



Visit Victoria Update

March 2021

Paul Matthews

Head of Regional Tourism
Planning & Development





Visit Victoria is the primary tourism and events company for Victoria.

We inspire people to visit Melbourne and Victoria through captivating stories and amazing events.

Our purpose is to ignite and challenge any imagination.





2020



Very bad, would not recommend.

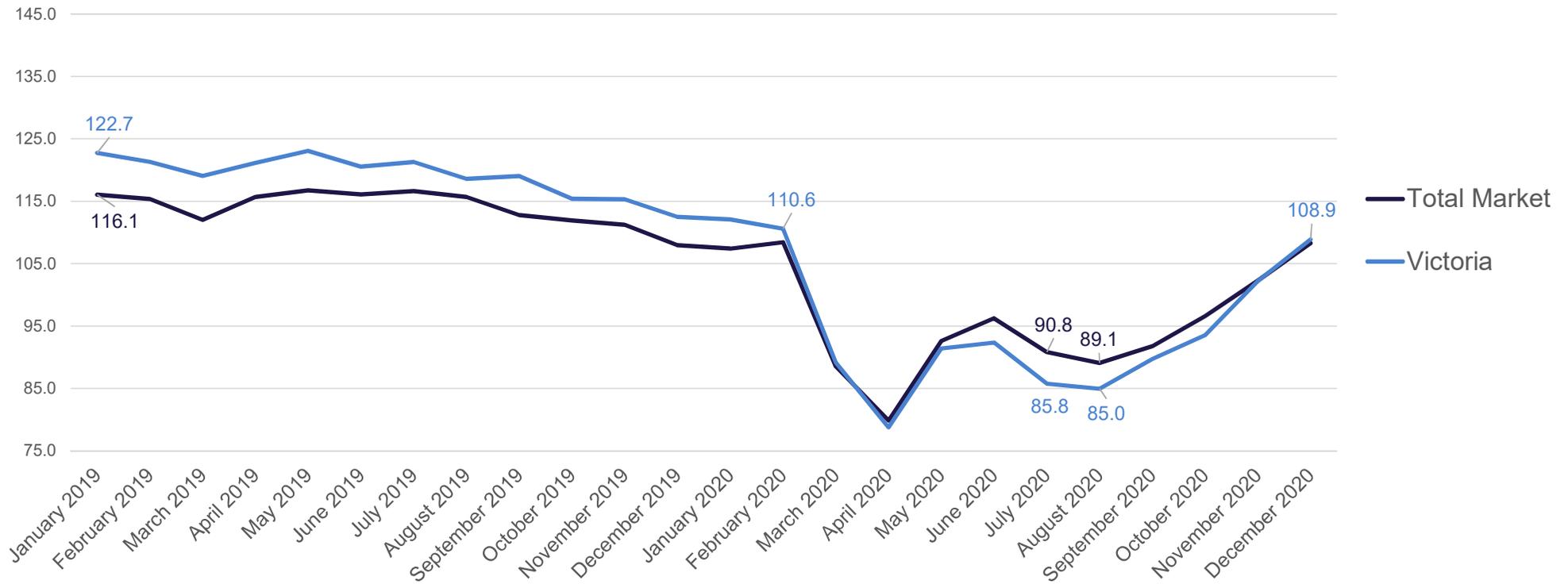
Devastating bushfires followed by the COVID-19 global pandemic

Pre-COVID, the Victorian visitor economy was worth an estimated \$32.5 billion⁽¹⁾. Initial forecasts estimate a \$23.3 billion⁽²⁾ impact to our visitor economy.

Visit Victoria has a critical role in driving the recovery of the State's tourism and events industries to restimulate the visitor economy.

