

DESTINATION GIPPSLAND MARKETING *update*

2025



Destination
GIPPSLAND

DESTINATION GIPPSLAND STRATEGIC PLAN 2024-27

Generate visitor demand

(Marketing and Events)

Improve supply of visitor experiences

(Product, planning, industry development)



Our role in **THE CUSTOMER JOURNEY**



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MARKETING ELEMENTS

Core funding

WEBSITE CONTENT

Deliver over 1200 pages and 800 images of Gippsland via a responsive website with a robust search engine marketing (SEM) plan

SOCIAL MEDIA

Deliver Facebook and Instagram social media marketing, valued at over \$300k per annum

PUBLIC RELATIONS

PR pitches to drive editorial content delivery to source Melbourne market, and beyond; both nationally and to international audiences. Annual average PR value of \$20m

Direct Mail (eDM)

Compile and send newsletters aimed at driving website visitation and consideration.



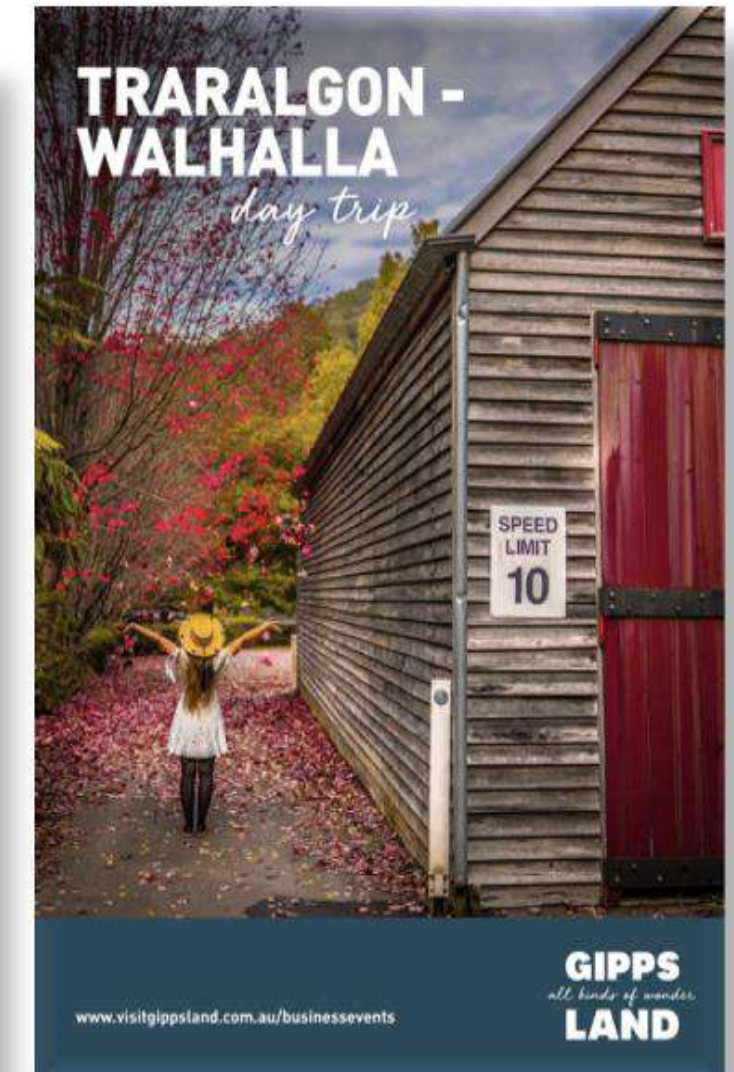
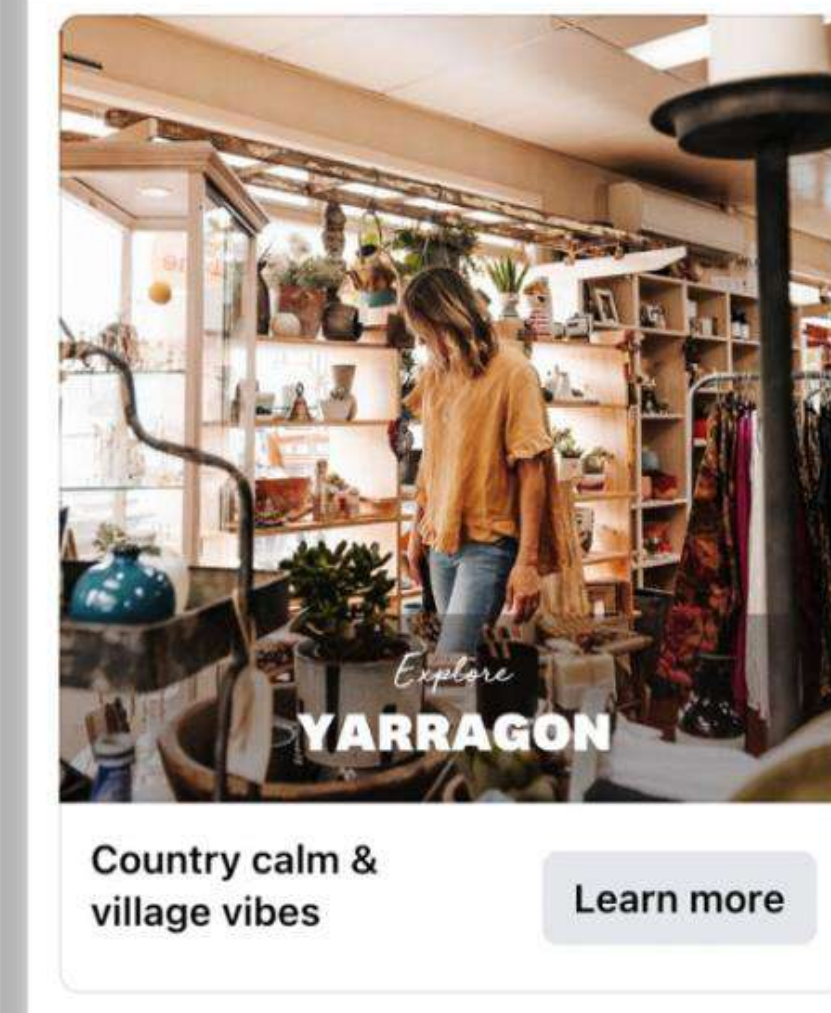
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BRAND *Gippsland*

