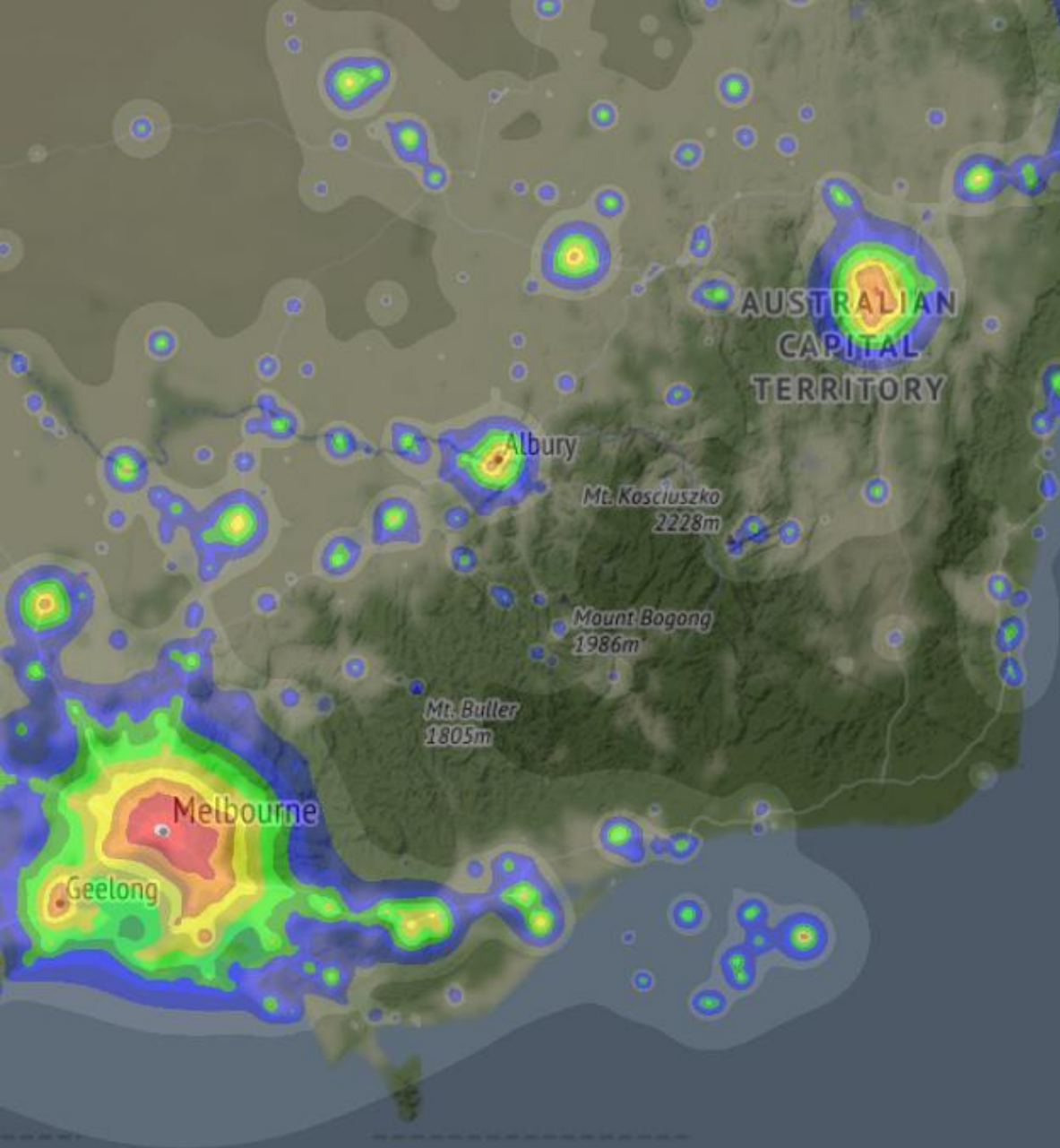




DESTINATION GIPPSLAND STARGAZING PROJECT

<https://darksitefinder.com/maps/world.htm>

*Destination***GIPPSLAND**



HOUSEKEEPING

- Please leave your videos on but mute yourself.
- Please ask questions as we go - put any questions into the chat or raise your hand.
- You'll get this presentation sent to you afterwards, as well as the Packaging workshop presentation and an accompanying Toolkit.

STARGAZING PROJECT - OVERVIEW



Milky Way over the Karlu Karlu Source: Getty Images/John White Photos https://sl.sbs.com.au/public/image/file/3dcd36bd-4d9f-45ab-b5da-ce507ab48595/crop/16x9_large



WHAT

- Astro-tourism has been adopted across a range of destinations around the world and Australia
- It has been demonstrated to drive visitation and increase spend
- Gippsland is perfect as a stargazing destination – wide open spaces, limited light pollution, stunning landscapes

Image: <https://preview.redd.it/yvlxoodsw051.jpg>



WHY

- To bring business in shoulder and off-peak seasons
- To increase overnight visitation, lengths of stay and spend
- To attract new markets to Gippsland
- To engage with First Nations' storytelling
- To develop new experiences and packages to inspire visitation