Australians (And Victorians) are confident again

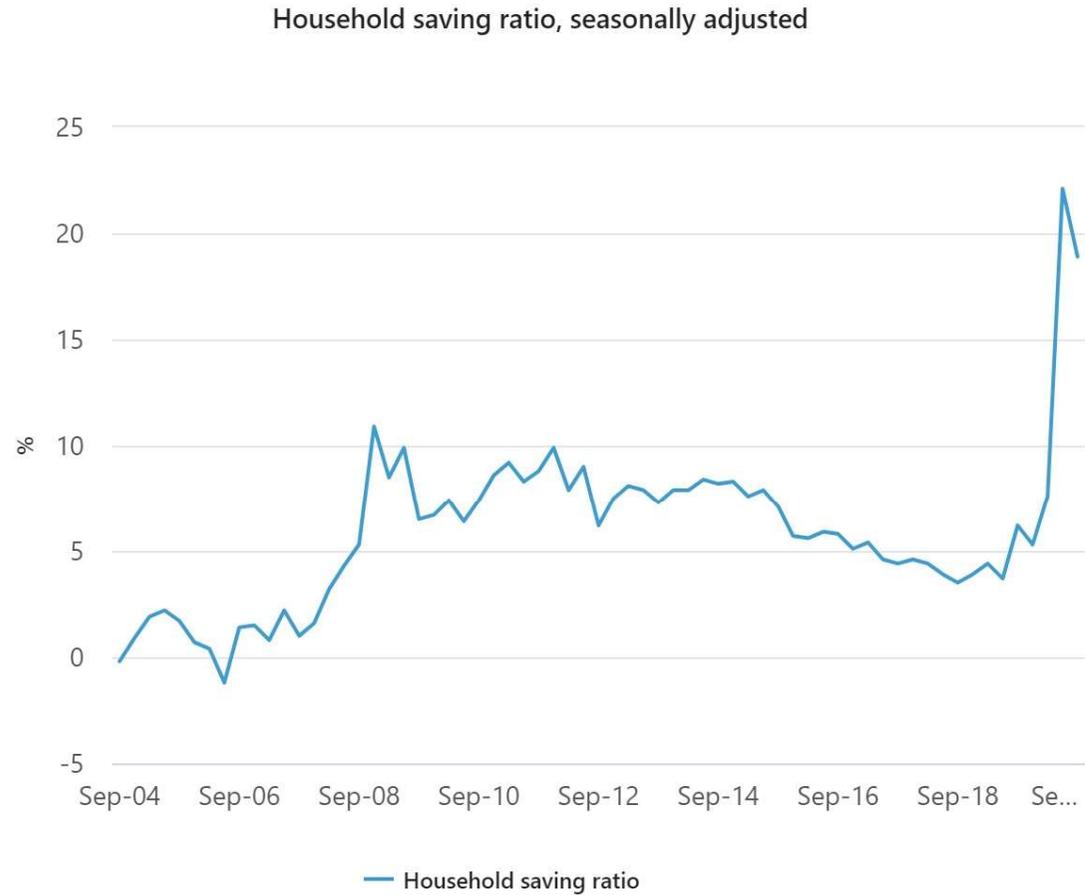
Consumer confidence – Australia and Victoria over time



