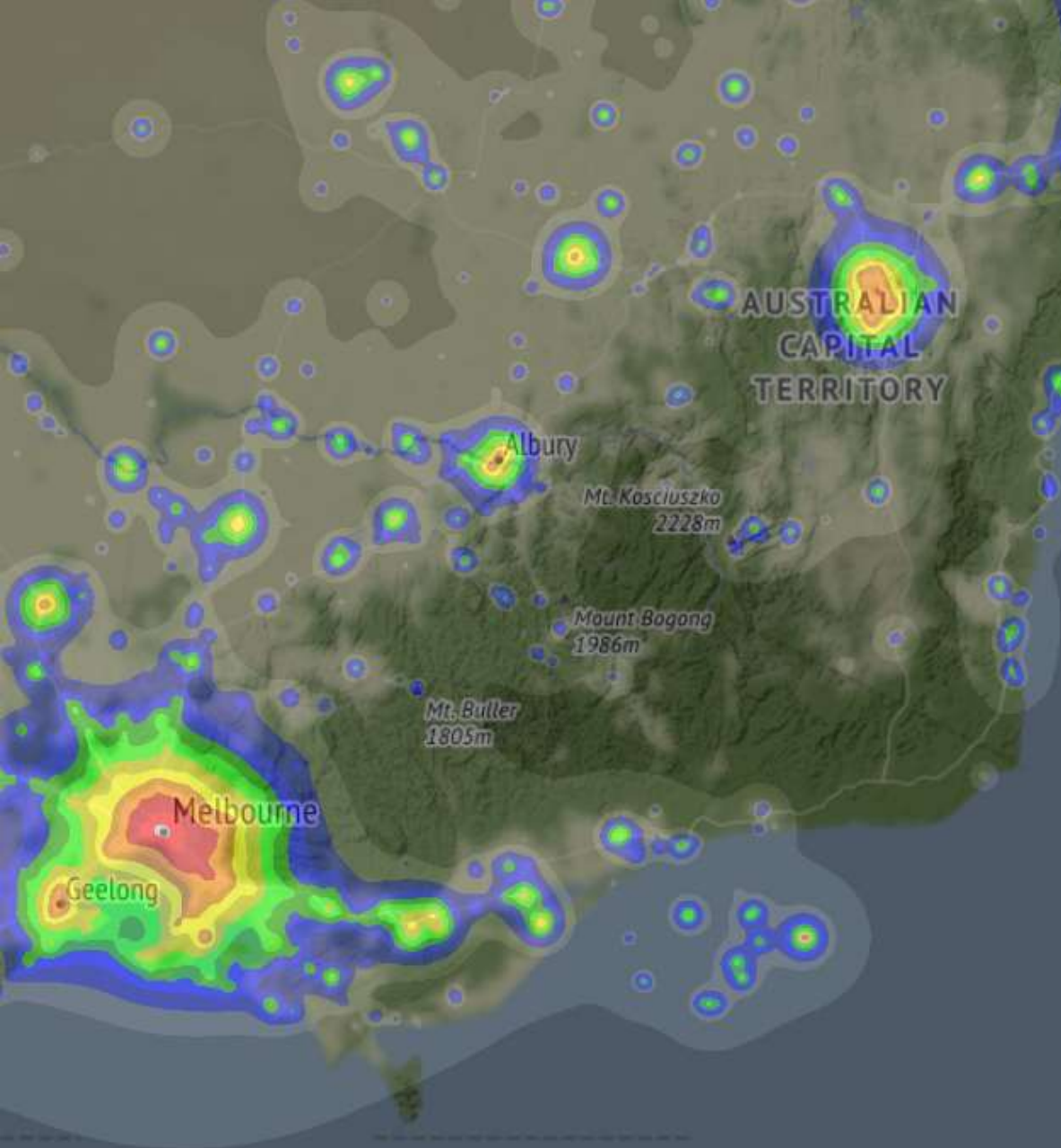




DESTINATION GIPPSLAND STARGAZING PROJECT

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

*Destination***GIPPSLAND**

HOUSEKEEPING

- Questions! Ask lots of questions.
- I'll try to avoid jargon
- You'll get this presentation as a reference document
- Supported by a Toolkit with additional resources
- Images are from Visit Victoria's Content Hub unless otherwise credited