Funded by Regional Development Victoria



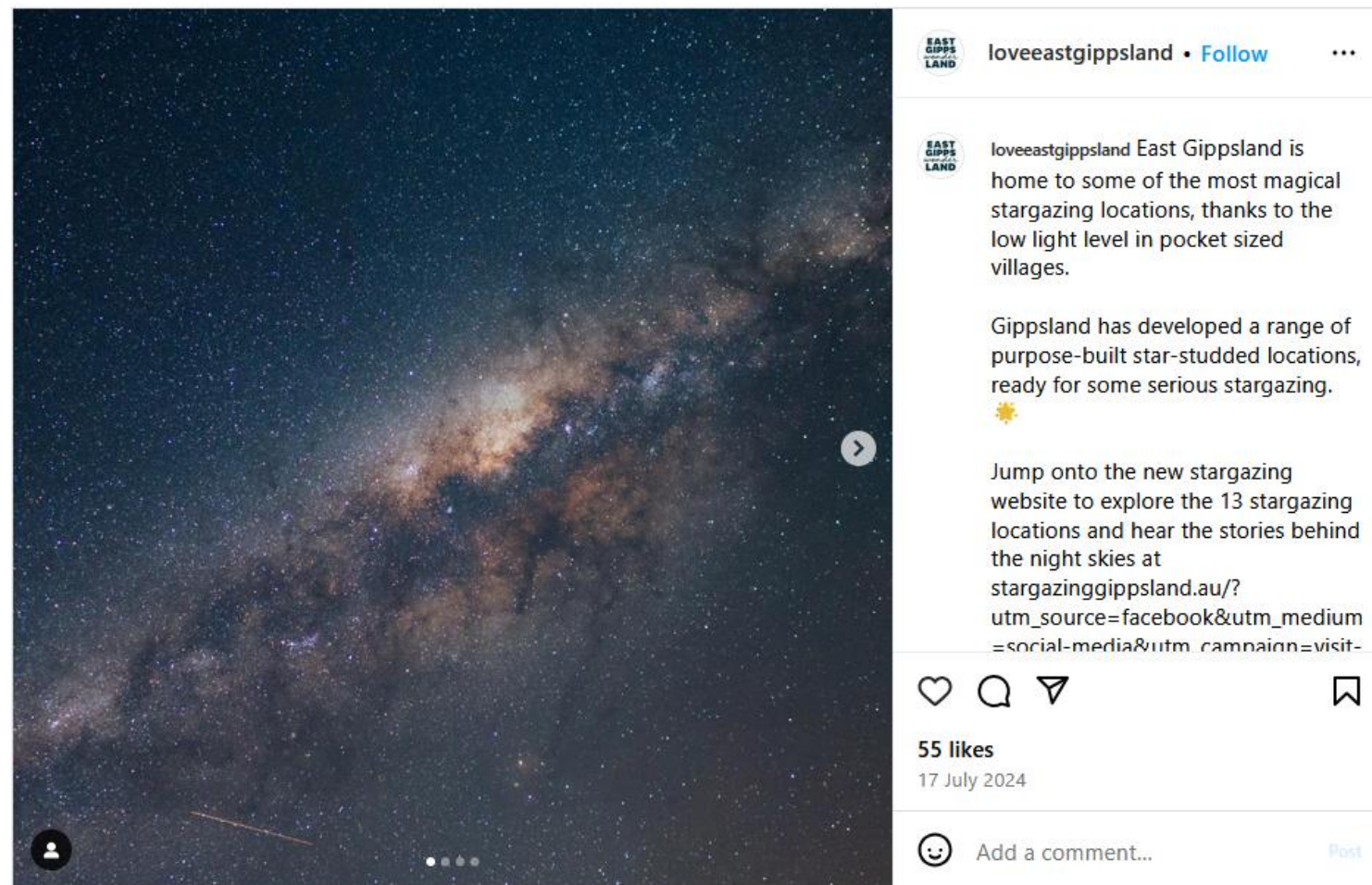
STARGAZING PROJECT INCLUSIONS

- Signage around the region with QR codes
- Campaign website stargazinggippsland.com.au, including:
 - Visitor information
 - First Nations storytelling
 - Stargazing experiences and packages
- Development and training to support the industry to get involved
- Promotional campaign in winter 2025

MARKETING

— HOW TO

- Now that you have developed some new experiences and packages, here are ways in which they can be promoted
- Is anyone willing to share a package, experience or bundle that they've created for the Stargazing Gippsland campaign?

