

# MARKETING VICTORIA

A RESEARCH LED APPROACH



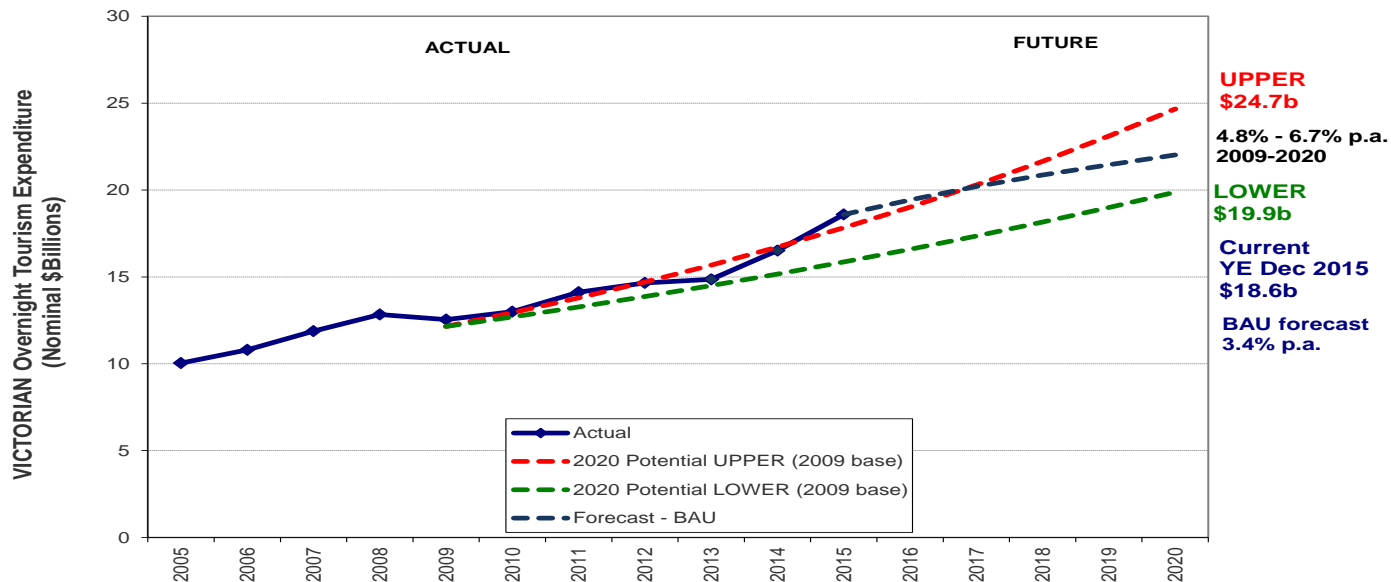
**VISIT VICTORIA**

# OVERVIEW

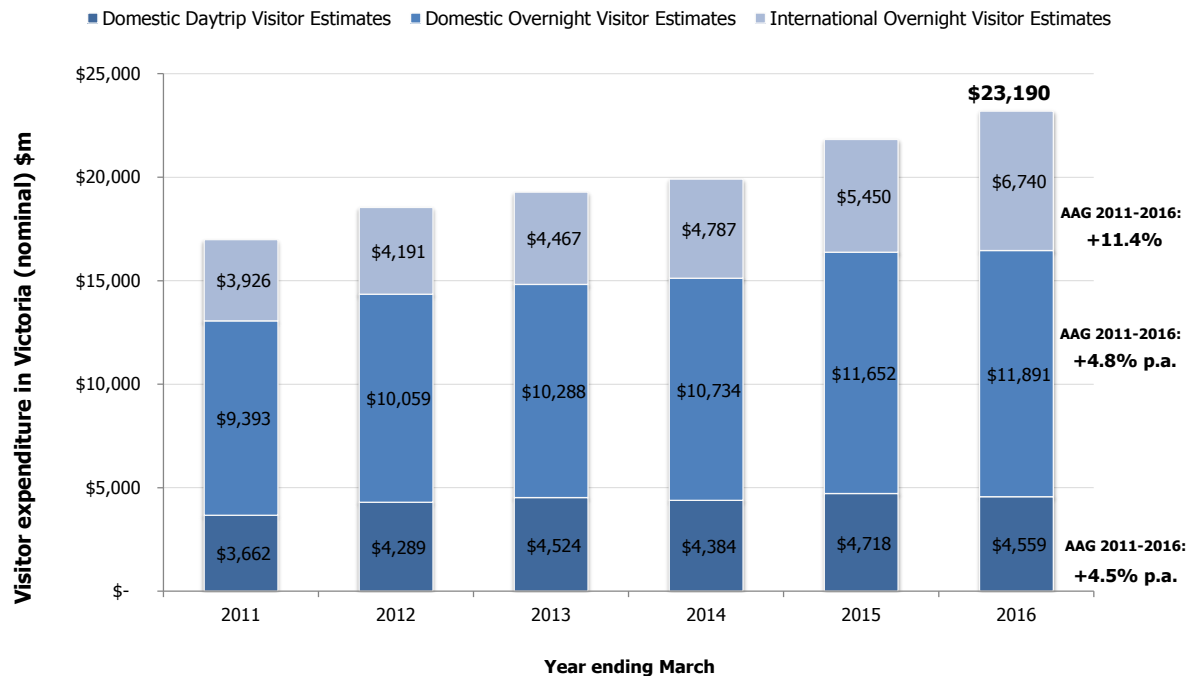
- Victoria's performance to-date
- Crystal ball viewing - Forecasts
- Priorities for Interstate and International Marketing
- Wander Victoria – rationale and tracking
- How you can participate

