



Victoria's High Country

North East Victoria

Tourism Information Update July 2009

North East Victoria Tourism Inc.

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

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NEW EXECUTIVE OFFICER FOR NEVTI

Susannah Doyle has been welcomed as NEVTi's new Executive Officer. Susannah brings a wealth of experience and local knowledge to the role having been NEVTi's Project Officer for the last two years. Susannah has previously run her own marketing consultancy and worked with many of the region's tourism operators, particularly in the wine industry. Susannah has lived in the North East for 15 years and her home is in Chiltern. She has lived in the Indigo Valley and Mansfield.

Susannah has had a busy start to her new position working with the Bushfire Response & Recovery Committee to develop the Recovery Strategy 2009 – 2011, developing the High Country's three-year Regional Marketing Plan 2009 - 2012 and working with stakeholders on a wide range of tourism projects. Check out the latest news and developments in the following pages of this newsletter.

Susannah has taken over the position from Will Flamsteed who is the new Marketing Manager with Falls Creek Resort Management Board. At its last meeting the NEVTi committee thanked Will for his fantastic contribution to tourism development in the region over the last four years.

Susannah is looking forward to the challenges of marketing Victoria's High Country and would like to thank everyone who has welcomed her into the role. She is delighted to be working with such an experienced committee and the breadth and depth of tourism product in region.

Susannah is now the main contact for NEVTi projects and can be contacted on 0418 428 051 or at exec@nevt.com.au



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BUSHFIRE RECOVERY UPDATE

Victoria's High Country will receive their allocation of funding to assist with the bushfire recovery tourism marketing.

The High Country's Bushfire Response and Recovery Committee are currently reviewing the 2009-2011 Recovery Strategic Plan before sign off from Tourism Victoria and the National Bushfire Recovery Taskforce. The actions within the strategic response are closely aligned to NEVTi's new 2009-2012 Regional Marketing Plan.

The High Country's Bushfire Response and Recovery Committee was convened immediately after the Black Saturday bushfires and comprises representatives from NEVTi, local government, Parks Victoria, local tourism associations and business operators. Further information can be found on the Bushfire Response page of the NEVTi website,

www.nevt.com.au/home/Bushfire-Response.html.

AUSTRALIAN ALPS MASTER PLAN

The draft master plan for the Australian Alps tourism region is due to be released for comment in mid-July. As soon as it is released it will be posted on www.nevt.com.au and other key stakeholder sites for comment.

The Australian Alps encompasses much of Victoria's High Country and is one of nine National Landscapes promoted by Tourism Australia.

For general information about the Australian Alps visit

www.australia.com/campaigns/nationallandscapes/AustralianAlps.htm.

VICTORIAN TOURISM AWARDS

High Country tourism operators are being encouraged to enter the Melbourne Airport 2009 Victorian Tourism Awards.

The region celebrated fantastic success in 2008 with Ovens Valley Motor Inn winning its category for accommodation, Gapsted Wines Cellar Door being named a finalist, and the Buckland Studio Retreat and Mt Beauty Visitor Information Centre receiving Merit awards.

Attendance was strong at the in-region information session and awards workshop and we offer our support and encouragement to those who are entering this year.

For more information visit victoriantourismawards.com.au/Home/.

REGIONAL MARKETING PLAN

The new High Country Regional Marketing Plan 2009-2012 is nearing completion. Funding allocations will be announced by the Minister for Tourism shortly.

The RMP's key objectives include strengthening product for international readiness, growing interstate visitation by supporting and leveraging from Tourism Victoria's Food & Wine Campaign (which heroes the High Country), a focus on nature-based tourism development and leveraging from Tourism Victoria's Spas, Wellness & Villages Campaign. Growing all season visitation remains a key objective.

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The Plan has been developed in conjunction with local government tourism representatives, regional tourism organisations and business operators. It will be lodged with Tourism Victoria on July 6 for sign off, and once approved NEVTi will roll out an exciting program of opportunities key stakeholders and tourism operators can tap into to more effectively market the region.

The Regional Marketing Plan (RMP) is essentially a three-year action plan detailing key strategic objectives for tourism in Victoria's High Country and specific activities NEVT, as Campaign Committee, will coordinate to achieve the desired outcomes.

PR & MEDIA REPORT

Michelle Armstrong, our NEVTi PR guru has had an extremely busy few months. Michelle co-ordinates travel journalist visits to the region and liaises with media on new tourism developments and deals from the High Country.

In the last couple of months the region has hosted visits from media including:

- Australian Traveller magazine doing a feature on the chefs behind the Ovens Valley gourmet restaurants
- Sunday Herald Sun preparing a story on Beechworth as a short break destination
- Volkswagen Magazine promoting the Great Alpine Road as a gourmet and snow touring route

The region has also featured recently in the Herald Sun, Sunday Herald Sun, Age, ABC Radio, Mother Matters Magazine,

Sunday Telegraph, Country Style Magazine and Royal Auto Magazine.

Media Results

To check out High Country articles and advertising in recent media (print and online) visit Tourism Victoria's [media results](#) website.

You will need to register. Then you can view the latest PR and advertising for our region.