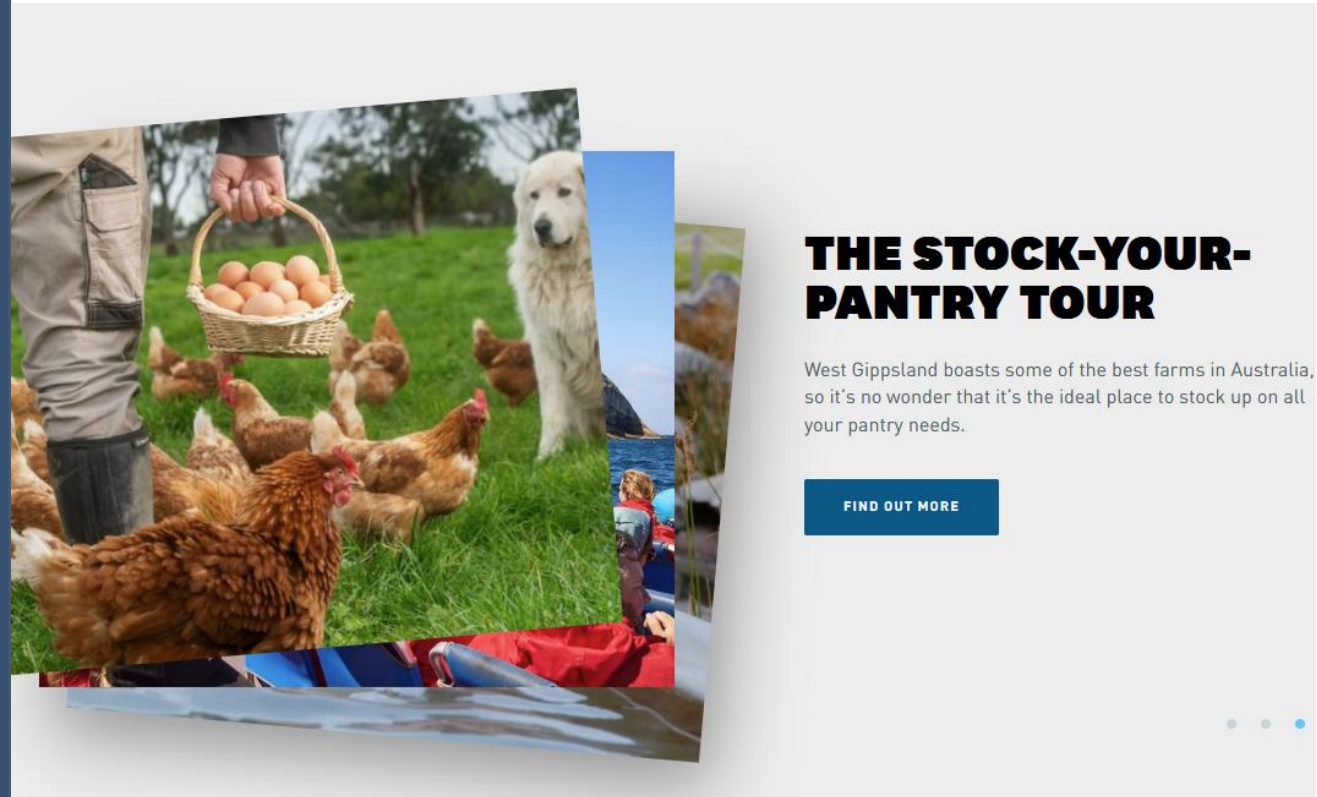


DESTINATION GIPPSLAND STARGAZING PROMOTIONAL CAMPAIGN

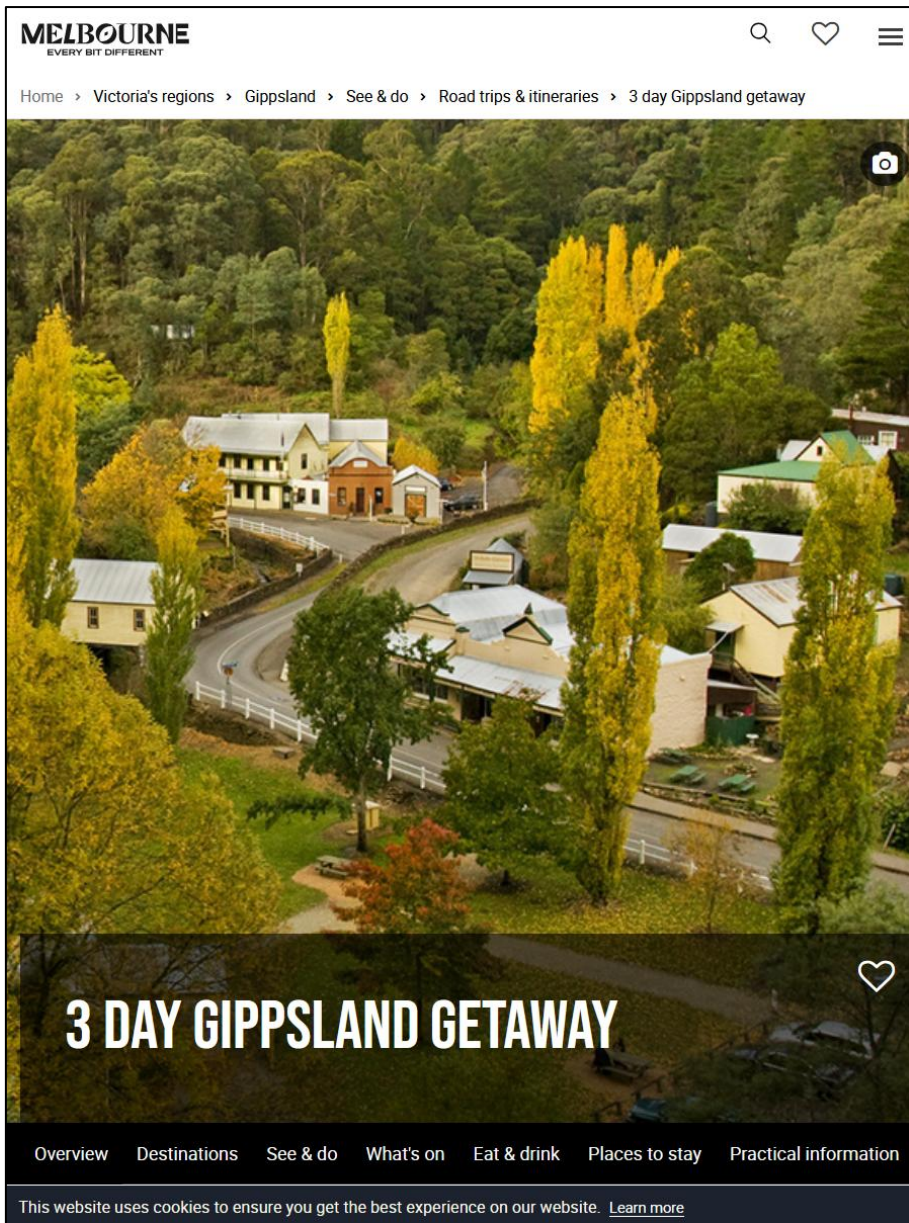
The campaign will run in July and August 2025, and include:

- Blogs
- Facebook posts
- Instagram reels
- EDM
- PR activity

Stargazing experiences will also be promoted across DG's channels ongoing



*Destination***GIPPSLAND**



INFORMATION AND ASSETS NEEDED

Package information:

- Description
- Inclusions
- Price
- Validity
- Booking information
- Website landing page address

Images

Media release

Suggested itinerary



PROMOTING YOUR PACKAGE

- Australian Tourism Data Warehouse (ATDW)
 - This is your ticket to being involved in Destination Gippsland's programs
 - Content is pulled from the ATDW to populate Destination Gippsland's website
 - Content from the ATDW is also used for Visit Victoria, Tourism Australia and other websites
 - Cost is \$295 for a year. Event listings are free, and Quality Tourism accredited businesses get a discount
 - You can list special deals and packages
 - **Pro tip** - if you put up a special deal, then set yourself a reminder to renew it once they lapse you have to create it all over again
 - <https://www.atdw-online.com.au/>

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

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](https://www.visitvictoria.com) and [visitgippsland.com.au](https://www.visitgippsland.com.au) in 2024



[visitgippsland.com.au](https://www.visitgippsland.com.au)
920k VISITS

[visitvictoria.com](https://www.visitvictoria.com)
10.7m VISITS

[australia.com](https://www.australia.com)
22.5m VISITS

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.