STARGAZING CAMPAIGN PACKAGING WORKSHOP

Today's workshop will cover:

- An overview of the initiative
- Experience and package development
- The benefits of packaging and best practice packaging examples
- How to price experiences and packages
- Working with partners
- Hands-on brainstorming and packaging session

This workshop will be followed by an online workshop for promoting your packages



TANIA JACOBS

THE TOURISM NINJA

- 25+ years in the tourism industry
- Expertise in supply and demand side, regional products and touring routes
- 10 years working at Visit Victoria in Product and International Marketing teams
- Established The Tourism Ninja in 2018

Passionate about creating a successful and sustainable tourism industry



AND AROUND THE ROOM

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/yvlvoodsw051.jpg>



WHY

- To bring business in shoulder and off-peak seasons
- To increase overnight visitation, length of stay and spend
- To attract new markets to Gippsland
- To develop new experiences and packages to inspire visitation

The project has been funded through Regional Development Victoria

 TourismReview
NEWS
Respected Voice of Tourism



 TOURISM
DIRECTORY

 WEEKLY TRAVEL NEWS TOP 10'S TRAVEL NEWS TOURISM MAGAZINE PR WIRE AB

HOME > Weekly Travel News > GROWING POPULARITY OF NIGHT TOURISM

GROWING POPULARITY OF NIGHT TOURISM

Denise Chen · Apr 14, 2025 0





 Listen to this article
00:04:09



Night tourism is shaking up how we explore new places. Instead of the usual daytime bustle, more people are choosing to experience destinations when the skies darken—a fresh take on familiar sites that opens up unexpected adventures.

TRAVEL TRENDS

- Booking.com: more than 60% of travellers now lean toward nighttime activities like safaris, stargazing, and even sunset city walks
- Viator - nearly 1/3 of their top 10 experience categories are about the great outdoors
- The great outdoors is becoming a strong driver of travel, and people are choosing experiences rather than destinations
- People want to try something different and get under the skin of a destination.

<https://www.tourism-review.com/night-tourism-sector-offers-unique-experiences-news14901>



WHO

- Astronomers of all levels
- Current visitors
- Photographers
- Nature lovers / birdwatchers / walkers / hikers
- Those seeking an indigenous experience
- Aurora hunters
- School kids / education



CAMPAIGN INCLUSIONS

- Selection of 13 sites in Gippsland
- Stargazing signage
- QR codes to provide more information
- Campaign website: stargazinggippsland.com.au, including:
 - Visitor information
 - Platform for First Nations storytelling
 - Stargazing experiences and packages
- Consumer campaign in winter 2025
- Development and training to help the industry to get involved with the campaign

GIPPSLAND'S BEST SPOTS FOR STARGAZING





From AUD

A\$290.00

Duration: 6 Hours (approx.)

Location: Mannum, SA

Product code: GOLD SKY

Discover an enchanting journey in the heart of Australia's very first International Dark Sky Reserve.

Our Sunset Tour introduces you to one of the darkest places on earth within a close range of a capital city. Recordings of the Reserve regularly measure an average of 21.0 on a scale of

WAYS TO CAPITALISE ON THIS PROJECT

- Get involved in the campaign by creating a stargazing-aligned offering that can be promoted on the campaign website:
 - Themed experiences (accom / food / activity)
 - Events
 - Suggested itineraries
 - A new experience or package
 - Images, stories and other content that Destination Gippsland can use to promote you and the campaign



THE VISITOR JOURNEY

- Your experience will only be a part of a visitor's journey
- Visitors know a lot less about Gippsland than we think they do
- The further away they are, the less they know
- And anything that makes booking a holiday easier will encourage visitors



**Rottnest Island Luxe Seafood
Cruise**



Rottnest Electric Bike Tour

Take in the amazing views of the beaches and bays of Rottnest Island along this 35km eco electric bike tour.

