

Greetings Tourism Stakeholder,

Welcome to the April industry newsletter.

Inside this edition

1. Brand Campaign Builds Momentum
2. Food & Wine Event hailed as great success
3. Inspiration, Innovation and Leadership Presentation
4. 3TR Radio Promotion
5. WIN Television Promotion
6. Gippsland Industry Sentiment Survey Results
7. Gippsland Represented at Consumer Shows
8. Inspired by Gippsland Promotional Collateral available
9. ATE 2007
10. Online Marketing Ideas Forum
11. Tourism Excellence Workshop

PLUS News from Parks Victoria

1. Brand Campaign Builds Momentum

The next major burst of *Inspired By Gippsland* promotional activity has hit the market place in a big way and the new Brand is quickly building momentum. Commencing on Saturday 17th March, there was a three full-page colour spread in The Age A2 Section and has been followed by a series of Brand ads appearing in both mid-week and weekend editions of the Melbourne's Age and Canberra Times. The Brand ads have been reinforced by five tactical ads promoting specific operator packages for the Wilsons Prom, Gippsland Lakes, High Country and Touring.

The first monthly eNewsletter to the Gippsland consumer database commenced in March. The first edition promoted the township of Metung and offered six exclusive operator packages. The next eNewsletter is scheduled for broadcast in late April and will focus on Prom Country.

An electronic direct marketing campaign (eDM) was also undertaken in March targeting 27,500 people, 45-65 in Melb/Canberra with an interest in outdoor adventure. To view the packages promotion go to www.inspiredbygippsland.com.au – and click on the 'Special Deals and Packages' icon.

Early results show that the campaign has been successful in raising the profile of the region and enticing people to click through to the official Gippsland consumer website www.inspiredbygippsland.com.au or request a brochure to find out more about the region's holiday opportunities.

The tactical campaign is planned to continue through until at least June. There are still opportunities to participate in the print advertising in The Age and Canberra Times from May to June and the May consumer eNewsletter which will focus on Central and West Gippsland exclusive deals. For further information contact the Project Manager, Sally Hutchinson at sally@smsmarketing.com.au

2. Celebration of Food & Wine hailed as great success

The inaugural *Inspired by Gippsland – a Celebration of Food and Wine* event held across the region from 2 – 18 March has proven to be a huge success. Incorporating the key events of Inverloch Food & Wine Festival, Harvest of Gippsland, A Palette of Passions and Feast on East plus a number of local events all under the *Inspired by Gippsland* banner provided strong leveraging power for a comprehensive marketing campaign targeting Gippslanders and Melbournians. The Degustation Dinner was a great success with a sell out attendance at the event at Carino's. Over 120 enjoyed the night along with Minister Holding who officially launched the Celebrations. Many events reported 10 – 15% increases in visitation from previous years. Given the success of this co-operative approach to event marketing, DGI is keen to work with the food and wine industry to make the annual celebration even bigger in 2008. For more information contact your local Tourism Manager. Finally a big thank you to Lakes Entrance Waverley House Cottages and Carrelly Café and Garden Accommodation for providing prizes to support the event promotions.

Promote Your Event FREE online

Event organisers are reminded of the opportunity to list their event for on the home page and regional gateways of visitvictoria.com (ie. www.destinationgippsland.com.au). Listings are FREE and can be self-authored. To create a listing, go to www.tourismvictoria.com.au and click on the text 'register or edit your business listing' located under the heading 'List your business on visitvictoria.com', then follow the prompts to register and then upload the details of your event.

3. Inspiration, Innovation and Leadership Presentation

As part of the Gippsland Innovation Festival being held from March to May, the tourism industry is invited to be inspired as internationally renowned presenter, Ms Terry Hawkins, takes you on a journey of self discovery and life changing strategies. Terry has established herself as one of the leading presenters in human performance and knows how to give her audience a great time while learning strategies that can change the way they look and feel about life forever. Seats for this event are limited so book today.

Date: Tuesday 1st May
Time: 10am – 12 noon
Location: West Gippsland Arts Centre, Warragul
Cost: FREE for members of recognised Local and Regional Tourism Associations (seats are limited). \$20 for non members.