Source: ANZ-Roy Morgan Consumer Confidence, Data to December 2020



And they have money



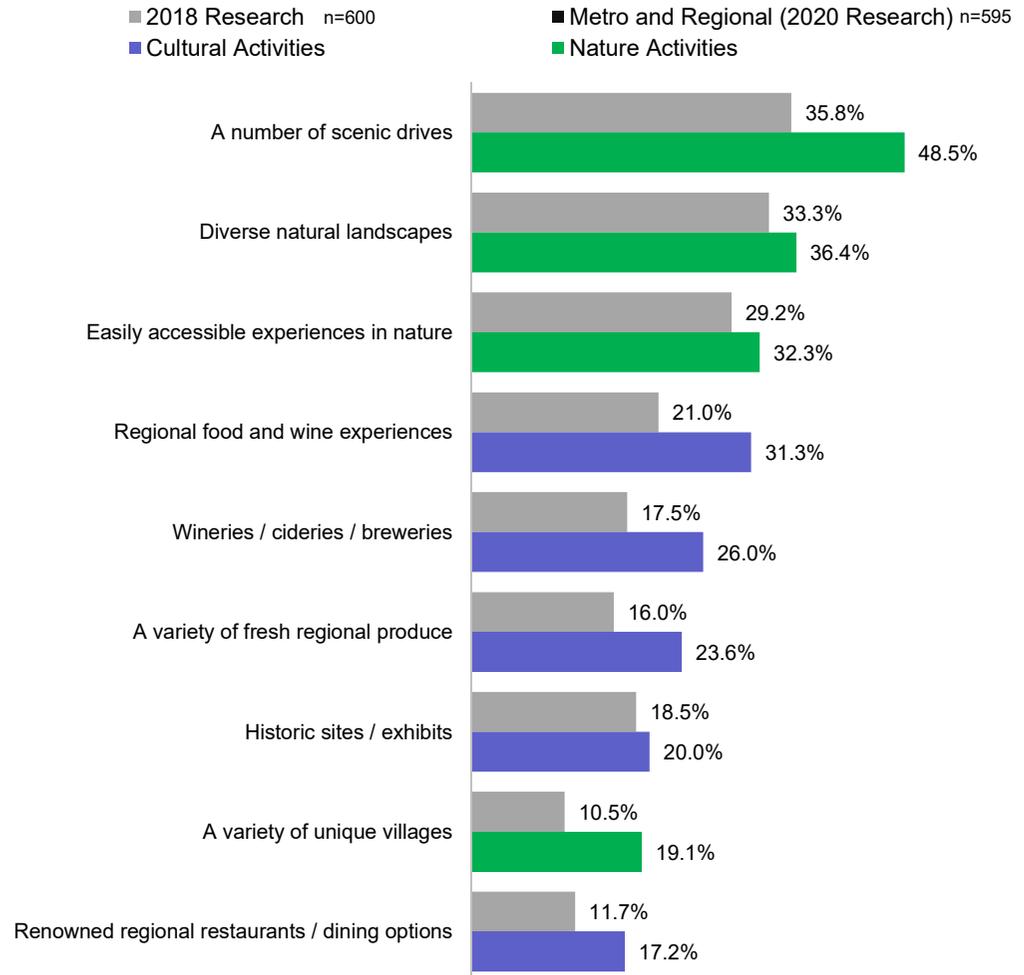
Source: Australian Bureau of Statistics, Australian National Accounts: National Income, Expenditure and Product September 2020



Immersing in nature continued to be a key experience from a Regional trip

Note: *indicates that multiple responses were allowed for this question, so results may not sum to 100%. (2018) When planning this trip, what were you looking to experience?* (2020) When the government roadmap allows for tourist attraction / destinations to open up, which of the following are reasons why you would consider a visit to [INSERT REGDEST]?*

Experiences sought for a Regional trip



Strategic Marketing focus

- **Intrastate drive** - *Reigniting passion for the state via Victoria's makers & creators.*
- **Interstate** - *Highlight the feeling of Melbourne and new experiences across the city, its neighbourhoods and surrounds*
- **International** - *Focus on the 'feeling' of Melbourne and Victoria and highlight the new*

Click for Vic

Get the best of Victoria delivered to your door. Buy online now – direct from the chefs, artisans, makers and creators across Melbourne and Victoria.

Gifts & fashion

Local produce

Beer, wine & spirits

Dining & coffee

Shop with our partners



Co-lab Pantry

Get ready-made meals, pantry essentials, cocktails and more delivered to your door.

[Visit site](#)



Victorian Country Market

Fresh farm produce and artisan goods delivered to your door from around Victoria.

[Visit site](#)



Providoor

Order chef-prepared meals from Melbourne's best restaurants, delivered straight to you.

[Visit site](#)



The Loddon Shed

Shop for artisan produce, gourmet products and homewares from the Loddon Valley.

[Visit site](#)



The Regional Pantry

Your favourite Yarra Valley wines, cheese, coffee and gifts from makers and producers to your door.

[Visit site](#)

- *Click for Vic* – results at 28 January



| Channel | Visits to visitvictoria.com (Total Visits) | Leads(clicks) to operator websites via visitvictoria.com (Total Industry Leads) | eDM Database Acquisition | PR (AVE) | Social Media Impressions | Campaign Hashtags Used |
|--|--|--|-----------------------------|-------------|-----------------------------|------------------------------|
| Target (By 31 Jan) | 720,000 | 648,000 | 21,000* | \$3,000,000 | 30 million | 24,000 |
| Interim result (As at 28 Jan) | 646,489 | 617,662^ | 20,534 | \$3,210,144 | 38.6 million | 28,756 |



Intrastate Drive campaign:
Stay close, go further



Creative idea: *Stay close, go further*

Recapture the imagination of Victorians

Encourage them to re-engage with the regions, the city, the people, the culture - the reasons we love this state and choose to live here

Focus on the creativity of the people of Victoria to create a deep and emotional connection



Creative assets (phase one)