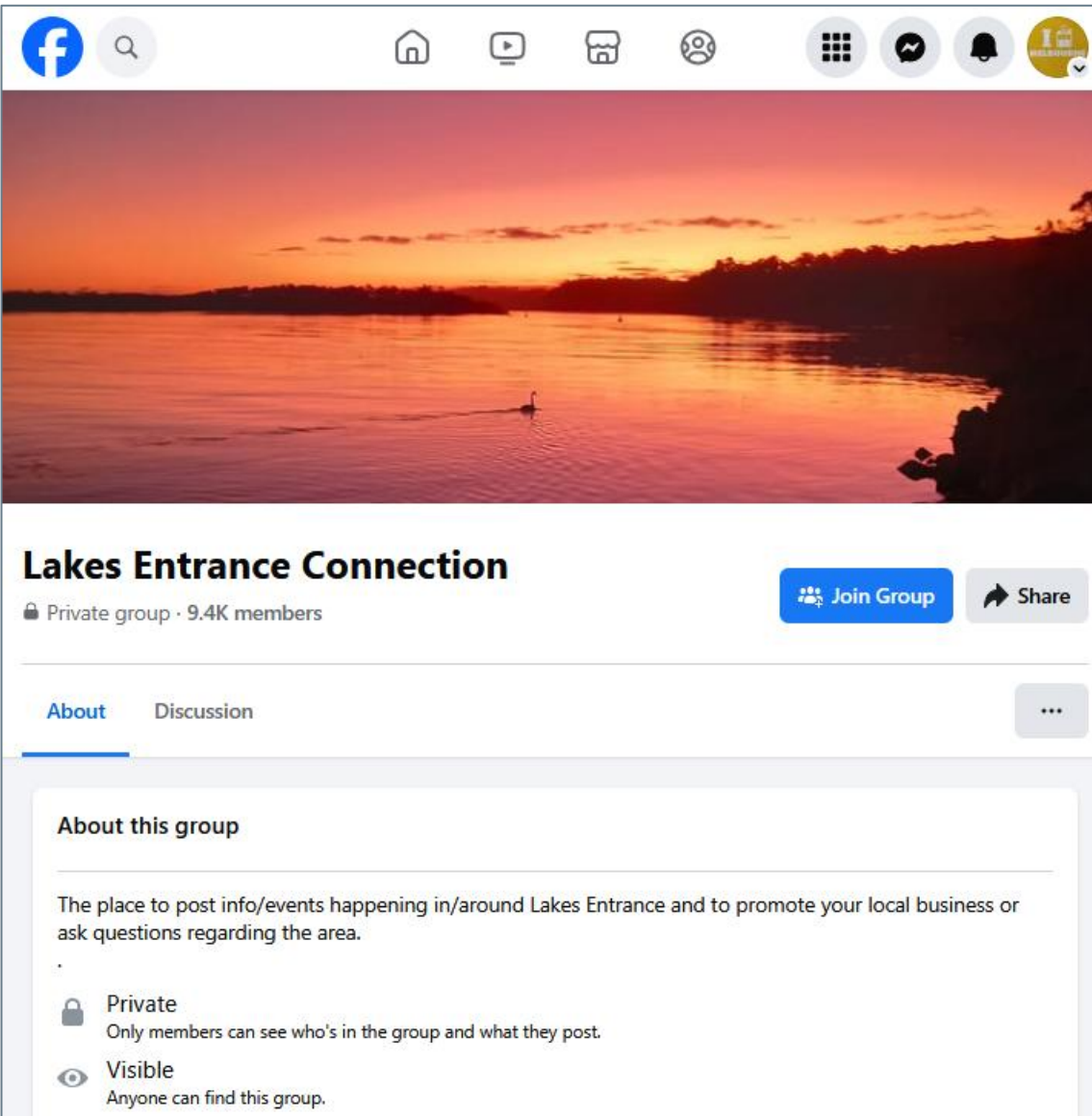
PROMOTING YOUR PACKAGE

✓ ATDW

- Destination Gippsland

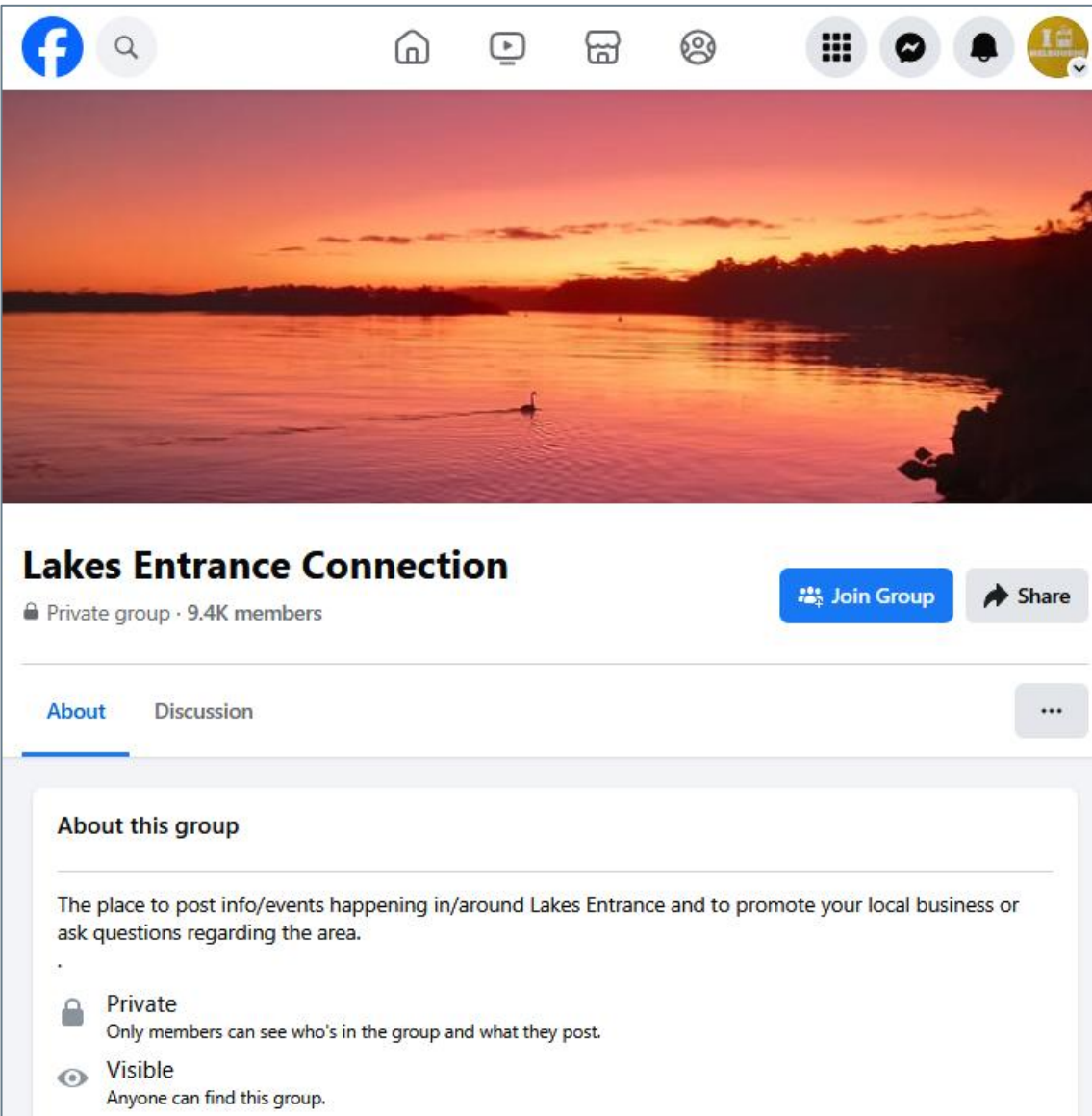
Make sure you update DG with your package! Send information to contact@destinationgippsland.com.au, including:

- Campaign package website address
- Inclusions
- Price
- Validity
- Booking information
- Images / posts for use in their socials
- Media release



PROMOTING YOUR PACKAGE

- ✓ ATDW
- ✓ Destination Gippsland
- Local promotions
 - Visitor Information Centre
 - Let your local accommodation partners know, if they're not included
 - Local news sheets, Facebook pages, school newsletters etc
 - Local radio stations and news sheets are always looking for content



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- Owned channels
 - Social media platforms
 - eDMs (electronic direct mail) / database marketing
 - Paid digital advertising – Google and/or Meta

SOCIAL MEDIA

Include DG's and Visit Victoria's social media handles to notify them of any great content you are producing

- @ Tagging users is like tapping them on the shoulder
- # A hashtag is a label for content. It helps people quickly find content on that same topic

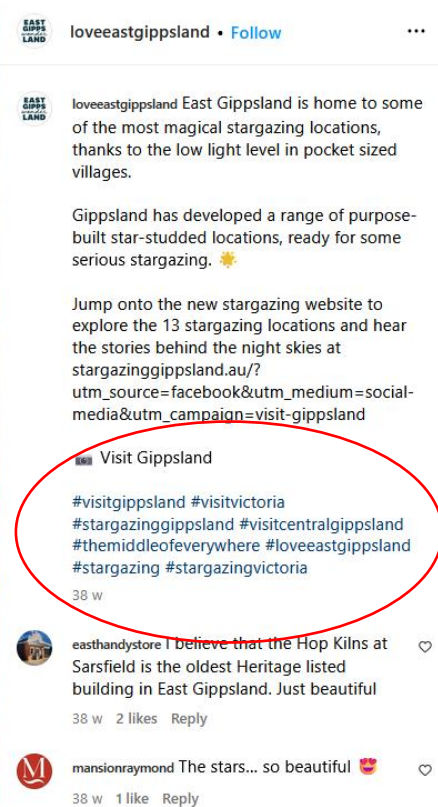
@visitmelbourne

@visitgippsland

#Gippsland #yourlocation

#stargazinggippsland

If your post is shared, make sure you join the conversation by posting comments and answering questions.



Destination **GIPPSLAND**



EVENTS GIPPSLAND – A COLLABORATIVE APPROACH

Events Gippsland targets events such as the Victorian Bowls Open, who will relocate their event from Shepparton next year. Bowls Victoria have entered a 5-year agreement jointly funded by Events Gippsland, Latrobe City Council, Traralgon Bowls Club and Morwell Bowls Club. The event will see an incredible 4000 participants and accompanying partners, visit the region to compete over 8 days at 20 bowls clubs from Sale to Drouin. The event will result in 20,000+ bed nights and return a projected \$1.15m direct economic benefit.

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 - ✓ Paid digital advertising – Google and/or Meta
- Media release

CultureLifestyle

Aus

The Guardian

Winter weekenders: 21 Australian festivals worth travelling for from May to August 2025



East Gippsland Winter festival

Friday 20 June to Sunday 20 July

Now in its fifth year, this month-long festival spans the entire East Gippsland region, combining lantern light and projections with an expansive and eccentric program of events. The full lineup will be announced in May, but highlights so far include a medieval fire festival (complete with costumes) an op-shop ball and a scarecrow-making competition.

MEDIA RELEASE

- Needs a newsworthy media angle, ie interesting, relevant, timely or novel
- Include assets to tell your story including a media release, imagery or video
- Three to four weeks lead time (or more) is preferred
- Email your media release, information and assets to:

pr@visitvictoria.com.au

contact@destinationgippsland.com.au

Take A Trip To The Galaxy At 13 Stargazing Spots Around Gippsland

Drive out of Melbourne and look up at the Milky Way and other celestial wonders at some picturesque spots around Gippsland.



NICOLE DE SOUZA - STAFF WRITER · MAY 31, 2024

SHARE THE ARTICLE



Obsessed with the night sky? When you're not chasing the [southern lights](#), or going [stargazing around Melbourne](#), take a moment to drive out to Gippsland for uninterrupted views of the cosmos. There's 13 destinations around Central and East Gippsland for you to check out the next time you feel like gazing out towards the universe. These spots, selected by **Stargazing Gippsland**, have low light pollution and offer great dark skies. Connecting them all is the storytelling of land and skies from GunaiKurnai culture.

