



Victoria's High Country

North East Victoria

High Country Tourism Information Update September 2008

North East Victoria Tourism Inc.

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

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- Debra Shaddock**
Mansfield Mt Buller Regional Tourism Association

VICTORIAN REGIONAL TOURISM ACTION PLAN

With the release of the report from the Parliamentary Inquiry into Rural and Regional Tourism, Tourism Victoria is now in a position to share the directions and key actions included in the Draft Regional Tourism Action Plan (RTAP) 2008-2011.

The action plan can be downloaded from the home page of <http://www.nevt.com.au/>

To obtain industry feedback, Tourism Victoria representatives are attending meetings across Victoria in various locations. NEVTi is coordinating three meetings in Victoria's High Country:

Mansfield - Wednesday September 24th

Mansfield Council Chambers
Highett Street, Mansfield
09.30am – 11.30am

Wangaratta - Wednesday September 24th

Wangaratta Library
21, Docker Street, Wangaratta
02.00pm - 4.00pm

Bright - Thursday September 25th

Bright Council Chambers
Churchill Avenue, off Great Alpine Road, Bright
10.00am-12.00noon

Each meeting will take approximately two hours and will outline the major priorities and actions from a State perspective, followed by specific recommendations for your region.

Feedback received from these meetings and an analysis of the findings from the Inquiry into Rural and Regional Tourism will be considered in finalising the RTAP.

To book your spot please email Susannah Doyle at susannah@nevt.com.au with your full name, business name, contact telephone number and which session you will be attending.

We look forward to seeing you there and hearing your feedback.

www.nevt.com.au

PR & MEDIA UPDATE

Victoria's High Country has had another busy few months in the media during July and August 2008.

IN THE PRESS

The Age - Saturday 23rd August

Feature story (1 page/pics) in Traveler Alpine Book Trail. Estimated editorial value \$45,000

The Age – 2nd August

Feature story (1 page/pics)
Beechworth Ghost Tours
Estimated editorial value \$45,000

Men's Health – September

One page story/pics/teaser on front cover. High Country Brewery Trail & adventure activities; cycling, fly fishing, micro-lighting. Estimated value \$28,000

Canberra Times

Destination story (1.5 pages/pics)
Milawa / King Valley
Estimated value \$26,500

Herald Sun

Feature in Weekend Checkout column
Motel on Alpine / Myrtleford
Estimated value \$8,700.

Herald Sun

Victoria's Secrets inclusions (deals/events). Peppin Point Cottages; Milawa Beat the Winter blues weekend; Motel on Alpine; Weekend at Tuileries, Rutherglen. Estimated value \$25,000

Australian Senior Traveler

Feature story on Alpine Book Trail
Estimated value \$1,800

The Age

Traveler paragraph & pic in 'for the diary' Kangaroo Ski Hoppet, Falls Creek
Estimated value \$12,000

The Weekly Times – Wednesday 3rd September. 'Travel' cover/feature story on 'High Country Brewery Trail'

Weekly Times – Wednesday 3rd September

4 page feature including front cover on High Country Brewery Trail – from famil with Daniel Fox in July.

WORK IN PROGRESS

The Age 'Traveler' – organising famil for David Scott. Story angle: minimise your eco-footprint on a Rail Trail cycling weekend.

Sunday Herald Sun 'Escape' writer, Charles Hibbert, famil (27-29 August) to Rutherglen to preview the 'Faces of Rutherglen' event (Oct)

Sunday Herald Sun 'Escape' writer, Sheridan Rogers, famil to Glenrowan (22-24 August), to preview 'Glenrowan Winemakers Weekend' (Oct).

Provided PR support to Brown Brothers media famil (20-22 August).

Herald Sun 'Weekend Getaway' writer Patrick Carlyon, famil to Casa Luna (30-31 August).

Providing editorial to travel editor, Herald Sun, for 'Victoria's Secrets'.

Work with Beechworth Honey Experience to generate media coverage.

Michelle Armstrong is PR consultant to Victoria's High Country and works extensively to promote media coverage for our region.

It's worth noting that Michelle is contracted to us for only about 10 hours per week and has been able to secure extensive media coverage for our region with the participation of tourism operators and other key regional tourism stakeholders.

Michelle is always happy to hear about tourism interest stories, events and new exciting tourism product.

Any assistance you may be able to offer Michelle when she is organising media 'familis' is much appreciated and of great promotional benefit to the region and potentially to your business also..

You can contact Michelle at mapr@ozemail.com.au

TOURISM VICTORIA'S 2008 TOURISM MARKETING MASTERCLASS

Update your marketing skills and reach your target audience business marketing. Book your place at the Tourism Marketing Masterclass and keep up with fast moving marketing trends and share ideas and practices with industry colleagues.