<https://www.sealinkrottnest.com.au/tours-and-activities>

THE BENEFITS OF PACKAGING AND BUNDLING

- Packaging/bundling is a way to educate and inspire people about a destination
- Packages can show how to plan a trip to a destination, and the must-do activities
- People may never book the full package – but it gives great ideas
- Working with other businesses can significantly extend the reach of your marketing efforts
- Packages also offer a more interesting business proposition for agents who work on commission

THE BENEFITS OF PACKAGING

- Packaging can:
 - Increase bookings
 - Generate longer stays
 - Improve customer satisfaction
 - Increase your revenue
 - Drive business in off-peak seasons
 - Make a low-cost product more appealing by increasing margins



LEVERAGING THIS CAMPAIGN

- Let's look at how to create something special for this campaign
- It might become something you offer regularly, or as part of a larger destination-wide event



TYPES OF PACKAGES OR BUNDLES

- A new experience / product that you offer
- A new combination that your business offers
- A suggested itinerary
- A fully-package including other businesses



<https://www.visitgippsland.com.au/do-and-see/nature-and-wildlife/wildlife/whale-watching>

Dawn Chorus Tour



From AUD
A\$50.00

Join us on Sunday October 20th for a special event to conclude BirdLife Australia's Aussie Bird Count. This gathering welcomes everyone—from seasoned twitchers to those new to the world of birding—promising an enriching experience for anyone enchanted by the beautiful birds that inhabit the Otways.

Dawn Chorus Tour: At 6am participants will set out on a unique tour of the sanctuary, immersing themselves in the enchanting symphony of birdsong that fills the forest.

Collaborative Bird Count: Work alongside fellow enthusiasts to complete your final Aussie Bird Count survey, honing your bird identification skills and sharing your passion for nature.

Breakfast and Insights: After the tour, enjoy a light breakfast and coffee while discussing your sightings. Participants will also hear from Conservation Ecology Centres ecologist, Jesse Ellis, about her Eastern Ground Parrot research, and insights from a Wildlife Wonders staff member regarding her recent work with Swift Parrots in Tasmania.

BirdLife Australia is thrilled to support this event, and we look forward to seeing you there as we celebrate the magic of springtime birds!



A NEW EXPERIENCE

- E.g. a themed stay
- A time-specific offer
- Something aimed at a particular market segment or event
 - World Bird Day birdwatching dawn chorus tour at Wildlife Wonders
 - East Gippsland Winter Festival offerings, like Winter Solstice Eve Yin Yoga

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A NEW COMBINATION

- Make it relevant to the campaign, if you can
- Eg include telescope hire, blankets and recliner chairs, etc
- Thermos of hot chocolate!
- Great because you're in control of all elements
- Can be an easy up-sell
- Seen as providing convenience, and a service to your guests
- Improves your customer reviews
- Enables you to hide costs

<https://pomonalestate.com.au/cellar-door/>



POMONAL
ESTATE

Wine Tasting

WINE FLIGHT:

(5 glasses x 35ml): \$15

(Sparkling Riesling, Riesling, Rose, Shiraz & SV Shiraz)

Premium Wine Tasting

WINE & CHEESE FLIGHT:

(3 glasses x 60ml): \$35

(SV Riesling, SV Rose & SV Shiraz paired with Goldfields Farm House cheese, housemade quince paste, local produce & crackers)

Chocolate & Wine Tasting

WINE & CHOC FLIGHT

(5 glasses x 60ml): \$35

with hand made & hand painted chocolates by Kerrie's Kreations

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9-DAY SYDNEY MELBOURNE COASTAL ROAD TRIP

INTRODUCTION TO THE 9-DAY ROAD TRIP

The 9-day Sydney Melbourne Coastal road trip is a lengthy journey between Melbourne and Sydney. This is the ultimate coastal drive. The route offers more than just a drive—it promises an adventure filled with stunning views, seaside towns, natural encounters and diverse experiences.

The coastal road with its beautiful beaches and seaside towns offers an unforgettable trip.