Broadcast & Connected TV



Online Video & Catch Up TV



Print



Social media



Radio



Photography

Interstate campaign. TVCs launched February

Any Place New



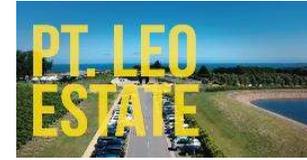
Neighbourhoods



Late Night Meals



Road Trips



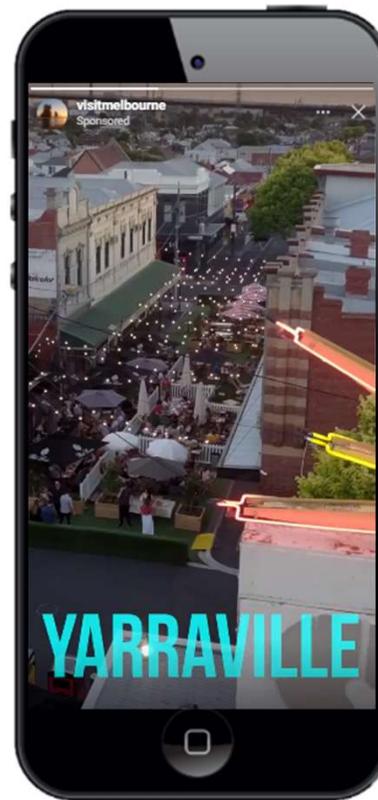
Teenagers



Paid & organic social



Facebook
Video



Instagram Stories
Video



Instagram
Video

• Public Relations

Nine places to eat and drink beside the Yarra River in Melbourne

CARRIE HUTCHINSON February 17, 2021

SHARE PIN TWITTER IN MAIL PRINT



Arbory Afloat has a beach-house vibe this summer. Photo: Eddie Jim

No one is saying she's a great beauty, but the Yarra River is Melbourne's centre-piece, slicing the city down the middle and creating a natural boundary for north-south rivalries.

Early in the morning, you can stand on the Princes Bridge and watch rowers training on its murky depths. Huge numbers of people walk its curves when they traipse with mates from the city to the MCG. In fact, it's so much a part of our lives that we often don't notice her.



Date: Wednesday 17 February
Outlet: Good Food

Why Melbourne is where the action's at

Michael Turtle

Australia

f TWITTER MAIL A A A



The indoor pool and bar at the new W Hotel Melbourne. Pictures: Michael Turtle

Lights, camera, action. After being closed for two years for a \$40-million-dollar redevelopment, the Australian Centre for the Moving Image (ACMI) has just reopened in Melbourne. In an enthralling permanent (and free) exhibition, you're led through video montages, past costumes and sets, to interactive areas that rewrite the rules on what a museum should be. After a year where we've spent so much time on the couch staring at a screen, it's nice to be reminded of what the moving image should be - a window into our world, not an escape door from it.

Date: Sunday 21 February
Outlet: Canberra Times, Newcastle Herald & 150+ mastheads around Australia

Lifestyle > Food

Melbourne Food and Wine Festival 2021 launches the World's Longest Brunch

What do you do when your annual festival gets cancelled by a global pandemic? Bring it back bigger and better than ever before.

Dan Stock

@danstock @melreal February 9, 2021 · 6:06AM Herald Sun

1 comments



Melbourne Food and Wine Festival will add a new signature event - the World's Longest Brunch - to its 2021 program in March. Picture: Jake Nowakowski

Date: Tuesday 9 February
Outlet: Herald Sun, Good Food & others



Date: Weekly (Friday)
Program: 3AW Nights with Denis Walters
Theme: What's On Melbourne: Arts & Culture

eDM – Launch content

There's always something new in Melbourne.

[View in browser](#)



Get set for Melbourne and Victoria

Can you ever do it all in Melbourne? From brand new bars and restaurants, to fun-filled events and pop-up galleries, the city is constantly reinventing itself. Turn a corner into creative laneways for culinary adventures, boutique stores and vibrant street art. Drop into late-night bars, restaurants and diners for a feed at any time of the night and seek out memorable experiences in Melbourne's diverse inner-city neighbourhoods.

ARE YOU READY?



What's new

Melbourne is ever-evolving. Uncover unmissable events, outdoor galleries, brand new bars and pop-up stores.

[READ MORE](#)



Laneway dining

Turn a corner into Melbourne's colourful laneways for fine dining, casual cuisine, hidden bars and tiny coffee joints.