Bookings and enquiries can be directed to Jenny Brown on Phone: 5142 3333 or jennybr@wellington.vic.gov.au

For further information on Terry, go to www.terryhawkins.com.au. For more information about the Innovation Festival go to www.innovation.gippsland.com

4. 3TR Radio Promotion

DGI in partnership with 3TR are currently conducting a two week promotion in Western Victoria. Ace Radio's Networked FM Breakfast Program airs in five separate markets in regional Victoria - Colac, Hamilton, Horsham, Swan Hill and Warrnambool - and is the most popular breakfast show in all five markets.

A number of Gippsland operators have generously provided accommodation, meals and entry tickets to make up the 'Grand Tour of Gippsland' prize being offered as part of a competition on the Early

Openers Show. From Monday 2 April to Friday 13 April, the competition runs with a question aired at 8am each weekday and correct answers being entered into the draw to win the Grand Tour.

Special thanks go to the following businesses for supporting this promotion:

- Limosa Rise, Yanakie
- Parks Victoria, Wilsons Promontory National Park
- Frog Gully Cottages, Sale
- The Esplanade Resort & Spa, Lakes Entrance
- Peels Cruises, Lakes Entrance
- Yarragon Villas on Campbell, Yarragon
- Walhalla Goldfields Railway, Walhalla
- Brandy Creek Wines & View Café, Drouin

To register your interest in providing prizes for future promotions, contact sally@smsmarketing.com.au

5. WIN Television Bushfire Recovery Promotion

DGI in partnership with WIN Television are conducting a six week promotion in the regional Victoria markets of Gippsland, Ballarat & Western Victoria, Bendigo & Central Victoria and Mildura. The commercials feature the four destinations of Walhalla, Omeo/ Great Alpine Road, Dargo/Licola and Gippsland Lakes with tourist operators and business people of the region telling their own stories to promote post fire recovery and welcome visitors back. DGI greatly acknowledges WIN Television for their generous support of *Inspired by Gippsland* and valuable contribution towards promoting and revitalising the region post bushfires. Operators are encouraged to consider WIN Television as their preferred television medium when making buying decisions.

6. Gippsland Industry Sentiment Survey

The DGI Industry Sentiment Survey ran again in February with another good response rate from industry. Sixty tourism operators from across Gippsland provided their thoughts on DGI's performance as well as the performance of the industry as a whole over the summer period. A summary of the results including a comparison with those from the October Survey, can be accessed at www.gippslandtourism.net.au/documents/ISSResultsFeb07.pdf

This quarter's prize of a \$100 voucher from Brandy Creek Wines & View Café in Drouin went to Jenny Herbert of Riviera Nautic at Metung. Congratulations Jenny and thank you for taking time to provide us with your feedback.

7. Gippsland Represented at Consumer Shows

DGI recently participated in promotions at the Melbourne Caravan & Camping Show at Caulfield Racecourse from March 28 to April 3 and the International Flower & Garden Show at the Exhibition Buildings from 28 March – 1 April. The stand at the Caravan & Camping Show was coordinated by Wellington Shire on behalf of the six Gippsland Councils and the Flower & Garden stand was coordinated by Creative Gippsland. Both stands had a unified Gippsland presence using the 'Inspired by Gippsland' brand. DGI provided a financial support for each show as well as supplying copies of *Inspired by Gippsland* promotional collateral for distribution.

Initial feedback on both shows has been extremely positive - particularly that from the Flower & Garden Show where consumers were actually asking to take photos of the stand.

8. Inspired by Gippsland Promotional Collateral

The response to the new range of *Inspired by Gippsland* promotional collateral has been overwhelming from industry and consumers. Industry is encouraged to use these FREE tools to help promote the region. Copies of the brochure, map pads and picture postcards are available for collection at any of the following major Gippsland Visitor Information Centres (*please contact prior to place orders and confirm pick up. Order limits apply*).

