

Destination Gippsland Inc. E-Newsletter

June 2006

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1. Introduction

Greetings Tourism Stakeholder

We are delighted to report that May has been a busy (and productive) month for the Tourism Sector across Gippsland.

Amongst other things, Destination Gippsland (DGI) has initiated a Mini Marketing Campaign, auspiced the International Marketing Workshops, and is now completing its review of the three-year marketing plan. Preparations are nearly finalised for the industry website and planning is well under way for the Gippsland Brand Campaign.

It's timely to acknowledge the terrific support we have received from local operators, media outlets and Tourism Victoria over the last couple of months.

It's really exciting to see tourism in Gippsland on the move. There is a growing sense of confidence in the industry locally at a time when the tourism sector is going through change. Destination Gippsland is

committed to working with the industry to ensure that the region is well promoted and that Gippsland's potential as a leading regional tourism destination is realised.

2. Mini Marketing Campaign (Interim Report)

www.destinationgippsland.com a hit for local tourism

The recent mini marketing campaign initiated by Destination Gippsland in partnership with local tourism operators and Tourism Victoria has generated record interest.

The centre piece of the tourism campaign was a highly targeted permission Email campaign aimed at 40,000 people living in Melbourne and Canberra. The campaign was also strongly supported by local media who encouraged locals to visit the website. When people go to www.destinationgippsland.com they land in the Gippsland section of the visitvictoria.com website. They are able to enter a competition, order a jigsaw brochure, or simply find out more about what Gippsland has to offer as a tourism destination.

We have had over **35,000 hits** on the Gippsland section of visitvictoria.com, nearly **2,500 competition entries** and more than **1,600 jigsaw brochures orders** in a little over two weeks. The competition closes on June 28th and is open to anyone visiting the website www.destinationgippsland.com - *conditions apply*.

Special thanks to those operators who donated prizes and made sure their listings on visitvictoria.com are up to date.

Destination Gippsland will continue to promote the URL, so if you are not on this web site, please take advantage of the special offer still available through Tourism Victoria until the end of July. For more information about these special offers contact the Online Support Desk on 1300 306 366 or onlinecomments@tourism.vic.gov.au for assistance.

Gippslanders wanting to get behind the campaign can promote the www.destinationgippsland.com website in their emails & other communications.

3. International Marketing Workshops

Introductory workshops on how to tap into the international markets were held in May at Walhalla and Metung. Both sessions were very well attended and the feedback received from participants was overwhelmingly positive. Highlights included presentations from Michael Leaney

(Walhalla's Star Hotel), Ron Camier (Mountain Top Experience) and Kristina Drapes (Sydney-Melbourne Coastal Drive).

From this, a network of operators interested in pursuing international tourism opportunities will form and work together collectively to promote their businesses and the region to the international market. The next luncheon forum is scheduled for 24 July in Sale. More details will be made available via email.

Destination Gippsland is grateful for the support received from Tourism Victoria (speakers), Wellington Shire (organisational support) and operators who gave their time and effort to participate.

4. International Marketing Partnerships

Through its continued support of the Sydney-Melbourne Coastal Drive, Gippsland has been represented via the SMCD Project Manager at the recent Tourism Victoria, UK & Europe Trade Mission, ATEC Forum for ITO's in Cairns and presently at ATE in Adelaide the largest international travel trade show in the Southern Hemisphere.

5. Three Year Marketing Plan

Destination Gippsland is in the process of finalising its three year marketing plan review which is expected to be completed by late July. The final version will be available on the industry website. The committee will take feedback on the strategy once it is posted, and plan to regularly review the plan to ensure that it remains current.

6. Brand Campaign

Development of Gippsland's Brand Campaign is progressing well and is on track for launch in September. The Committee has been presented with the creative concept by Mojo (the creative agency appointed to develop the campaign). While the concept must remain under wraps until the launch, we are confident that the campaign will be very well received by industry, community and of course visitors to the region.

This jointly funded initiative by Federal and State Governments and industry will deliver a tourism brand campaign that brings the whole of the Gippsland region together. The campaign will target 'socially aware' couples (with or without children) and traditional family life segments living in Melbourne and the ACT.

There will be a range of opportunities for industry to 'buy in' to the campaign. So please reserve some of your promotional budget for co-operative marketing. We will continue to keep you informed of the campaign's development over the next three months.

7. Industry Website

While the core function of Destination Gippsland is to support marketing of Gippsland as a tourism destination, we also recognise the need to communicate what we do and help industry keep abreast of developments and opportunities in the region. The industry website is nearly complete and is scheduled for launch by early July. We will notify you by email when it is live.

8. Consumer Shows

Destination Gippsland provided funding support to the RTA's and Local Governments to attend the Sydney and Melbourne Caravan & Camping Supershows in April and May respectively promoting the region under a single unified brand. A range of Gippsland collateral was distributed at these shows including the Jigsaw brochure and touring map. The Committee is currently working with key stakeholders to develop a calendar of events identifying show / event opportunities for the next twelve months.

9. Gippsland Sustainable Regions Project

News Update four outlining the projects progress to date has recently been distributed to industry via mail, so if you haven't received a copy, please contact the Administrator. In summary, the key developments of the project include:

Part A - Research

Four draft reports have been received by the Steering Committee including Performance of the Tourism Business Sector, Profile of Visitors, Tourism Market Segmentation and Profile of the Touring Visitors in the Gippsland region.

Key findings will be posted on the Destination Gippsland industry website once finalised.

Business Development

Four key recommendations have been provided incorporating supply chain / collaboration, value chains, best practice and business skills. A draft prospectus has been developed which will identify tourism business, business and professional development and tourism development opportunities throughout Gippsland. A second round of Business Development workshops will be held in September.

Part C – Touring Route Development

The Touring Strategic Options Paper is still being reviewed by the Steering Committee and Consultants. Progress to date has identified the need to look at a broader range of options to support the concept of a world class-touring route for Gippsland which has necessitated an extension of the original completion date to allow for consideration of these wider options. Planning for the Tourism Business and Tourism Development Opportunities Prospectus will commence shortly.

10. Committee Members

In the last couple of months, the committee has farewelled three valued members, Joanne Butterworth-Gray, Claire Buckland and Frank Norden. On behalf of the Committee, I would like to acknowledge the outstanding contributions of Joanne, Claire and Frank to regional tourism over the last two years. We are also delighted to announce the appointment of Ann Andrew from Frog Gully Cottages and Linda Brock from Experience Gippsland & Latrobe City Council to fill two of these vacancies. The remaining vacancy for a representative from Prom Country will be filled in due course.

11. Keeping everyone informed & further information

DGI is growing its database of contacts in the region and is committed to keeping the industry and stakeholders informed. You are welcome to forward this e newsletter on to people you know may have an interest in the future of tourism in Gippsland.

Also, please ensure that you inform us of any changes to your electronic contact details.

If you require more information on any of the activities of Destination Gippsland please contact Sally Hutchinson on (03) 5680 8588 or email: sally@smsmarketing.com.au

Cheers

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