

VICTORIA'S HIGH COUNTRY ADVENTURES HAPPEN

Marketing Prospectus 2008



North East Victoria Tourism Inc. (NEVTi) invites you to participate in 'Victoria's High Country – Adventures Happen' 2008 brand and tactical marketing campaign.



Victoria's High Country
North East Victoria



The 2008 Campaign

Building on successful campaigns in 2007 and with the power of the fresh High Country brand, the 2008 tactical campaign will increase visitation and awareness of Victoria's High Country via marketing and promoting "Exclusive Experiences" that highlight VHC's key product strengths and destinations.

Why should I get involved?

1. NEVTi, in conjunction with Tourism Victoria, will be rolling out the High Country's new branding in February and March 2008. Our brand will have a lot of cut through in the market.
2. The opportunities listed in this prospectus have been heavily subsidised by NEVTi and Tourism Victoria, so you will save heaps.
3. You will be part of a campaign that will access the key markets of Melbourne, regional Victoria and Canberra.

Access to participate

We all need a few rules, so if you would like to be a part of these campaigns you must:

- Be a member of a local tourism association
- Have a presence on www.visitvictoria.com

Remember, if you are not already on Visit Victoria or need to renew your membership there are Bushfire funds available via bushfire recovery to start or renew your presence on Visit Victoria.

New Brand eh? What's all this then?

As part of Bushfire Recovery funding, NEVTi have worked with industry and Tourism Victoria to develop an invigorating new High Country brand that links and encompasses every facet of High Country – whether we talk about touring, food, and wine history and heritage or adventure activity.

Target market

- Young Couples (25–34) with a household income of \$70K+ in Victoria, southern NSW who agree "I'm always very active on holidays".
- Couples (35–49) with a household income of \$70K+ in Victoria, southern NSW who agree "I'm always very active on holidays".

Take my business
to the people
who want it
please!

What is happening in 2008?

- **Brand Revitalisation** February 2008
- **Image library upgrade** From hero shots down to individual businesses
- **Conferences and meetings market campaign**
- **Cycle Tourism** Product development and marketing initiatives
- **Summer in the High Country** Marketing visitation to the Alpine resorts in the non winter months
- **International** Product development and marketing activities
- **Public Relations** Regular familiarisations and journalist visits

For more information on any of these activities, please visit www.nevt.com.au and follow the links.



What's on offer for 2008–09

| The Offer | Tactic | What you get | The Benefits | Cost/Timing |
|--|---|---|--|---|
| Online Listing Presence on www.visitvictoria.com | Subscription to online listing on www.victoriashighcountry.com.au | A single subscription will secure your presence on Victoria's most visited website for 12 months. Listing includes an image, full page product listing, booking enquiry facility and link to business website | <ul style="list-style-type: none"> Reach 3.2 million visitors p/a Information Shared info on the Australian Tourism Data Warehouse (ATDW) Priority search results Leverage from TV's multi million \$ campaigns | FREE!!! As part of bushfire recovery for 2007–08, any business signing up prior to June 30 2008 will receive their sign up fee or renewal for free. Total value is up to \$250 |
| Print Experiences campaign Herald Sun Print advertising | To encourage visitation from key markets by marketing exclusive "Experiences campaign into Melbourne" | One Fast Art template advert as part of a series of five for each advert. Includes image, product info, price point and call to action. Advert will also appear with your Visit Victoria online listing | <ul style="list-style-type: none"> Herald Sun readership over 1,000,000 Highly subsidised advertising opportunity Fully measurable by tracking enquiries and bookings – direct call to action for advertiser | \$440 per listing <ul style="list-style-type: none"> November 2008 March 2009 |
| Print Experiences campaign Canberra Times Print advertising | To encourage visitation from key markets by marketing exclusive "Experiences campaign into Canberra" focusing on Canberra Long Weekend visitation | One Fast Art template advert as part of a series of five for each advert. Includes image, product info, price point and call to action. Advert will also appear with your Visit Victoria online listing | <ul style="list-style-type: none"> Canberra Times readership 170,000 Highly subsidised advertising opportunity Fully measurable by tracking enquiries and bookings – direct call to action for advertiser | \$330 per listing Timing: <ul style="list-style-type: none"> October 2008 March 2009. |
| Print Regional Press Experiences campaign Albury/Wodonga, Wagga Wagga and Sheparton Print advertising | To encourage visitation from key regional markets by marketing exclusive "Experiences" focusing on key visitation periods | One Fast Art template advert as part of a series of five for each advert. Includes image, product info, price point and call to action. Advert will also appear with your Visit Victoria online listing | <ul style="list-style-type: none"> Coverage in key publications in regional markets Highly subsidised advertising opportunity Fully measurable by tracking enquiries and bookings – direct call to action for advertiser | \$220 per listing Timing: <ul style="list-style-type: none"> October/November 2008 February/March 2009 |
| eMarketing Exclusive Experiences Campaign | To market specially designed experiences on www.victoriashighcountry.com.au | Buy in to permission email campaign 1 x template advert positioned on www.victoriashighcountry.com.au | <ul style="list-style-type: none"> Potential business generated by targeted permission email campaign to 20,000 plus customers Exposure to NEVTi's current consumer database (min 3,000) Fully measurable by tracking enquiries and bookings – direct call to action for advertiser | \$250 (each round) Timing: <ul style="list-style-type: none"> March 2008. |
| eMarketing Seasonal consumer mail out | Email to NEVTi's consumer database (extended greatly by the above eDM) four times a year | Be one of 5 exclusive experiences being marketed directly to consumers who are interested in hearing about your product | <ul style="list-style-type: none"> Exposure to NEVTi's current consumer database (in excess of 5,000 consumers) Fully measurable by tracking enquiries and bookings – direct call to action for advertiser | \$200 (each round) Timing: <ul style="list-style-type: none"> May 2008 August 2008 November 2008 February 2009 |

Work with complementary tourism businesses in your region. If there is enough demand for these offers, NEVTi can extend some campaigns. Contact NEVTi or your local tourism manager for more details.



WHAT TO DO NEXT

TO BOOK YOUR SPOT:

Mail: Fill out the attached booking form/tax invoice and send it to NEVTi, 64 Ovens Street, Wangaratta Vic 3676 prior to your first campaign.

Fax: Fill out the attached booking form/tax invoice and fax it to NEVTi on 03 5722 2833.

Web: Go to www.nevt.com.au and fill out the booking form/tax invoice and follow the steps.

IF YOU HAVE QUESTIONS:

Contact Will Flamsteed

Email: will@nevt.com.au Phone: 03 5722 2833

Susannah Doyle

Email: susannah@nevt.com.au Phone: 0418 428 051

TERMS & CONDITIONS/MORE INFORMATION:

To review the campaign's terms and conditions, or to find out more about NEVTi and what we can do for you as a tourism business go to www.nevt.com.au



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