# VICTORIAN 2020 POTENTIAL

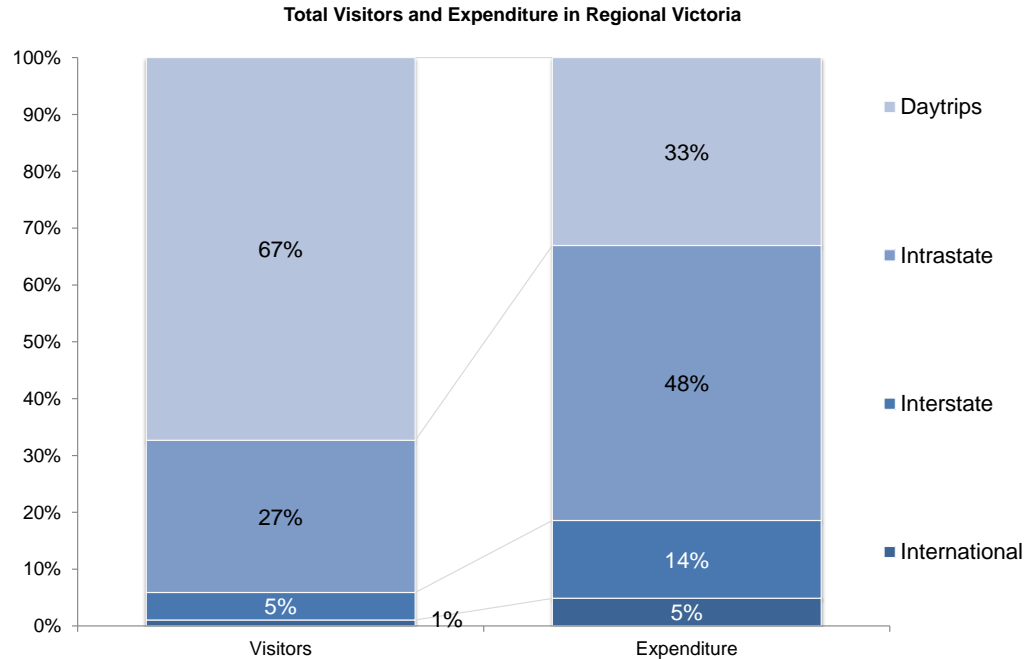
## Overnight visitor expenditure



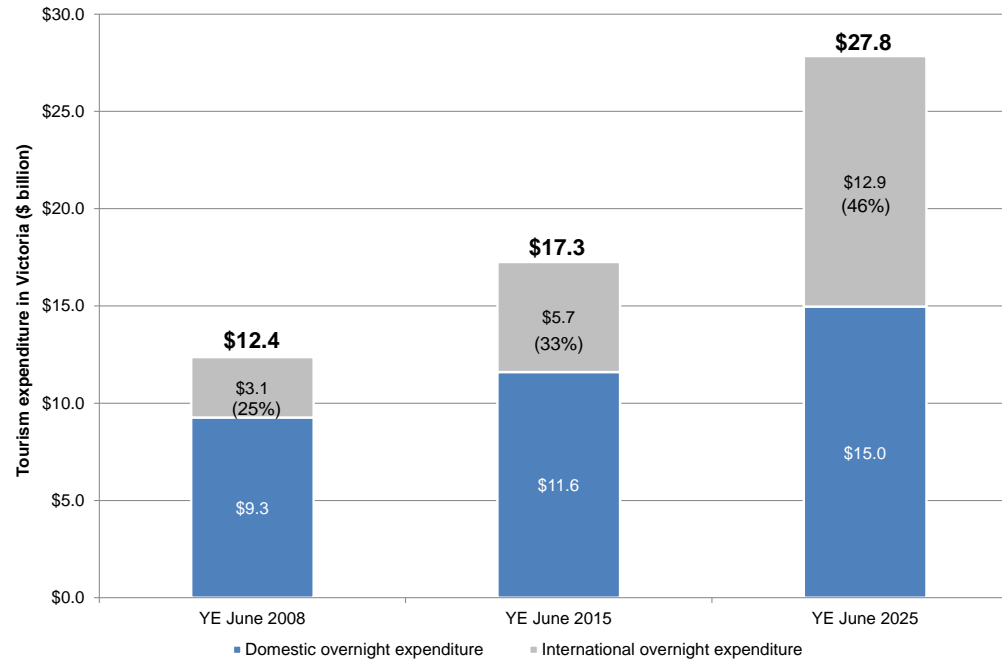
# GROWTH OVER THE LAST FIVE YEARS



# VISITOR ECONOMY COMPOSITION IN REGIONAL VIC



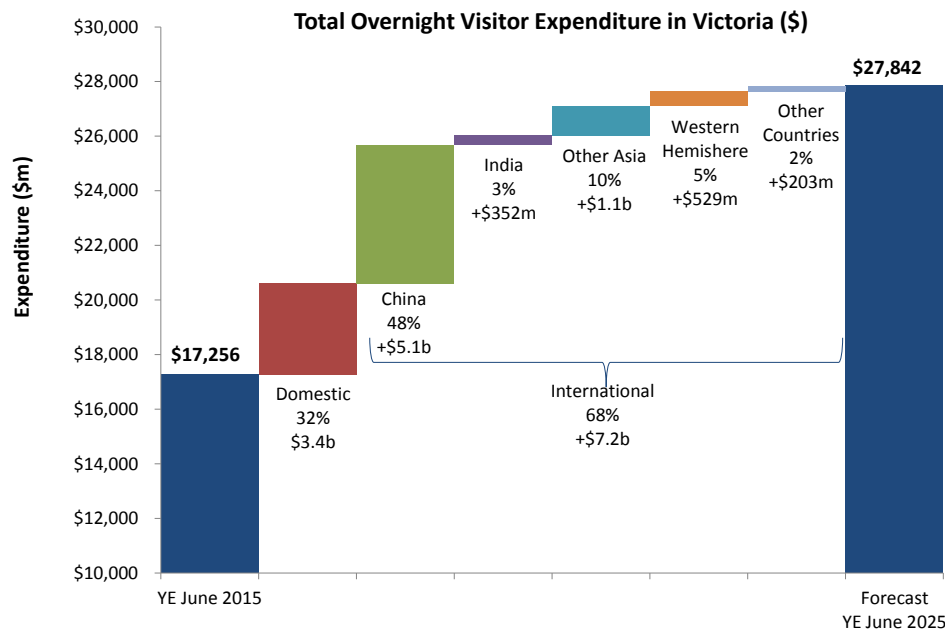
# FORECAST TOURISM EXPENDITURE IN VICTORIA



Source: International Visitor