



Welcome to
GIPPSLAND

**Destination Gippsland eNewsletter
October 2006**

For the latest tourism news from Destination Gippsland (DGI) read on....

1. Inspired by Gippsland

The new \$450,000 Inspired by Gippsland marketing campaign was launched by the State Minister for Tourism, The Hon John Pandazopoulos and AusIndustry last Thursday, October 12.

“Inspired by Gippsland” demonstrates how Gippsland inspires its visitors to see the beauty in things by turning ordinary, everyday natural materials into stunning environmental artworks.

In the meantime you can help support the campaign by going to www.destinationgippsland.com.au and entering the online competition. Every time you send an e postcard to a friend, relative or valued customer you are in with a chance to win a six-night \$4,500 holiday to Gippsland, including flights, hire car, accommodation and boat hire.

Print advertising in the Herald Sun commenced this month with Wilsons Prom/South Gippsland and Walhalla being featured on 13 and 20 October and Gippsland Lakes and Croajinglong to come on 10 & 17 November respectively.

The Industry Marketing Prospectus, which will allow businesses to support the brand campaign on a number of levels, along with the Brand Tool Kit, a guide to using the new brand creative will be available from the 21 November.

These images can be used by media and the tourism industry for approved applications. To view or access the three hero images of the campaign go to www.visionsofvictoria.com, **search page, mini collection, new images 2006, Gippsland**. You must register for use first in order to access the images. If you are already a registered user, simply login and follow the prompts as above.

The main part of the Inspired by Gippsland campaign will be rolled out in the Saturday Age and the Canberra Times from February next year.

Go to www.gippslandtourism.net.au/documents/brandcampaignfactsheet.pdf to download a copy of the Brand Campaign Fact Sheet.

Special thanks is extended to Bear Gully Coastal Cottages, Tarra Valley Rainforest Retreat. Riviera Nautic and Holiday Makers' Metung for providing prizes for the competition. If you are interested in finding out more about the campaign, or being a part of planned co-operative marketing opportunities contact sally@smsmarketing.com.au.

2. Gippsland Tourism Exchange – Bookings now open

Bookings for the 2006 **Gippsland Tourism Exchange (GTE)**, being held on 21st November in Sale, are now OPEN.

GTE 2006 will provide a great opportunity to:-

- View Gippsland's new brand campaign
- Gain access to DGI's cooperative marketing activities
- Meet your new DGI Board members for 2006/2007
- Gain valuable knowledge from the Business Forums on International and eMarketing
- Network and explore partnerships with other Gippsland tourism businesses
- Sell and promote your product to operators from across Gippsland (via trade stands)

Prices are \$33 for general admission and \$88 for trade stands (spaces limited). To download the invitation and program or booking forms go to www.gippslandtourism.net.au and click on the link, or contact Emma at seharry@dcsi.net.au

3. New Food and Wine Touring Maps for Gippsland

Destination Gippsland is developing a suite of Gippsland Food and Wine Touring Maps in partnership with Gippsland's Food and Wine Sector. The maps, due for release in late December, will complement the *Inspired by Gippsland* campaign and encourage visitors to savour the rich diversity of food and wine experiences on offer in the region. State Government funding support for the maps was recently announced by Minister Pandazopoulos at the launch of the 'Inspired by Gippsland' tourism campaign.

It is envisaged that each map will present the greater Gippsland map, a guide to food and wine touring of the region and, on the flip side, a sub-regional guide with insider tips to the best food and wine touring experiences available during different seasons.

The Maps will feature operators that promote quality regional produce and wines and are open for business at times that cater to visitors/ consumers. Operators interested in participating in these publications should contact Jo Moulton at jo.moulton@brhs.com.au

4. Annual General Meeting – Board membership applications now closed

Applications for membership of the DGI Board for 2006/07 have now closed and assessment by the selection panel has been completed. The appointments will be ratified at the AGM on 17th November and then publicly announced. DGI board members will be in attendance at GTE on 21 November and look forward to catching up with industry at this event.

The Committee has appointed Chris Buckingham as Chairman of DGI for another 12 months in line with DGI's Articles of Association.

5. Promotions & Competitions

The profile of Gippsland as a premiere holiday destination is continuing to grow following the online competitions carried out in May/June via the permission email campaign and more recently at the Gippsland on Show stand within the Royal Melbourne Show, the results are:

- Total combined competition entries: 3,901
- Total brochure requests: 2,382 (61% of all entries)
- Total Email Optins - *number of people who have opted in for more information about Gippsland holidays*: 2,023 (52% of all entries)
- Spikes in the total page impressions to the consumer website www.destinationgippsland.com.au are also clearly evident at the times when both campaigns were in the marketplace.