The region's overarching visitor brand, *All Kinds of Wonder* leads the Gippsland narrative.

A robust brand, built on solid consumer research and award winning campaigns. We lead with nature PLUS for Gippsland.

The brand design is flexible, able to adapt to any platform it represents.



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MARKETING COLLABORATION



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VOD & YOUTUBE CAMPAIGN

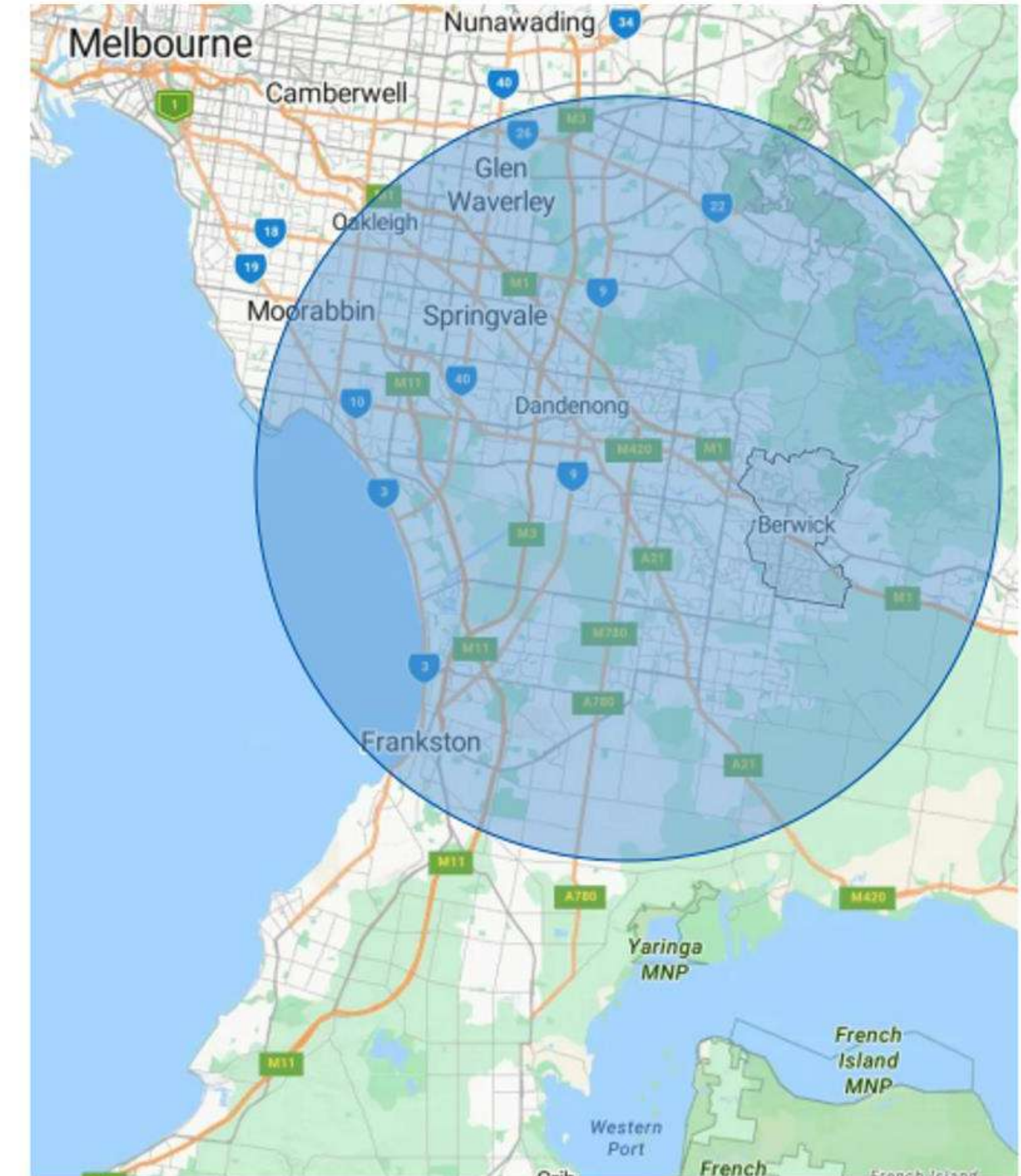
**Autumn & Winter 2025 NOW
230,000 impressions**