Survey, Tourism Research Australia, Canberra, year ending June 2008 to 2015: Visitors Expenditure June 2008 to 2015.  
Population 15+. TRA Forecast, 2016, Issue 1, July 2016. TDET and TITE real growth rates applied to YE June 2015 expenditure - estimated forecast expenditure for the year ending June 2025

# FORECAST OVERNIGHT EXPENDITURE

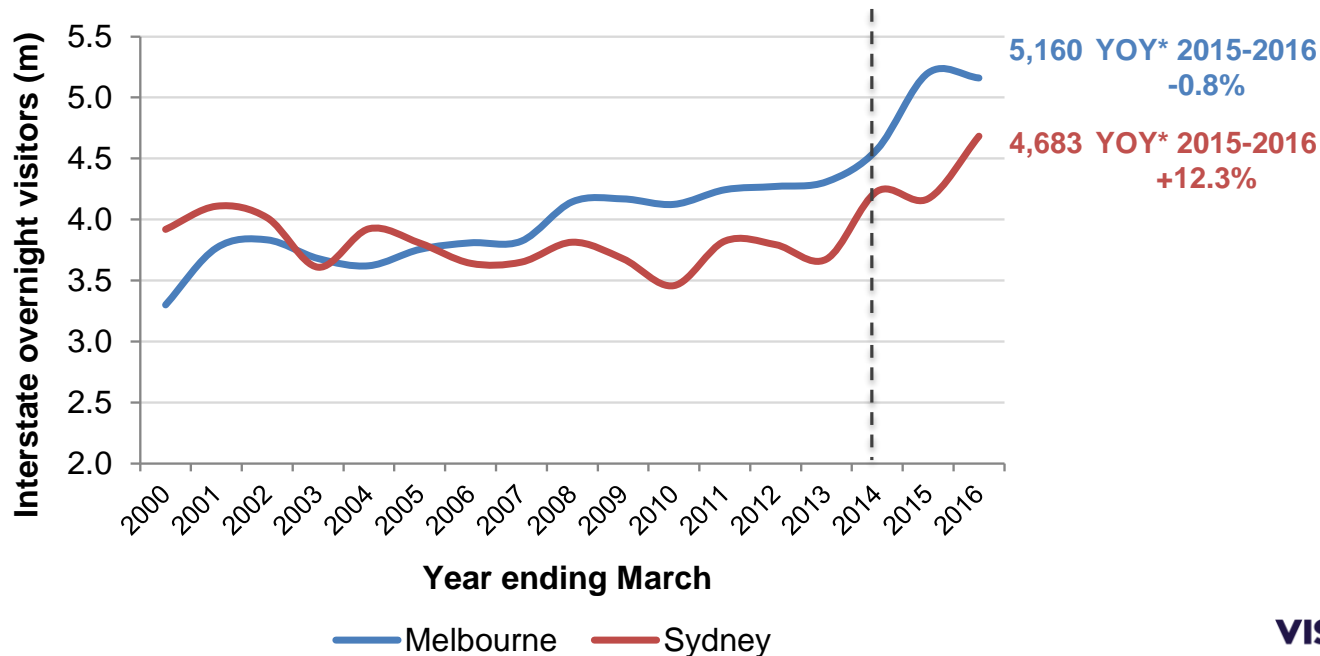
2014-15 (actual) to 2024-25 (forecast)



Source: TRA Tourism Forecast, 2015, November 2015. National Expenditure forecasts applied to Victorian June 2015 expenditure per market.  
N.B. Expenditure forecasts are real terms. Forecasts for Canada are no longer provided and is not captured in Western Hemisphere estimates.