Prom Country Visitor Information Centre (Korumburra)

p: 1800 630 704

e: infocentre@southgippsland.vic.gov.au

Latrobe Visitor Information Centre (Traralgon)

p: 1800 621 409

e: visitorcentre@latrobe.vic.gov.au

Wellington Visitor Information Centre (Sale)

p: 1800 677 520

e: admin@tourismwellington.com.au

East Gippsland Visitor Information Centre (Lakes Entrance)

p: 1800 637 060

e: lakesvic@egipps.vic.gov.au

Bairnsdale Visitor Information centre

P: 5152 3444

E: lakesvic@egipps.vic.gov.au

Alternatively, contact the Committee Administrator, Helen Rose, on (03) 5156 1303 or email: dgiadm@bigpond.net.au

General feedback on the collateral is welcomed and can be sent to sally@smsmarketing.com.au

9. ATE 2007

Gippsland will be well represented at this year's Eastern module of Australia's leading international trade show – the Australian Tourism Exchange (ATE) - being held in Brisbane from 26 – 28 May. DGi will be hosting a stand along with Walhalla's Star Hotel, The Great Walhalla Alpine Walk, Moorings at Metung, Gypsy Point Luxury lakeside Apartments and Captain's Lodge International. The stand will be hosted by Pearl Findlay-James, Jan Davies, Bronwen Osbourne and Melinda Wilson who are being sponsored to attend via Tourism Victoria's International Mentoring Program.

10. Online Marketing Ideas Forum

The online forum seeking your ideas for the Bushfire Recovery Marketing Program has now closed. Thank you to the many individuals and groups that took the time to provide very thoughtful and creative submissions. These ideas will be collated and considered by the Committee as part of its overall two year marketing planning process currently being undertaken for 2007 – 2009. Updates on the bushfire recovery process will be regularly posted on under the Bushfire section of www.gippslandtourism.net.au

11. Tourism Excellence Workshop

Industry are invited to attend a tourism industry workshop outlining the resources

available to your organisation. Presenters will be on hand to provide briefings on the following key areas; **Victorian Tourism Awards** entry benefits, **Better Business Tourism Accreditation Program**, **Office of Small Business** “My Business, My People” program, **Tourism Excellence** competitive advantage modules and **Tourism Alliance Victoria** services.

Where & When

Melbourne Wednesday 18 April

Sale Wednesday 23 May

Bright Wednesday 31 May

(Forums are also being held in other locations around the State)

For bookings and enquiries contact Rachel.taplin@tourism.vic.gov.au

News from Parks Victoria

Gail Wright

Parks Victoria and DSE have been working frantically to get as many roads and visitor sites open as possible before Easter. After consultation with the tourism industry the Access Re-opening Strategy was developed to ensure areas that were of most importance to the industry were opened first, when conditions allowed. The strategy can be viewed on the Parks Victoria website www.parkweb.vic.gov.au or information is available by calling the information line on 13 1963. Popular sites now re-opened include the Wonnagatta Valley and many tracks across Gippsland and the North East.

Buchan Caves held it's Centenary of the discovery of the Fairy Caves by Frank Moon on March 18th. Around 1000 visitors and locals turned up to enjoy the free cave tours, Briagaolong Bush Band, barbecue lunch, displays of memorabilia and relax in the beautiful surrounds of Buchan Caves Reserve. There were free stickers and posters as mementos of the occasion and visitors to the caves this year can get both these items free to commemorate the beginnings of one of Gippsland's and Victoria's longest running and popular tourist attractions.

The Wilderness Retreats at Cape Conran opened on March 30th. Both Buchan and Cape Conran Wilderness Retreats are now fully operational and ready for visitors. The experience of sleeping under canvas in a beautiful queen size bed made from East Gippsland timbers and surrounded by nature is new to Victoria. The retreats feature 5 tents that sleep up to 4 people in queen and two fold away single beds with a separate shared kitchen and bathroom facilities. They are designed to offer privacy for guests and are in locations away from the main campgrounds.

Destination Gippsland Inc.

Project Manager – Sally Hutchinson
Helen Rose
PO Box 114 Foster Vic 3960
Ph: 03-5988 5280 Fax: 03-5988 5270
Email: sally@smsmarketing.com.au

Admin, Finance & Distribution –
PO Box 347 Paynesville Vic 3880
Ph/Fax: 03-5156 1303
Email: dgiadm@bigpond.net.au

Project Manager - Emma Harry
Ph: 03 5662 5698 Fax: 03-5662 4993
Email: seharry@dcsi.net.au

Destination Gippsland Industry Website www.gippslandtourism.net.au

Disclaimer: The information contained in this publication is general and not offered as a complete or definitive statement of the relevant facts. Third party comments and information do not necessarily reflect the position of Destination Gippsland Inc and are provided only as a matter of interest, we therefore take no responsibility for the accuracy of third party material.

To unsubscribe or change your details please email sally@smsmarketing.com.au