VIDEO ON DEMAND:

- Using 7PLUS (VOD & CTV) the campaign targeted the following segments:
 - Demographic targeting: All people 18-54
 - Geo Targeting: Southeast Melbourne
- 7PLUS March 2025 Highlights: AFL Football, 7NEWS, Australian Idol, The Chase, Sunrise, Spotlight, high rating drama and sport
- Frequency cap of 3 ads per day

YOUTUBE:

- Videos served to the target audience with the geographical overlay
- Frequency cap of 4 ads per day







SOCIAL ADVERTISING CONTENT



Visit Gippsland

Published by Sarah Barrot

19 hours ago

WIN A WEST GIPPSLAND COUNTRYSIDE ESCAPE

Discover West Gippsland's idyllic countryside, meandering hills and show-stopping gardens, just 90 minutes from Melbourne. You'll be ready for a permanent tree-change after 2 nights in country-style accommodation, a meal prepared by a Michelin-star trained chef, and the romance of the Broughton Hall gardens, complete with a picnic grazing hamper.

The prize includes:

- 2 nights' accommodation at the charming country house @stillwateratbroughtonhall in Jindivick, including a bottle of wine and daily breakfast
- A sumptuous dining experience for 2 adults at Neeri Nuff Wine Bar & Kitchen in Neerim South
- Entry for 2 adults to the spectacular garden at @broughtonhallgarden in Jindivick
- A hamper full of delicious goodies to enjoy on a garden picnic

The prize package is valued at \$1,735!

TO ENTER:

- Like this post and jump here to enter <http://www.visitgippsland.com.au/competitions...>

The competition closes Wednesday 5 February 2025 at 9:30am

Watch out for pesky spammers on social media who notify you as a winner. We will only notify winners personally by email or phone.

#visitgippsland #eatdrinkgippsland #visitvictoria #visitwestgippsland #BroughtonHall #neerinnuffwinebar #Stillwater



Visit Gippsland

Travel company

Send message



WEST GIPPSLAND'S
east end

GIPPS LAND

visitgippsland 6w

Take a road trip through West Gippsland's up-and-coming east end. It's easy to get swept away by the village charms of Yarragon... the secret is out about West Gippsland's hot spot for boutique shopping 🛍️, galleries 🎨 and eateries 🍽️. Take in the lesser-known towns of Trafalgar and Thorpdale to add some more local finds to your list.

Your route takes in boutique shops and vintage markets 🛍️, delis 🍞 and farm gates overflowing with fresh produce, a u-pick berry farm 🍓, art hubs (including an upcoming Open Studios

[View insights](#)

[Boost reel](#)

♡ 💬 📌

 231 likes

October 27



Win

LUXE GLAMP & DINE EXPERIENCE

visitgippsland • Follow

visitgippsland • LUXE GLAMP & DINE EXPERIENCE GIVEAWAY

🔥 Your chance to win a romantic glamping experience in the green heart of Gippsland, followed by an indulgent meal for two at the renowned Hogget Kitchen, valued at \$1,320!

🎁 2 nights' Supa Luxe Glamping Experience for 2 people at @miradorspringsretreat

🍷 A 4-course tasting menu for 2 people at @hogget_kitchen

TO ENTER:

👉 Like this post then click the link in our bio.

The competition closes on Friday 31 May at 6:00pm

194 likes

3 May

Log in to like or comment.



