Summer eNews**
5th February 2009
FULLY SUBSCRIBED
Victoria's High Country – Adventures Happen

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

or contact Susannah at

Susannah@nevt.com.au

Seasonal eNewsletters

Direct to our High Country consumer database of 10,000 consumers (and growing)

Autumn 2009

Spaces available

\$200 per space

Winter 2009 eNews

FULLY SUBSCRIBED

Alpine Resorts

Spring 2009 eNews

Spaces available

\$200 per space

www.nevt.com.au