Stargazing Gippsland

Journey from seaside towns to chilly mountain villages on your next trip to the stars. This new astro-tourism experience, also known as the Dark Skies project, has outlined 13 spots for you to explore.



Image: Shutterstock

MEDIA RELEASE TEMPLATE

MEDIA RELEASE

For immediate release

Date: [Insert Date]

[Business Name] Launches New Stargazing Experience in Gippsland

[Your Town/Region], VIC – As part of Destination Gippsland's *Stargazing Gippsland* campaign, [Business Name] is proud to launch a new celestial-inspired experience: [Name of Experience] — designed to showcase the region's breathtaking night skies and reconnect visitors with the wonders above.

Launching on [insert date], the [Name of Experience] invites guests to [brief description: e.g., "enjoy guided stargazing paired with local produce," "learn to capture the stars with an astrophotography workshop," or "relax around a campfire under a blanket of stars"].

"There's nothing quite like the skies over Gippsland," says [your name], [job title] at [business]. "We've created an experience that helps visitors slow down, look up, and connect with the land and the universe in a really special way." [Add unique highlights: e.g., Indigenous storytelling, telescope viewings, warm drinks and blankets, glamping options, or links to nature.]

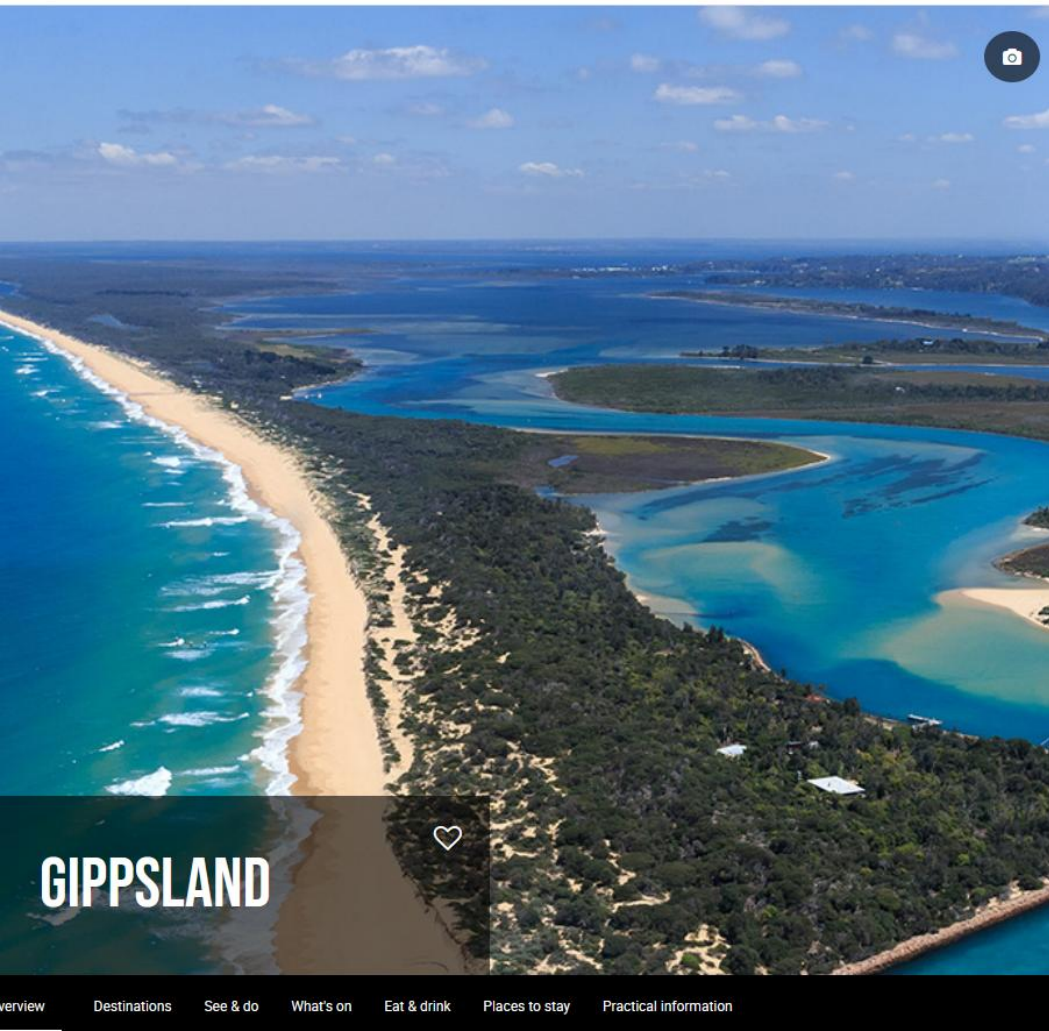
Bookings and more info

- [Name of Experience] is available [e.g. Friday and Saturday nights from April to October], with prices starting at [\$xx]. Bookings are now open via [website or contact details].
- High-res images and video content is attached.

ENDS

Media Contact:

- [Your Name]
- [Your Title]
- [Phone Number]
- [Email Address]
- [Website]



DISCOVER

Join us for the hearts start leaping bit. Grins wide. Landscape stretching even wider. Gippsland is big sky country, a feast for the senses, full of natural wonders. A special blend of sand, sun, salt spray and cool rainforests. Take your time to absorb it.

Wind along scenic drives and discover rolling vistas, from hill to valley, peak to prom. Lace up your walking shoes, legs primed for roaming. Or test the water temp in lake and sea. Drift. Then, tickle your tastebuds in restaurants, wineries, breweries, and distilleries. Breathe it in. All of it.