Sessions cover enhancing your green appeal, creating better brands, exploiting digital innovations, taking better pictures and marketing on a shoestring.

If you are a leading tourism business, regional tourism manager, tourism service provider or local government tourism manager you shouldn't miss out on the 2008 Tourism Marketing Masterclass.

When Wednesday 8th October 2008
Where Melbourne Convention & Exhibition Centre
Bookings Download registration form at <http://www.nevt.com.au/>

IN-REGION PACKAGE DEVELOPMENT

Rutherglen workshop report

13 Rutherglen tourism operators attended a hands-on practical packaging workshop on 15th August. Some strong 'experience' packages were created on the day and some exciting new regional packaging concepts were explored.

Mansfield workshop coming up

Sue Arndt from Mansfield Shire is coordinating a packaging workshop for local tourism operators to be held on 14th October. Invitations will be forwarded to operators shortly. This is a practical packaging session and includes a presentation from Tourism Victoria on placement opportunities.

To register for the workshop email Sue.Arndt@mansfield.vic.gov.au

AUSTRALIAN ALPS MEETING

In June 2008, Tourism Australia Chairman, Rick Allert AO, launched Australia's first eight national landscapes. One of these was the Australian Alps region.

The Australian Alps National Landscape Steering Committee is meeting in Beechworth on 16th September and you are invited to attend an information session to find out more about this new tourism initiative and understand what it means for tourism in North-East Victoria.

Download your invitation from <http://www.nevt.com.au/> and if you are interested in attending, please email Will Flamsted at exec@nevt.com.au

ACCOMMODATION OPERATORS MARKETING OPPORTUNITY

List your property for a full month on the Visit Victoria Accommodation page. Your package has key position on this page and with 5.5 million visits to Visit Victoria per annum you will receive significant visitation to your online listing and click through to your own website (3,700 hits per month is a recent report from one operator who took up this opportunity).

To qualify you must be listed on Visit Victoria. The cost is \$1,000.

For more information and to register your interest email susannah@nevt.com.au

OFFICIAL VISITORS' GUIDE FOR VICTORIA'S HIGH COUNTRY – YOURS TO UTILISE

Don't forget that the 2008 OVG (official visitors' guide) is available to all High Country tourism operators to use and send out to your visitors/potential visitors with your own brochures and

Your local Visitor Information Centre will have some in stock. For larger numbers email susannah@nevt.com.au

information.

SPRING OPPORTUNITIES IN 2008 MARKETING PROSPECTUS

Winter eDM & eNewsletter - August

In early August two online campaigns featuring strong 'winter' experience packages went out direct to consumers. Both campaigns linked consumers back to operator product and packages listed on www.visitvictoria.com.au.

Spring eDM & eNewsletter – November

The Spring **eDM** will showcase The Great Alpine Road and feature 5 packages. Karin Grima from GARMi will be seeking operator participation. **Contact Karing@alpineshire.vic.gov.au to register your interest.**

The Spring **eNewsletter** goes out in early November and is fully subscribed (all 5 package spaces have been booked).

Spring Print Media – October / November

- Age Traveler Experiences
New campaign just released, 5 spaces left, book before 10th September.
- Herald Sun Experiences
Only 2 spaces left, book your spot now.
- Canberra Times Experiences
Featuring the Great Alpine Road. Karin Grima from GARMi will be seeking operator participation.
Contact Karing@alpineshire.vic.gov.au to register your interest.
- Regional Press Campaign – Albury
- Regional Press Campaign – Wagga
- Regional Press Campaign – Sheppthn.
5 packages per campaign, book your spot before 10th September.

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

IMAGE LIBRARY UPGRADE – SEPTEMBER 2008

Editorial Shots

In early October Peter Dunphy will commence the final leg of the Editorial photography project.

You will shortly be able to access these top quality images on www.visionsofvictoria.com.au and search High Country

Operator Shots

Peter is completing his visits to tourism operators in Murrindindi and Mansfield shires, having already completed Wangaratta, Alpine, Indigo, Benalla and Strathbogie shires. The photographs are being distributed to operators via their shire tourism officers.

Low cost professional photography

Operators have an opportunity to access quality photography, done by a professional at a fee well below the usual commercial rate. As Peter is in-region during spring and summer he is offering tourism operators in-region a shoot comprising three key shots for \$350 inclusive of GST. For extra shots above the three the cost is \$65 per shot. This includes all costs and a CD delivered.

Interested operators can contact Peter Dunphy at peterdunphy@netspace.net.au

VICTORIAN TOURISM AWARDS 2008

Victoria's High Country has a record 9 submissions in the 2008 awards. The very best of luck to our 2008 entrants.

- 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

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