Visit Gippsland

Published by Elysa Kate

7 December at 14:00 · 🌐

Win a 2 night escape to West Gippsland's countryside, soak up the romance of the Broughton Hall gardens, plus exquisite dining from a Michelin-star trained chef. Enter now, ends soon! Valued at \$



Gardens to wander

Sign up

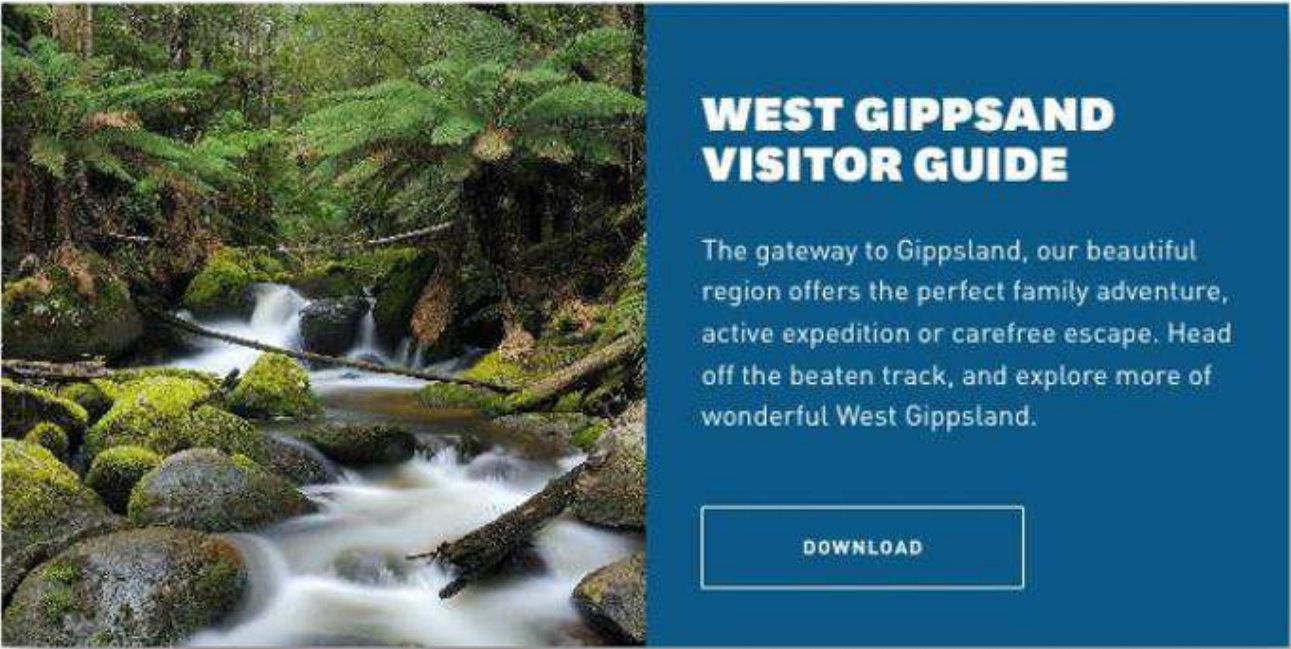
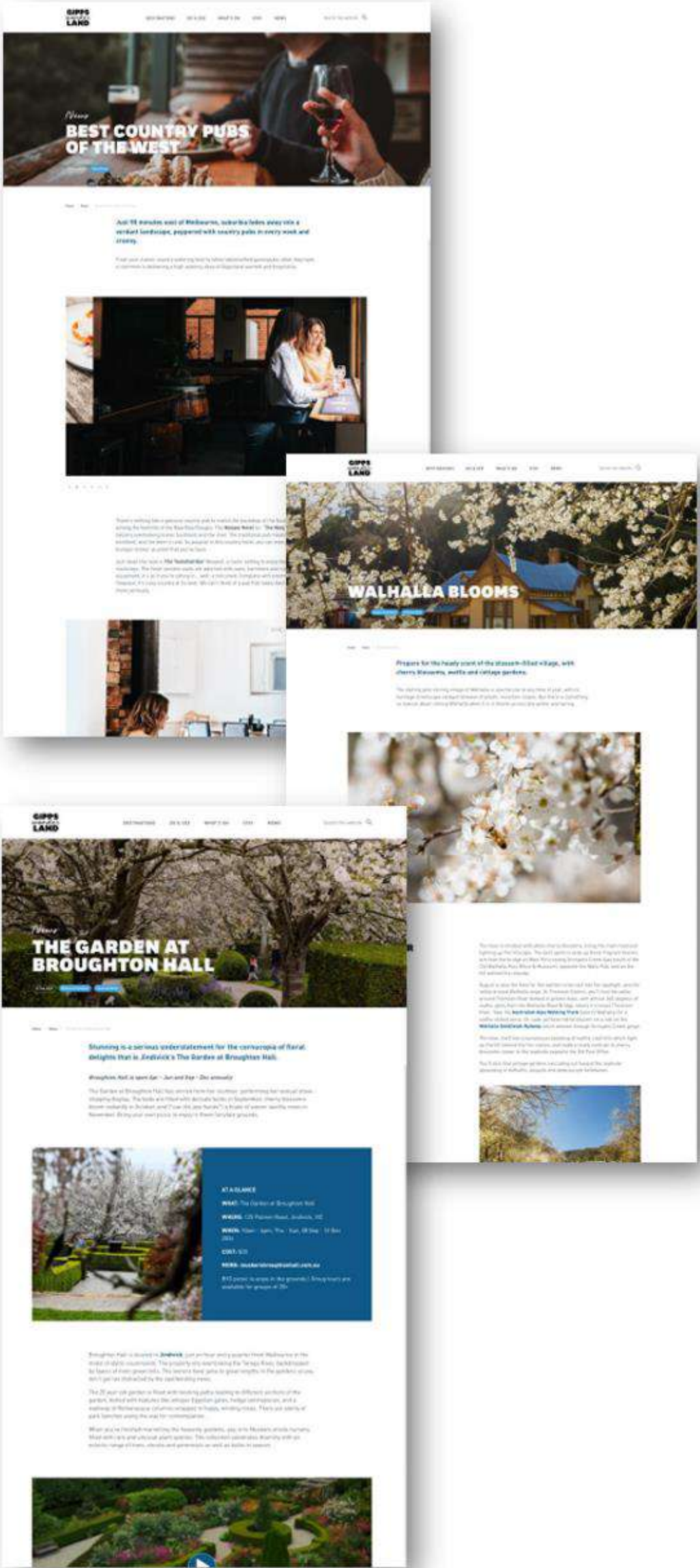
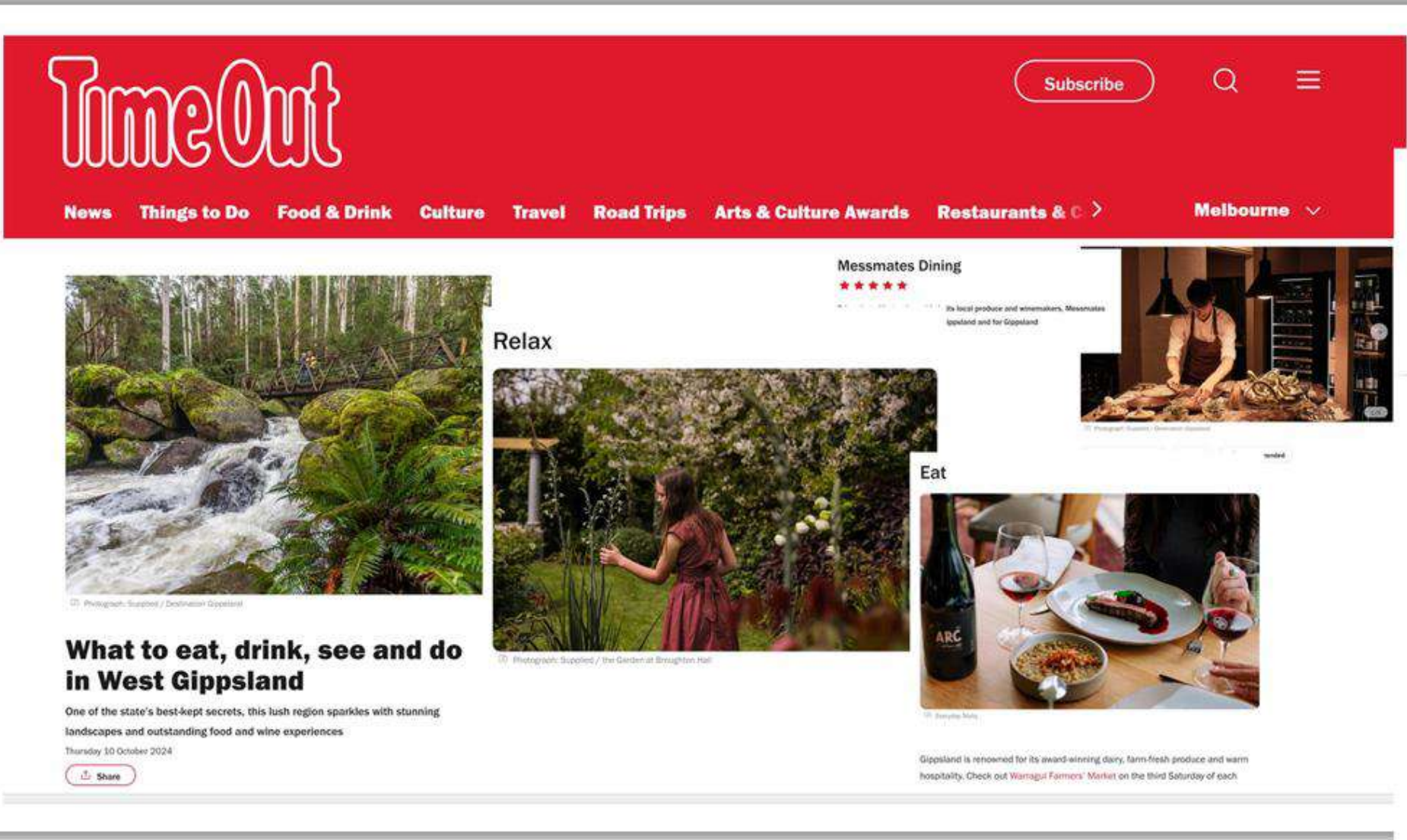