[READ MORE](#)



Late night bites

Night owls, we've got you covered. Melbourne's quality late night eateries offer up everything from fried-food to fine dining.

[READ MORE](#)



Road trips

Victoria's good nature is only a stone's throw from the city. Hit the road on a touring route or follow a tried and tested itinerary.

[READ MORE](#)



OUT AND ABOUT

Neighbourhoods

Dive into Melbourne's diverse inner-city neighbourhoods. Say hi to an old favourite or hit the streets of somewhere new to you.

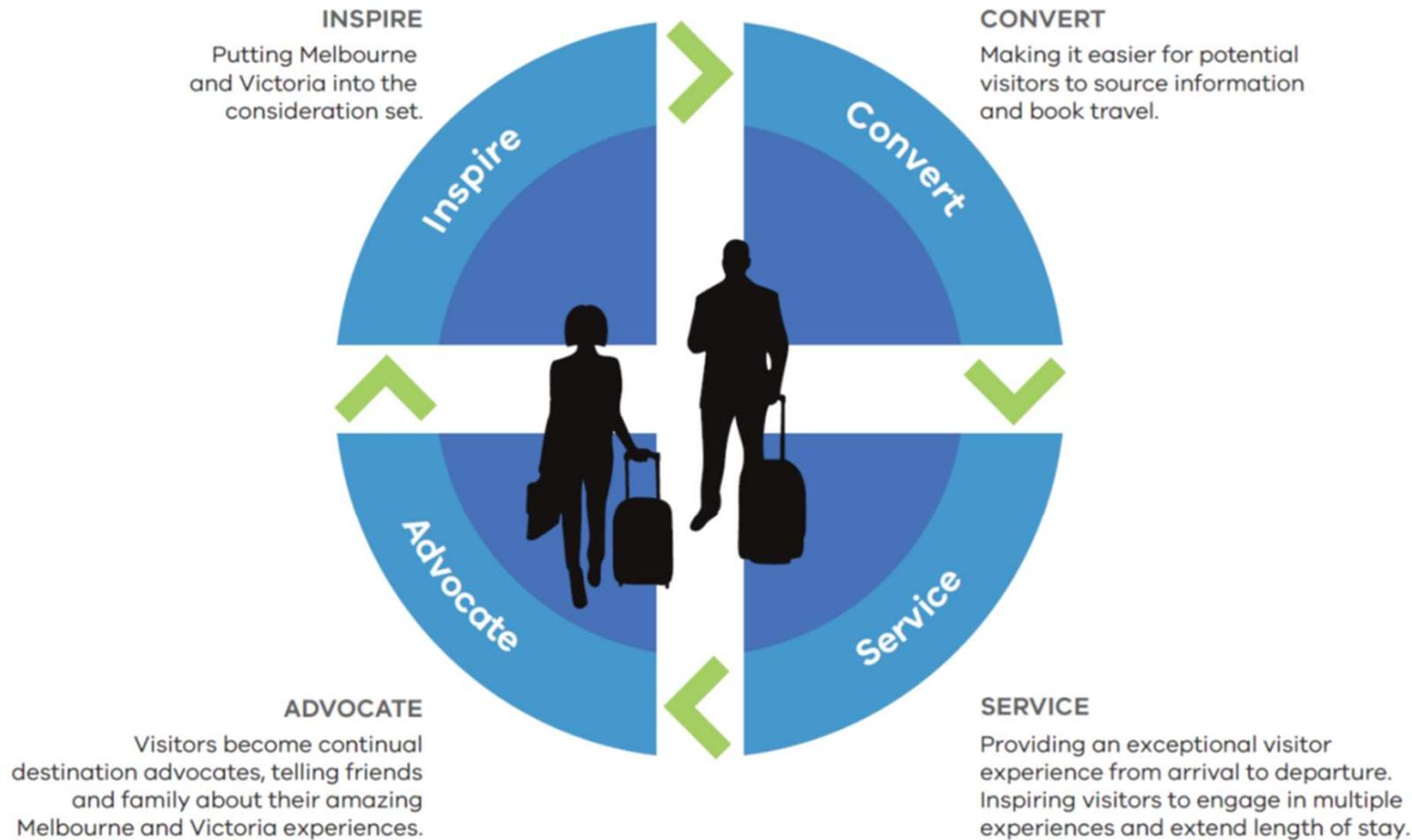
[FIND OUT MORE](#)