Don't forget to visit Tourism Victoria's Corporate site and check out the latest visitation [facts and figures](#).

You may find it useful to measure your own visitation peaks and troughs (actual and online) against media and PR activity.

CYCLE TOURISM NEWS

There has been a great response to the 2009-10 Murray to Mountains Cycle Tourism marketing prospectus which invites businesses throughout North East Victoria to join their collaborative marketing program for the next 12 months.

The first 12 months was a very exciting and successful period with many businesses across the region seeing the potential of cycle tourism. There are now several infrastructure projects on the way and some great opportunities to further strengthen the link between cycling, food and wine.

If you have not received a prospectus contact with Clayton Neil on 03 5722 0777 or at c.neil@wangeratta.vic.gov.au



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TARGETING BACKPACKERS

Tourism Victoria has launched the *Backpacker Tourism Action Plan 2009-2013* which identifies the High Country as one of six regions with potential to attract more from the backpacker market.

The Plan is the result of more than a year's research and consultation and aims to drive an increased number of backpackers to Victoria through the implementation of innovative and achievable actions contained in five key directions.

To view the Plan go to <http://www.tourism.vic.gov.au/images/stories/Backpacker%20Tourism%20Action%20Plan%202009-13%20low%20res.pdf/>

HIGH COUNTRY AT ATE

The High Country received great exposure at the recent **Australian Tourism Exchange** (ATE) in Melbourne. ATE is Australia's biggest annual tourism convention and for a full week sellers (us) present our products and regions to the international market (buyers).

This year NEVT and Adventure Victoria partnered for ATE using Victoria's Adventure Trail journey as our platform to raise international awareness of the High Country as a region/destination and to sell the High Country's adventure products, food, wine and accommodation.

I am delighted to say the response (particularly from the North American and German markets) was extremely positive. Adventure Victoria (a hub of smaller adventure operators joining together under one brand to better access the

international market) has been successful in building international custom through a sustained effort over a four year period. This year, augmenting the Adventure Victoria message with great food, wine and accommodation (and populating the Adventure Trail journey with great product) was important in raising regional/destinational interest with the international buyers.

To grow international visitation to Victoria's High Country there are some key areas of essential development:

- Regional awareness (strength of product, points of difference, access/gateways)
- Product development
- Transport (ex-Melbourne transfers to the High Country)

We were lucky to be given the opportunity to host a North American 'Aussie Specialists' dinner during a pre-ATE famil. This first-hand experience of the High Country for the 23 Aussie Specialists was for many a first and more importantly, gave us a captive audience for 3 hours. I would particularly like to thank Wardens Food & Wine at Beechworth and the many participating Bed & Breakfast establishments around Beechworth and Beechworth Ghost Tours, who all gave the Aussie Specialists the highlight experience of their famil (they travelled from Sydney to Melbourne). In addition North East Valleys Food & Wine provided excellent gift bags with the generous support of members, reinforcing the message of the excellence of our regional food and wine. There is no doubt that this event significantly assisted us during ATE and has also led to an exciting North American media famil in the High Country later this year.



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Regionally intrastate markets remain a key focus, but interstate and international markets offer real growth opportunities for High Country visitation. NEVT will build on the ATE success, continue to strengthen awareness and relationships with international buyer networks and assist our internationally ready operators to access these markets. We will also assist operators to become internationally ready in conjunction with Tourism Victoria programs and continue to support other product development initiatives.

INDUSTRY NEWS

Don't miss out on more tourism industry news and opportunities. Sign up for Tourism Victoria's eNewsletter at www.tourism.vic.gov.au/index.php?option=com_content&task=view&id=304&Itemid=2368.

PROMOTIONAL OPPORTUNITY

Flexicar contacted Tourism Victoria with a promotional opportunity and we are passing the information on to you for your consideration.

Flexicar is a membership based, car sharing service based in Melbourne. Members rent cars by the hour or day - often using them to get out of town for the weekend.

There are more than 2,000 paying members who receive the Flexicar monthly email newsletters featuring various promotions and stories. Flexicar is planning to feature a Victorian region over the winter months with a couple of great accommodation offers to entice members to rent a car to get out of town.

If you would like to have your property featured, send an enticing image, around 75 words on your property, a link to your website and a great offer to the Flexicar member relations office at greg@flexicar.com.au.

Deadlines are tight, so if you are interested please forward your information to Flexicar asap.

2009 MARKETING OPPORTUNITIES

When the new Regional Marketing Program is signed off and our High Country media buy and communication plan is finalized this month (July 2009), we can prepare the new 2009 / 2010 marketing prospectus of heavily subsidised tactical marketing opportunities. We will launch the new prospectus in August 2009.

2009 Print Media & Online campaigns

Seasonal eNewsletters

The seasonal eNews features five deals/packages and 3 events or key items of visitor information. It is sent out direct to our High Country consumer database of 10,000 consumers (and growing)

Winter 2009 eNews

FULLY SUBSCRIBED
Alpine Resorts

Spring 2009 eNews

3 / 5 spaces currently available

\$200 per space

Deadline 2nd October 2009 for package/image information.

Send date 5th November 2009.

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Please book your space with Susannah at
exec@nevt.com.au