More on the Sydney Melbourne Coastal Discovery Drive



BE INSPIRED BY THE 9-DAY COASTAL DRIVE

- Sink your toes into the powder-soft white sands of Hyams Beach.
- Wander with the kangaroos and wallabies who play in the surf at Peppy Beach.
- Feast on oysters fresh from the farm gate in one of the coastal villages along the Sapphire Coast.
- Explore the rich gold rush legacy of Walhalla.
- Free your spirit in the magnificent wilderness of Wilson's Promontory National Park.
- Marvel at the tenacity of the little penguins on Phillip Island.

SUGGESTED ITINERARIES

- Use suggested itineraries to show all the reasons to visit your destination
- Can demonstrate why a 3 or 4-night stay is required rather than just a weekend
- Go nuts – it needs to inspire!



TASVACATIONS 8 Night Taste Tasmania



To all our self-confessed foodies out there, this Taste Tasmania itinerary is specifically designed just for you! Emphasising the sensational produce of our island this is the perfect holiday package to indulge your senses. Premium hotel accommodation, matched with first-class gourmet day tours will leave you fully satisfied.

Your 8 Night Taste Tasmania Includes:

- 2 Nights Movenpick Hotel – Hobart
- 2 Nights Risby Cove – Strahan
- 2 Nights The Sebel Launceston – Launceston
- 1 Night Apartments on Fraser – Bicheno
- 1 Night Salamanca Suites or Salamanca Terraces – Hobart
- Ageing Barrel Wine Tour Including Lunch
- Gordon River Cruises – Premier Upper Deck Including Lunch
- Josef Chromy Wines – Let's Do Lunch Experience
- 6 Days All-Inclusive Economy Automatic Car Hire with Budget Rent a Car[^]
- National Parks Pass – Allowing Entry into Statewide Parks
- FREE Chocolate Hour at Movenpick Hotel Hobart

[^]Car hire pick up from Hobart City, prior departure to the west coast of Tasmania.

A FULL PACKAGE

- A fully costed package bookable by one (or more) partner
- It may never be booked in its entirety
- But it gives people ideas and information on how much there is to do in your area

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PRODUCT AND EXPERIENCE DEVELOPMENT

- When creating new experiences, consider:
- The campaign / context
- Needs and desires of your target market/s
- Current visitor pain points
- Your competition (including pricing)
- Seasonality
- Unique experiences ('money can't buy')
- What can you control?
- Your business needs

CONSIDER ALIGNED EXPERIENCES AND OPPORTUNITIES

- What is drawing people to this area (over the low season)?
 - Cosy winter destinations – fires, exceptional food and wine experiences
 - Beautiful scenery
 - Events
 - Nature-based experiences
 - Getting away from the city
 - Fewer people
- Some markets like SE Asia love winter destinations



<https://www.visitgippsland.com.au/do-and-see/nature-and-wildlife/wildlife/whale-watching>

SOME EXAMPLES



<https://www.ayersrockresort.com.au/stories/ultimate-outdoor-dining-experiences-in-uluru>

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river drive
motel

book



package #2 - we are family

- **3-night** accommodation in room 3 the nest (sleeps up to 4)
- a spread of locally-sourced edibles from Udder and Hoe: evening graze for 4 delivered to your room
- celebration cake or breakfast graze for 4
- bottle of Gurneys Methode Traditionelle Sparkling Cider

\$1600 special deal \$1200

[Buy Now](#)

VENTURE OUT



PADDLE & DINE - SELF GUIDED EXPERIENCE

\$85 pp in a single kayak, \$77.50 pp in a double kayak

Enjoy paddling the North Arm of the lake to Wyanga Park Winery and return (30-40mins paddle each way if paddling direct or overshoot the winery to explore more before lunch) Your package includes 4hr self-guided Single Kayak hire and lunch of your choice per person at Wyanga Park Winery. If you want to shorten your paddle or make it one-way, shuttle options are available if booked in advance. Departure times usually 10.30am or 11.30am, to return by 2.30pm or 3.30pm.