# DOMESTIC INTERSTATE OVERNIGHT | MELB VS. SYD





# MARKETING MELBOURNE INTERSTATE

## Differentiate Brand Melbourne

- Authentic destination of choice
- Cutting edge and creative
- Gateway to compelling regional experiences
- Continue to exploit new technologies to extend brand reach and deliver platforms that allow deeper engagement
- Exploit opportunities for greater levels of personalisation using data and consumer insights
- Leverage of unique calendar of sporting, cultural and business events

# INTERNATIONAL OVERNIGHT | VIC VS OTHER STATES

% change YE March 2015/16



## ON Visitors (millions)

NSW :	3.6	+8.9%
<b>VIC :</b>	<b>2.5</b>	<b>+12.6%</b>
QLD :	2.4	+10.1%
AUS :	7.1	+8.9%



## Visitor Nights (millions)

NSW :	86.9	+10.5%
<b>VIC :</b>	<b>58.9</b>	<b>+10.9%</b>
QLD :	51.8	+6.8%
AUS :	248.5	+7.6%



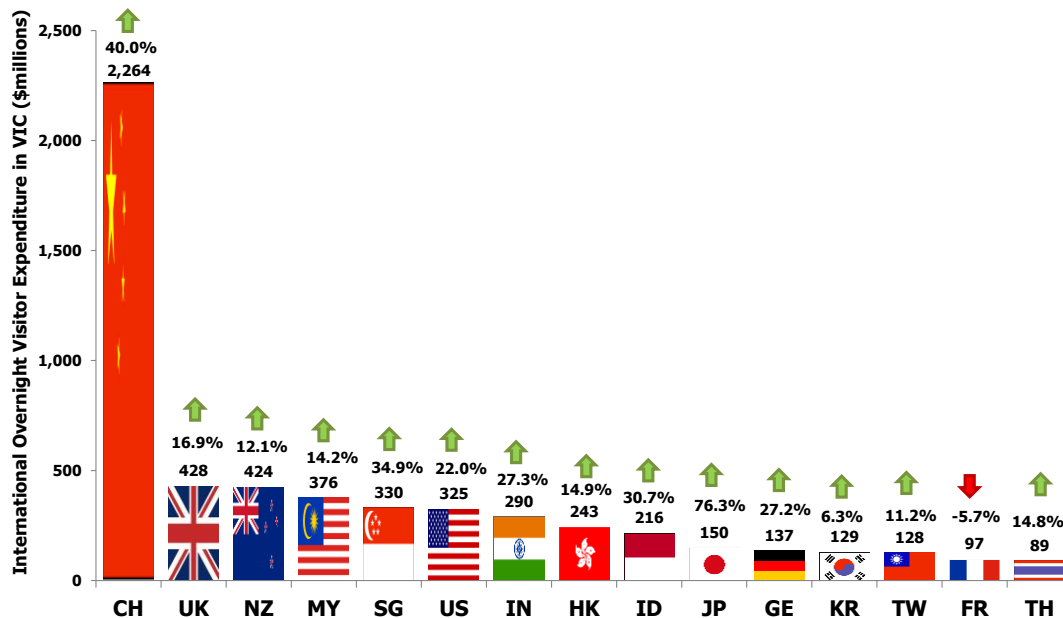
## ON Expenditure (\$ b)

NSW :	9.0	+20.1%
<b>VIC :</b>	<b>6.7</b>	<b>+23.7%</b>
QLD :	5.0	+14.8%
AUS :	25.4	+17.6%



# TOP 15 INTERNATIONAL MARKET BY SPEND

Origin market YE March 2016 (% change year-on-year)



# INTERNATIONAL MARKETING

- Balanced Portfolio of markets
- Continue to evolve the “Open Up to More” Brand campaign in China
- “Always On” approach to Content and Partnership Marketing – airlines and travel distributors
- Leverage of Tourism Australia’s Aquatic and Coastal Campaign and World’s 50 Best Restaurants Awards