FIND OUT MORE

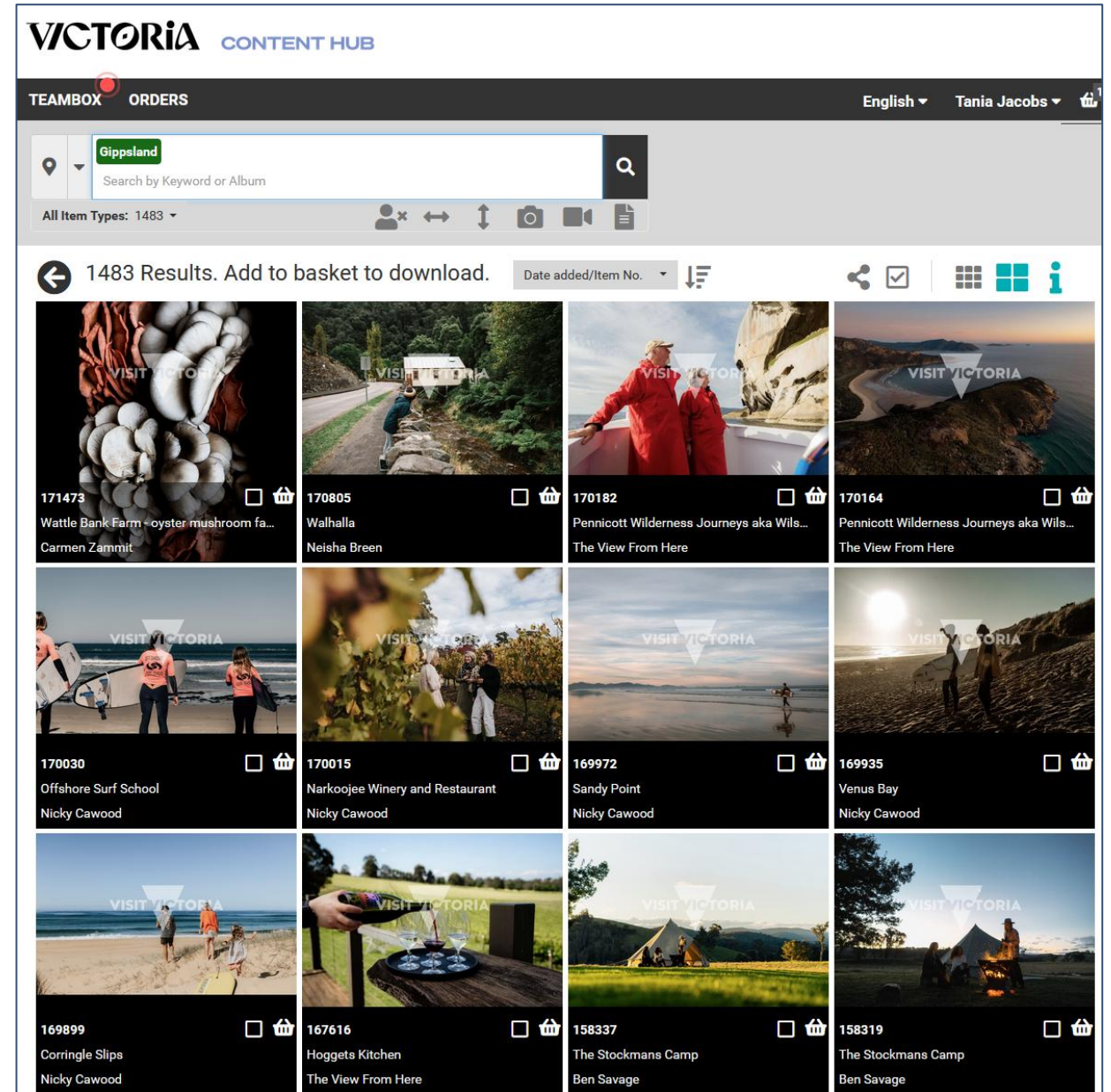
visitgippsland.com.au 

PROMOTING YOUR PACKAGE

- ✓ ATDW
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 - ✓ Let your local accom partners know, if they're not included
 - ✓ Local news sheets, Facebook pages, school newsletters etc
- ✓ Owned channels
 - ✓ Social media platforms
 - ✓ eDM
 - ✓ Paid digital advertising – Google and/or Meta
- ✓ Media release
 - Image Content Hubs – Destination Gippsland and Visit Victoria

IMAGE AND VIDEO LIBRARIES

- House images, videos and stock footage of Gippsland and Victoria
- Available to travel and lifestyle media, the tourism industry, educational institutions, event companies and government agencies.
- Make sure you provide high-quality hero images of your product.
- For Destination Gippsland, email images to:
contact@destinationgippsland.com.au
- For Visit Victoria, go to contenthub.visitvictoria.com or email content@visitvictoria.com.au



*Destination***GIPPSLAND**


[Home](#)
[Explore](#)
[What's On](#)
[Undiscovered Victoria - The Book](#)




East Gippsland's new sexy adult wine bar with a Spanish touch

 SHARE
  PIN
 


 PRINT



Words by Richard Cornish
Images supplied

Josh Thomas has one of the best palates in the state. As a teenager he was dragged around France on a cheesemaking tour by his famous uncle cheesemaker Richard Thomas. As a young man he was a private butler to the rich and famous in a stately old home in Ireland. He worked in the snow at Cilantro at Dinner Plain with legendary chefs Jimmy Campbell (ex Movida) and Nick Gardner (ex Quay) and was well known for his Spanish style feasts at his former childhood farm Rivendell, in Tambo Upper.

PROMOTING YOUR PACKAGE

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 - ✓ eDM
 - ✓ Paid digital advertising – Google and/or Meta
- ✓ Media release
- ✓ Visit Victoria Content Hub
- Events listing sites: Eventbrite, Humanitix, [One Hour Out](#)

[Home](#)[Explore](#)[What's On](#)[Undiscovered Victoria – The Book](#)[All Categories](#)[All Locations](#)[This Month](#)

May
01-31

HIGH COUNTRY
#TWOHOURSOUT

Sue Plumb: Shapeshifting

Free event



May Jun
02-09

HIGH COUNTRY
#TWOHOURSOUT

Anna Mackrell: 'A Well Structured Nature'

Free event



May
14-15

GEE LONG-BELLARINE
#LESSTHANONEHOUR

momenta

From \$20



May
14

Trivia & Parma Night

Wed 14 May

6:30pm

SHAMROCK HOTEL

The parma of your choice – just \$2

Book NOW



Phone Number
03 5422 2504



Website
www.shamrockkyn

DAYLESFORD-MACEDON
#ONEHOUROUT

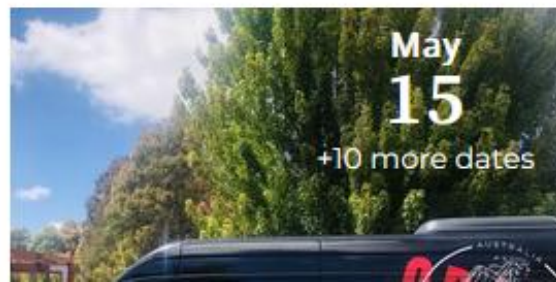
Trivia & Parma Night with Dolly!