Before you go

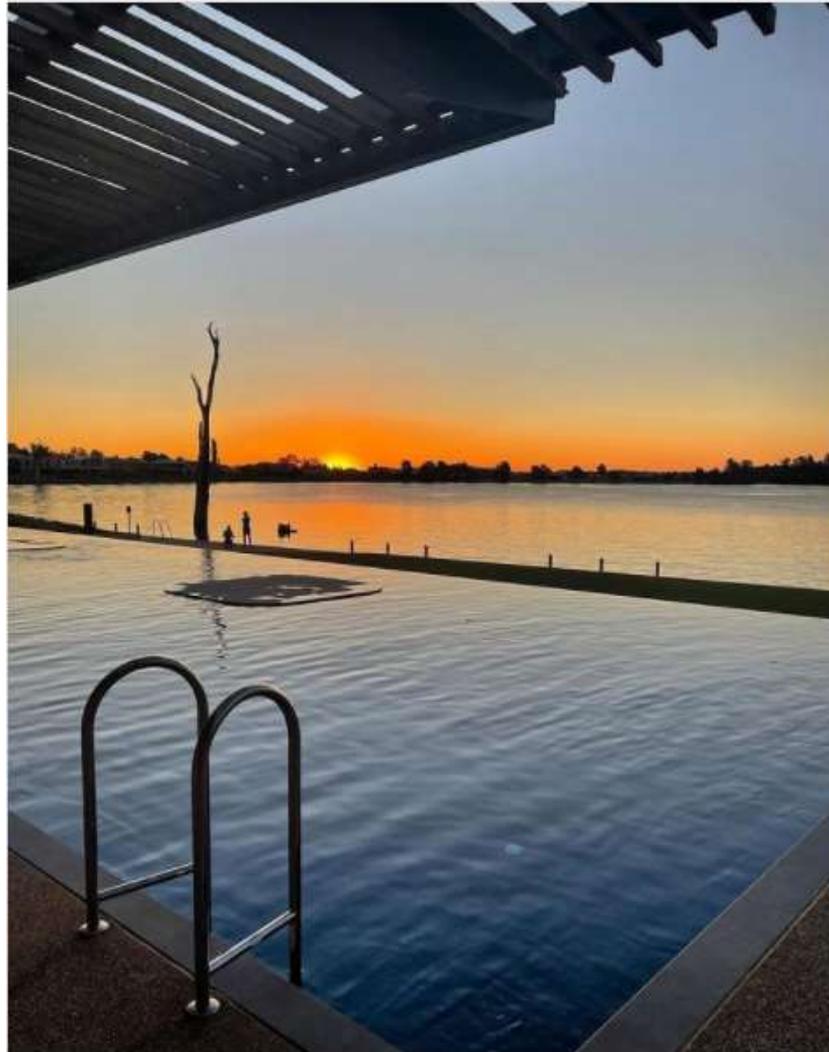
A permit system has been established for all travellers to Victoria. Get the latest information on Victoria's travel permit system and current health advice for enjoying a [COVIDSafe Summer](#).

VICTORIA TRAVEL PERMIT SYSTEM

VISITOR JOURNEY



When a post goes viral



australia  • Follow 



australia  Okay @sebelyarrowonga, now that's just showing off! 😏 We're rather envious of @galyvanting who was lucky enough to enjoy this stunning #infinitypool in conjunction with an epic #sunset. You'll find this inviting sight at Yarrowonga's #SebelHotel, located along the #MurrayRiver in #Victoria, where you can unwind and soak up this dreamy #LakeMalwala outlook. Situated a three-hour drive north of @visitmelbourne near the border of @visitnsw, this is a great getaway for keen golfers, with the 18-hole #SilverwoodsGolfClub neighbouring the hotel. 🇦🇺 🇻🇮 #seeaustralia #visitvictoria #visitmelbourne #holidayherethisyear



67,149 likes

1 DAY AGO

Log in to like or comment.



Tips for events, festivals and galleries

1. Know your point of difference
2. Tell your story – Get listed on ATDW
3. Partnerships and collaborations
4. Make the journey part of the adventure
5. Know your audience – it's not everyone
6. Consumer experience = still #1



The future belongs to people
who see possibilities before
they become obvious





QUESTIONS