Country style accommodation

Sign up

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PARTNERSHIP ACTIVITY



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INDUSTRY PARTICIPATION



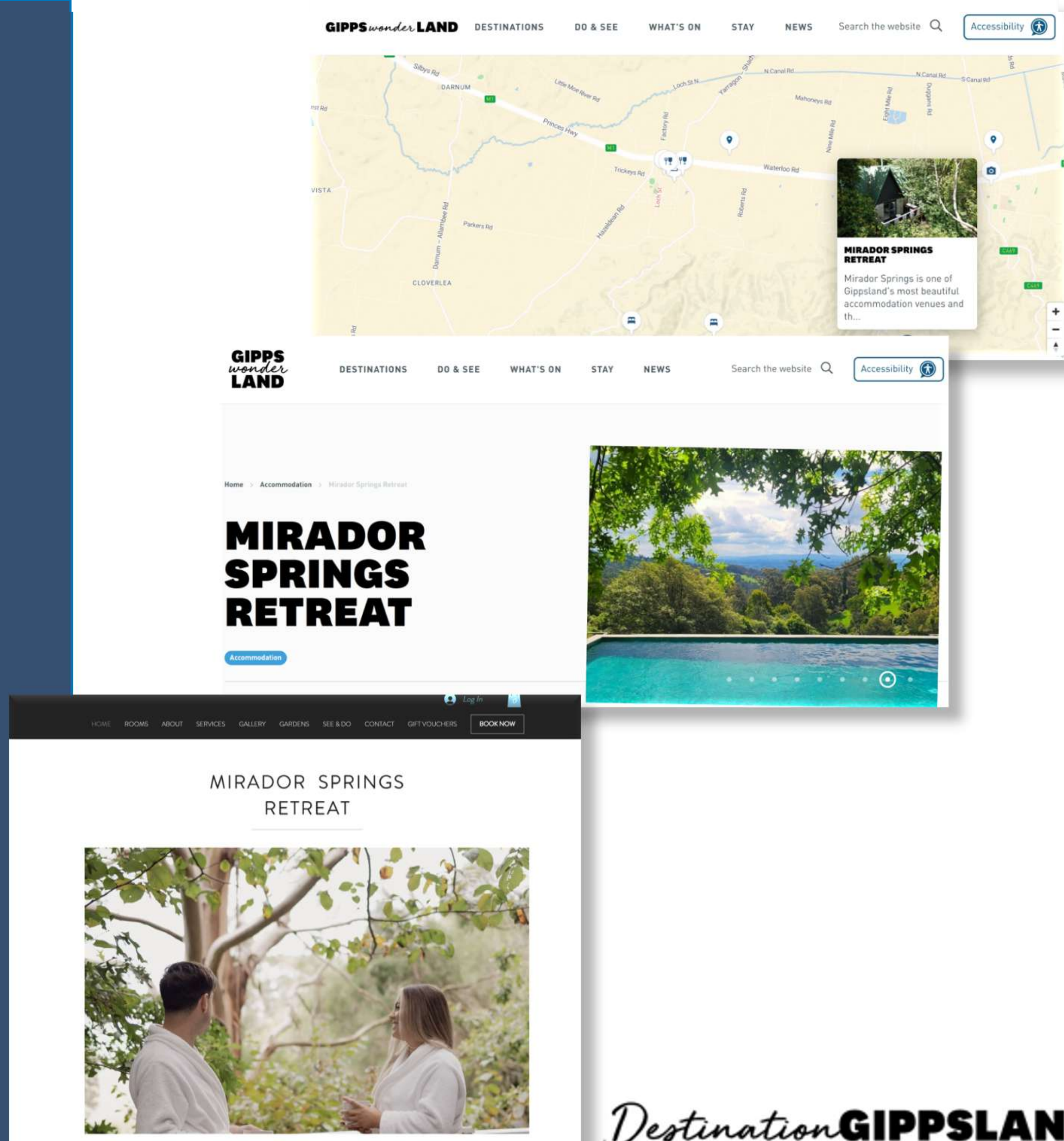
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ATDW *Listings*

Businesses who take out listings with the ATDW and appear on visitvictoria.com and visitgippsland.com.au as well as on Australia.com

If you list your business, on the visitgippsland.com.au site:

- It will appear on the map of the nearest town page (town pages attract most traffic)
- It will show on the search page by town or category
- Your business will show as a match for searches for family friendly, dog friendly and accessible if you have ticked these boxes on your listing



WHY SHOULD YOUR BUSINESS HAVE A WEB LISTING ON VISITGIPPSLAND.COM.AU?