# WANDER VICTORIA



# WHY INTRASTATE

- Intrastate is the largest source market for regional Victoria, however, visitation and expenditure has been **underperforming** over the long term
- Distant regions (those more than 2 hours from Melbourne) most affected
- Decline is driven by Melbourne market and is due to a range of factors including changes in travel behaviours

# KEY CONSUMER INSIGHTS

- No knowledge = no motivation to travel (2 hour barrier)
- Challenge exists with younger SINKS/DINKS
- Supply side issues: Value for money/quality of experience
- Trend toward 'slowing down' and 'disconnecting' a key opportunity for regional Victoria

## THINK 'SPARE TIME'

- SINKS/DINKS - regional Victoria competes for their spare time
- Regional Victoria is a short break proposition (holidays are interstate and overseas)
- Key competitors include:
  - Home renovations
  - Staying at home and relaxing
  - Melbourne – events, restaurants, bars and sports



## THINK 'SPARE TIME'

But, regional Victoria has a unique offering that is highly motivating.....

- Nature and natural landscapes are the key driver for travel by Melburnians
- Opportunity to **“brand” regional Victoria and educate Victorians** on what the state offers

# NATURE IS THE STAR... AND THE COMPETITIVE EDGE

## Pure Nature

Experiences in nature

Parks  
Walks  
Mountains  
Fresh Air  
Beaches

< *nature* >

## Driven by nature

Experiences where nature is the backdrop

Food and Wine  
Markets  
Breweries  
Spa and Wellbeing  
Restaurants

# TARGET AUDIENCE

- Lifestyle leaders with greatest emphasis on SINKS/DINKS in Melbourne

## SINKS/DINKS



Create emotional connection  
Establish behaviour

## Young Parents



Preserve habits  
Introduce next generation

## Mid life households



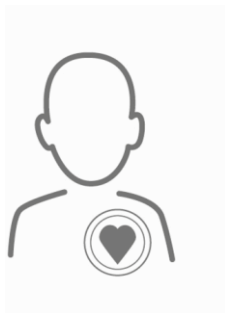
Maintain behaviour  
Encourage off-peak

## Retirees



Perpetuate behaviour

# THE TASK



**Make them  
want to go**  
build an  
emotional  
connection



**Give them  
information**  
provide curated  
content, tailored  
by lifestage



**Make it easy for  
them to purchase**  
assist the consumer  
to book/purchase

# THE ONE MESSAGE

*Regional Victoria is the ideal place for an easy, short break in nature. It allows you time to indulge your passions – to feel relaxed, enriched and invigorated*





# AD TESTING

The campaign **exceeds benchmarks** for effectiveness:

- It will **cut-through and be watched** and works with all segments with **females responding particularly well**
- Communicates Victoria's diversity and beauty and it **encourages them to 'get out there'**
- Overall positive feelings towards Regional Victoria are very high after watching the campaign
- **Intention to visit Regional Victoria after watching the campaign is high**

## KEY RESULTS AS AT 19 JULY

Films (digital channels)



10m views

#wandervictoria



18,000 97%  
mentions positive

wandervictoria.com



80,600 Victorian visits

Media coverage



\$2.2m Feb/March



# 2016-17 CAMPAIGN IMPLEMENTATION

## **28 July to 14 August**

Partnership with Melbourne International Film Festival to target SINKs/DINKs

## **28 August to 8 October**

Media buy across TV, Facebook, YouTube and SEM

Supported by Visit Victoria eDM, social and website channels and public relations

## **Next steps**

Working with RTBs to develop new cooperative program

Planning remainder of 2016-17 year

## HOW YOU CAN PARTICIPATE – WANDER VIC

- Work with Regional Tourism Boards on cooperative marketing opportunities
- Develop a ‘deal’ or ‘offer’ for [visitvictoria.com](https://visitvictoria.com)
- Use the hashtag #wandervictoria in social media posts
- Beautiful imagery and videos are more likely to be shared
- Provide topical content for distribution
- Support Visit Victoria and Regional Tourism Boards in hosting famils (visits)

# THANK YOU

[corporate.visitvictoria.com.au](https://corporate.visitvictoria.com.au)

 @visitvictoria