These results will be further bolstered by the e-Postcard promotion running since the launch of the "Inspired by Gippsland" campaign.

Opportunities for industry to tap into similar eMarketing opportunities and DGI's growing consumer database will be offered via the Industry Marketing prospectus due out in November.

The success of these campaigns is largely attributed to the fantastic prizes that Gippsland's tourism operators have generously supplied. If you are interested in providing prizes for competitions and promotions that may arise in the future, contact sally@smsmarketing.com.au.

The number of requests for editorial on the region is increasing too as the awareness and marketing of Gippsland builds momentum. A number of features have appeared in publications in the last couple of months including Victorian Lifestyle Magazine, Herald Sun Travel Section features on four key destinations, Great Alpine Rd Postcards TV program partly shot on the Gippsland lakes in Oct.; Coast & Country Magazine article on Paynesville & Marlo in Summer Issue. Victoria Postcards Magazine story on East Gippsland food & wine last issue. If you have any story ideas and images, please forward these to sally@smsmarketing.com.au

The feedback from operators and product that were featured in the Herald Sun Fast Art promotion on 13 October (South Gippsland) and 20 October (Walhalla) is very promising with many reporting numerous enquiries and increased hits to the website on the morning of publication. A further two full page features will appear in the Herald Sun Travel Section on the Gippsland Lakes and Croajinglong on the 10 & 17 November respectively.

6. Industry Sentiment Survey

Destination Gippsland recently conducted the first of a series of quarterly online surveys designed to track trends in industry sentiment and opinion. The survey received a 16% response rate (95 responses) and some of the key findings were:

- 64% of the responses were from accommodation based businesses
- Most of the responses were provided by small businesses (10 or less staff)
- 65% considered that the tourism industry's performance in Gippsland over the last quarter compared to the corresponding period last year was BETTER or EQUAL.
- 66% believe there will be some growth (0-10% increased) in the tourism outlook over the next 12 months
- 51% believe Destination Gippsland is meeting industry expectations

To view a key findings report go to www.gippslandtourism.net.au/strategies_resources and click on the DGI Industry Sentiment Survey link.

7. Collateral Review

The audit of the tourism collateral available within Gippsland is almost complete. DGI's review focussed on establishing a database of available tourism collateral on sub regions, local areas, themed experiences etc (excludes individual operator collateral) that can be updated over time. Already there are 230 pieces of collateral recorded on the database. Once finalised, the list will be made available on the industry website. For further information contact sally@smsmarketing.com.au.

8. Sydney-Melbourne Coastal Drive

Membership for the Sydney-Melbourne Coastal Drive (SMCD) international trade Marketing Program for 2006/07 is still open. The SMCD is one of Australia's most popular self-drive holiday for the international markets and membership of the program is a great entry point and a cost effective way for operators to learn about and actively participate in international tourism. It can also give you exposure to international travel companies who promote independent travel to Australia as well as providing a network of contacts within Victoria, the ACT and New South Wales.

The benefits of membership include a Product Manual (to be released in December and distributed until June 2007), website, representation at trade events, sale repressions, program development, publicity, trade famils. Membership fees range form \$330 for attraction or tour based operators and \$550 for accommodation based operators. For more information contact the Project Manager at Kristinadrapes@bigpond.com

Destination Gippsland Inc. Board

Gippsland Tourism Update

Applications close this Friday for Gippsland Tourism Industry Leadership Program. If you are one of many people who have expressed interest in this program, but a worried that you will not have time to fill out a full application in time for this Friday's deadline, please contact Nicola Epps on 5135 4304 or email qtilp@igain.vic.edu.au.

This is a unique opportunity to hone your leadership skills, extend your networks and help build a stronger tourism industry.

Each program day will be run in different locations throughout Gippsland and have distinct themes including: Nature-based tourism, Food and Wine, Industry Development, Information and Communications Technology, Marketing and Governance.

If you are looking for a personal development opportunity with a difference, this is great opportunity. The Program will run over 10 days (with a couple of additional 2 day residentials) between March and September 2007. Program dates will be set in consultation with selected applicants.

Chris Buckingham
General Manager, Gippsland Tourism