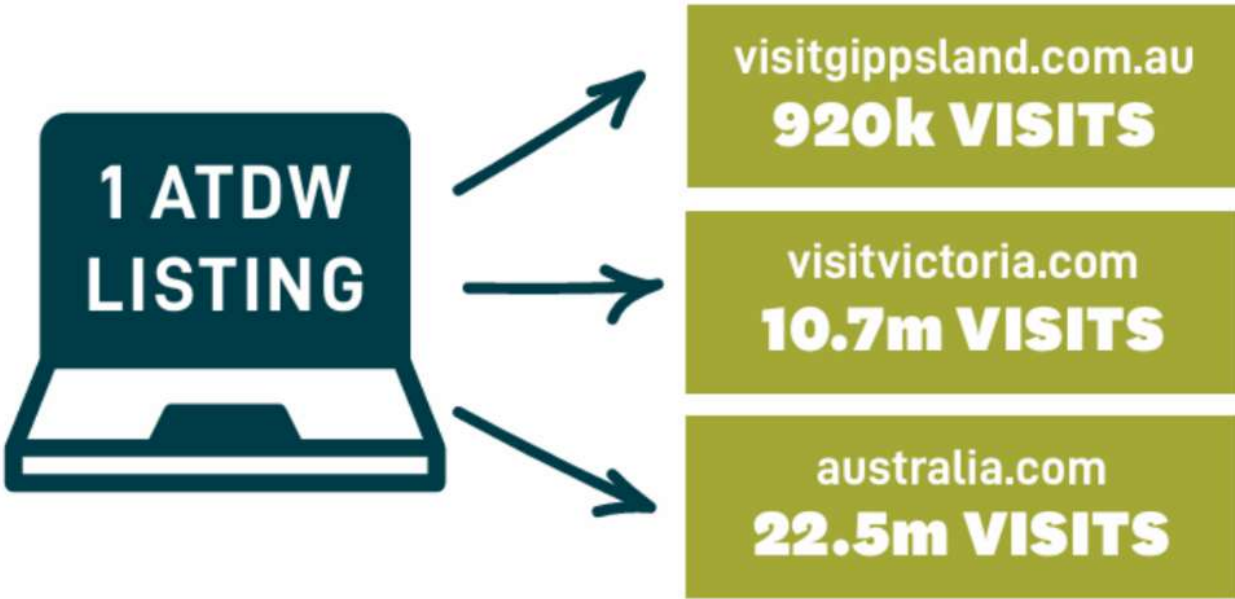
Our web listings come from a central database known as ATDW. This stands for Australian Tourism Data Warehouse and is the national, centralised platform for digital tourism marketing in Australia. If you create a listing for your tourism business with ATDW it means you have a web listing on the regional (visitgippsland.com.au), state (visitvictoria.com) and national (australia.com) tourism websites.

CREATE A LISTING >

1. INCREASE TRAFFIC TO YOUR WEBSITE
Drive leads directly to your website with no commissions or booking fees. The Visit Gippsland website is the premier place for information about our region for visitors, attracting over 920k views in 2024.



92,000 LEADS
to businesses from **visitvictoria.com** and **visitgippsland.com.au** in 2024



2. BE VISIBLE ON TOWN PAGES, THE MOST VISITED PAGES ON VISITGIPPSLAND.COM.AU
Your business will appear on a map, on the town page closest to your location. These high traffic pages generated 229k visits to our website in 2024. A user can see your business name and image on the map, then click through to your listing.



197K MAP CLICKS
to accommodation businesses, things to do and eateries in 2024

3. IMPROVE YOUR OWN WEBSITE'S SEO
Linking from external websites to your own business' website is good for your Search Engine Optimisation, meaning it improves your ranking in Google searches.



INCREASED SEO IMPACT by links from high traffic, high authority websites

4. GET YOUR PASSPORT TO BE INVOLVED IN DESTINATION GIPPSLAND ACTIVITY
By having a web listing you can be included in Destination Gippsland's promotional campaigns. Get access to discounted prices on our marketing opportunities and industry events.



5. YOUR CONTRIBUTION IS USED TO PROMOTE GIPPSLAND
Destination Gippsland is your not-for-profit tourism board. All the funds are reinvested in marketing the region.





WHAT DOES IT COST?
A business listing costs just \$295 per year, or \$120 if you're accredited with the Quality Tourism Business program. Listings are free for not-for-profit businesses.

INTERNATIONAL

Travel trade

Gippsland is:
A key part of the Sydney-Melbourne coastal touring route (SMT)

In need of more commissionable experiences

Represented at trade events worldwide and working with Tourism Australia and Visit Victoria

Australian Tourism Exchange:

Held just 2 weeks ago, Gippsland had a full appointment schedule with up to 100 buyers over 4 days. SMT also attended with an equally full schedule



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ARTIFICIAL INTELLIGENCE: AI IN TOURISM

Marketing technology is moving at high speed.

