

Gippsland Tourism Industry Invited to Participate in the “Inspired by Gippsland” Campaign

27th November 2006

Destination Gippsland has launched its co-operative tactical marketing campaign to underpin the “Inspired by Gippsland’ Brand. The new campaign provides a range of buy in opportunities for industry to leverage off the benefits that a unified brand can bring to the region.

Mr Buckingham, Chair Destination Gippsland said that “Through the strong support of Tourism Victoria and AusIndustry we are able to offer heavily subsidised opportunities for the Gippsland Tourism Industry to participate in this major campaign”.

“The campaign will be rolled out in the Saturday Age and the Canberra Times from February and via innovative eMarketing initiatives. It will encourage visitors to choose a base in the Gippsland region and explore the rest of the region through daytrips,” said Mr Buckingham.

The main focus of the campaign will be the destinationgippsland.com.au website. “We will be reaching Socially Aware nature lovers aged 45 -64 from Melbourne and Canberra,” Mr Buckingham said. “Our research has shown that this target market is increasingly using the internet to search for holiday information, so we are incorporating email campaigns, online competitions and web packages into our marketing strategy.”

Mr Buckingham added “We are also producing a new Motivational Touring Guide that will be available free to people looking for information to help plan their trip. This will be released in late December.”

Mr Buckingham concluded: “Our aim to position Gippsland as Victoria’s number one holiday destination can only be achieved if industry, community and government work together to deliver a campaign that inspires people to visit the region. We can do this by encouraging industry to participate in the ‘Inspired by Gippsland’ campaign”.

Discounts on advertising rates of up to 15% are being offered to early bird bookings received by 15 December and members of eligible local and regional tourism associations, Visitor Information Centres s or visitvictoria.com. Bookings are open until 31 January 2007.

Copies of the Industry Marketing Prospectus are available at www.gippslandtourism.net.au or by calling Sally Hutchinson on 5988 5280.

Industry Gather for the Second Annual Gippsland Tourism Exchange

Over 100 tourism industry representatives gathered last Tuesday 21 November at the Wellington Esso BHP Billiton Entertainment Centre in Sale to attend the second Gippsland Tourism Exchange.

Destination Gippsland Chair, Mr Chris Buckingham said "It was great to have so many industry representatives in the room talking to one another exchanging valuable ideas and building new networks".

"There was undoubtedly a strong sense of unity and enthusiasm around the room and many of us left feeling inspired to continue our efforts in strengthening the Gippsland Tourism industry", he added.

The day included a full briefing on the "*Inspired by Gippsland*" campaign, an overview of the tactical marketing activities to underpin the campaign, an informative session on the new direction of eMarketing from Tourism Victoria's Michael Hauser and an overview of the nation wide tourism trends from Tourism Australia's Linda Saunders.

Key highlights included networking opportunities with operators and board members, a delicious array of food featuring produce entirely sourced from Gippsland and a heartfelt acknowledgement from Minister Pandazopoulos to the industry for their ongoing dedication to growing tourism in Gippsland.

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