Free event



May
15

+2 more dates



May
15

+10 more dates



May
16

+2 more dates

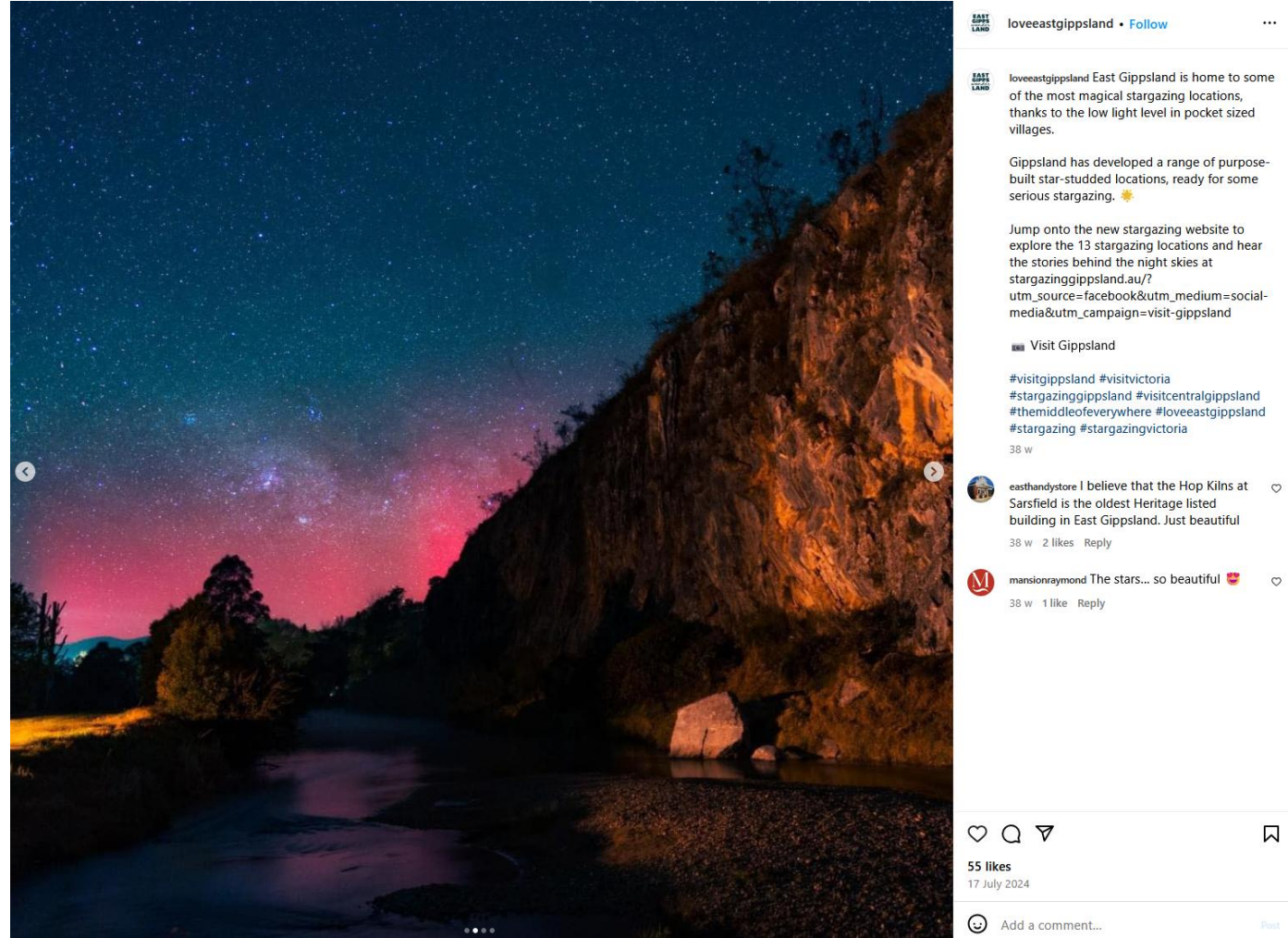


May
16

+2 more dates

TO DO CHECKLIST

- ☐ ATDW
- ☐ Destination Gippsland
- ☐ Local promotions
 - ☐ Visitor Information Centre
 - ☐ Local accom partners
 - ☐ Local news sheets, Facebook pages, school newsletters, radio station etc
- ☐ Owned channels
 - ☐ Social media platforms
 - ☐ eDMs
 - ☐ Paid digital advertising?
- ☐ Media release
- ☐ Image libraries
- ☐ Events listing websites





RESOURCES

[Destination Gippsland Dark Skies project resources:](#)

- This presentation
The Packaging Workshop presentation
- Dark Skies Toolkit

Other Destination Gippsland resources:

- [Toolkit for Tourism Marketing](#)
- [Marketing opportunities and Resources](#)

Your Destination Gippsland contact:

Janine Hayes

Industry Development Manager

jhayes@destinationgippsland.com.au

M: 0488 042 838

DESTINATION GIPPSLAND MARKETING PARTNERSHIP OPPORTUNITIES 2024 - 25



<https://assets.visitgippsland.com.au/documents/Marketing-Prospectus-2025.pdf>

*Destination***GIPPSLAND**

THANK YOU



Tania Jacobs

Ph 0457 803 982

tania@thetourismninja.com.au



Destination **GIPPSLAND**