AI in a marketing sense is a type of tool or technology that can be used to automate tasks, make predictions using good data and personalise your marketing content.

AI is transforming marketing from generic campaigns to personalised experiences and data-driven decisions. Chatbots can answer tourism questions 24/7, content can adapt to the individual user and their preferences.

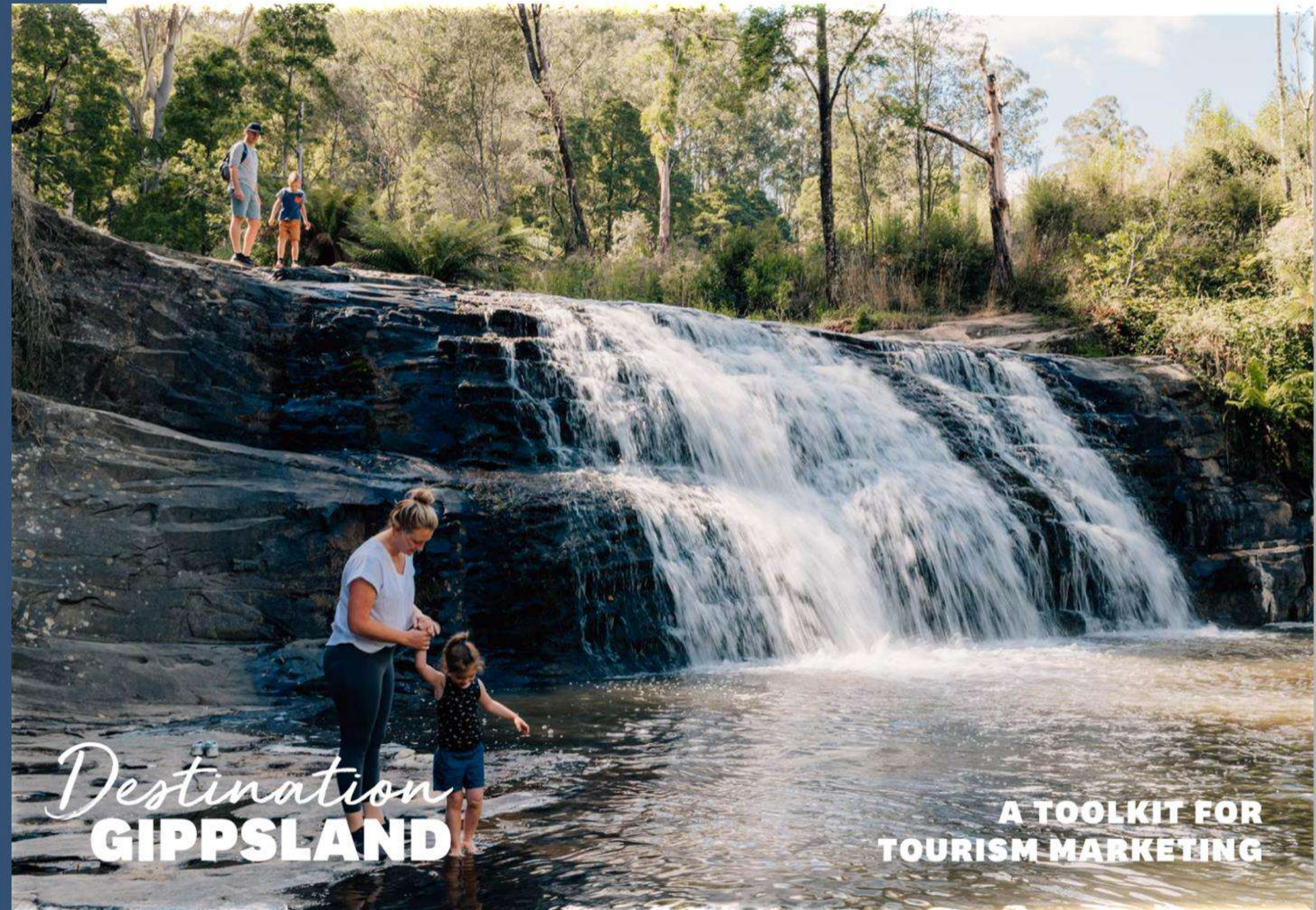
AI in tourism marketing opens up opportunities. For small tourism businesses, it's a game changer.

- Artificial intelligence is the science of making machines think like humans.
- Artificial intelligence identifies patterns or trends in data.
- It then uses those patterns to make predictions for your business.
- It then uses those predictions to make decisions that you can use in your business.

Gippsland **MARKETING TOOLKIT**

Marketing Toolkit for Industry
and Local Tourism Associations

Available at:
[Destinationgippsland.com.au](https://destinationgippsland.com.au)



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**A TOOLKIT FOR
TOURISM MARKETING**

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THANK YOU



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