[See Wyanga Winery Menu here](#)



Wine, Dine & Bathe Package - \$450 per person* (6 guests)

Looking for an unforgettable weekend away with friends, family or colleagues? Country House Retreat has teamed up with [Private Chef Michelle Boyle](#), to bring the best of East Gippsland's food and wine to your table, plus a rejuvenating bathe at nearby [Metung Hot Springs](#). Included in this beautifully curated package are two night's accommodation at our luxury farmhouse retreat, plus a fine dining experience to enjoy and savour together! Featuring ten dishes over four courses, the bespoke banquet style [menu](#) showcases the freshest and finest local produce East Gippsland is renowned for, paired with beautiful local wines from East Gippsland winemakers. Situated just 10 minutes drive from our property, experience the benefits of bathing in geo-thermal, mineral rich waters at the Metung Hot Springs. Your bathing experience allows you to enjoy all day access to all the tranquil bathing experiences throughout Metung Hot Springs.

Your package includes:

- 2 night stay at our luxury property [Country House Retreat](#)
- Four course (ten dish) banquet style dining experience prepared and served onsite by Private Chef
- Four bottles of local wine - [Lightfoot & Sons](#), [Tambo Wine](#) & [Sarsfield Estate](#)
- Priority pass to [Metung Hot Springs](#)



A BEAUTIFUL EXAMPLE OF MAKING PLANNING EASY

- Make it relevant to the campaign, if you can
- Eg include telescope hire, blankets and recliner chairs, etc
- Thermos of hot chocolate



HOW MUCH IS AN OVERNIGHT SNOW HOLIDAY?

From \$400* pp midweek including entry

- **Book a family room** – from \$298 (Mid-Week)
- **Take a lesson** – Kids & Adults From \$110pp
- **Buy a lift pass** – Kids \$48 & Adults \$79
- **Hire your skis** – Kids & Adults From \$65
- Lunch and dinner – from \$55pp
- Enjoy a bottle of local wine – from \$22
- Catch some live **music & events** – free!

EXPERIENCE THE FIESTA

Fiesta Tram Cafe

FIND OUT MORE



BENDIGO – FRIDA KAHLO EXHIBITION

- Fiesta Bendigo –
 - Taco Trail including 20 local eateries
 - Street party
 - Cooking classes
 - Creative workshops including stencilling, pinata making, doll making or growing a paper garden inspired by Frida's work
- La Musica Tram
- Street art

INVERLOCH EQUINOX FESTIVAL

- In collaboration with the Astronomical Society of Victoria, Mornington Peninsula Astronomical Society and the Inverloch Tourism Association
- Full weekend of activities
- Wellness, night events, food and wine

<https://www.inverlochequinoxfestival.com.au/>



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LOCH SPORT

- Ran 2 events in 2023
- One for locals, one for everyone
- Really great turnout for both
- Generated accommodation and F&B revenue

Loch Sport Guided Star Tour

Loch Sport Stargazing event will begin at 6:00pm with a two-course meal at the Loch Sport Golf Club. After the meal at approximately 7:30pm experts from the Astronomical Society of Victoria will give a short presentation before providing guidance while studying the wonders of the night sky.

With a 2-course meal to start, followed by expert guides explaining the galaxy above. There will be campfires to sit around, marshmallows to toast, hot chocolate, tea & coffee. Music provided by local artists. A great evening where you will be entertained and learn about star gazing from experts.

Price Adults \$65.00 Kids 5-12 yrs \$35.00 Kids 0-4 Free.

Here are the details to book tickets for Saturday 24th of June for the second night of the Loch Sport Guided Star Tour. Eventbrite

SEA LAKE ASTRO FEST

- Run in conjunction with the Astronomical Society of Victoria and the Shire of Buloke
- 3 day festival
- Free event limited to 150 people per session
- Includes talks, kids' activities, photography sessions, themed dinner events



SEE TOOLKIT

- See the Toolkit for more information, inspiration, case studies, research and links



DEVELOPING YOUR EXPERIENCE OR PACKAGE

DESIGN

- First and foremost:
- What are your business needs?
- Do you need more weeknight bookings, longer stays, a reason for people to come back, more low season sales, or more awareness?
- Know what you're trying to achieve



WHO CAN HELP

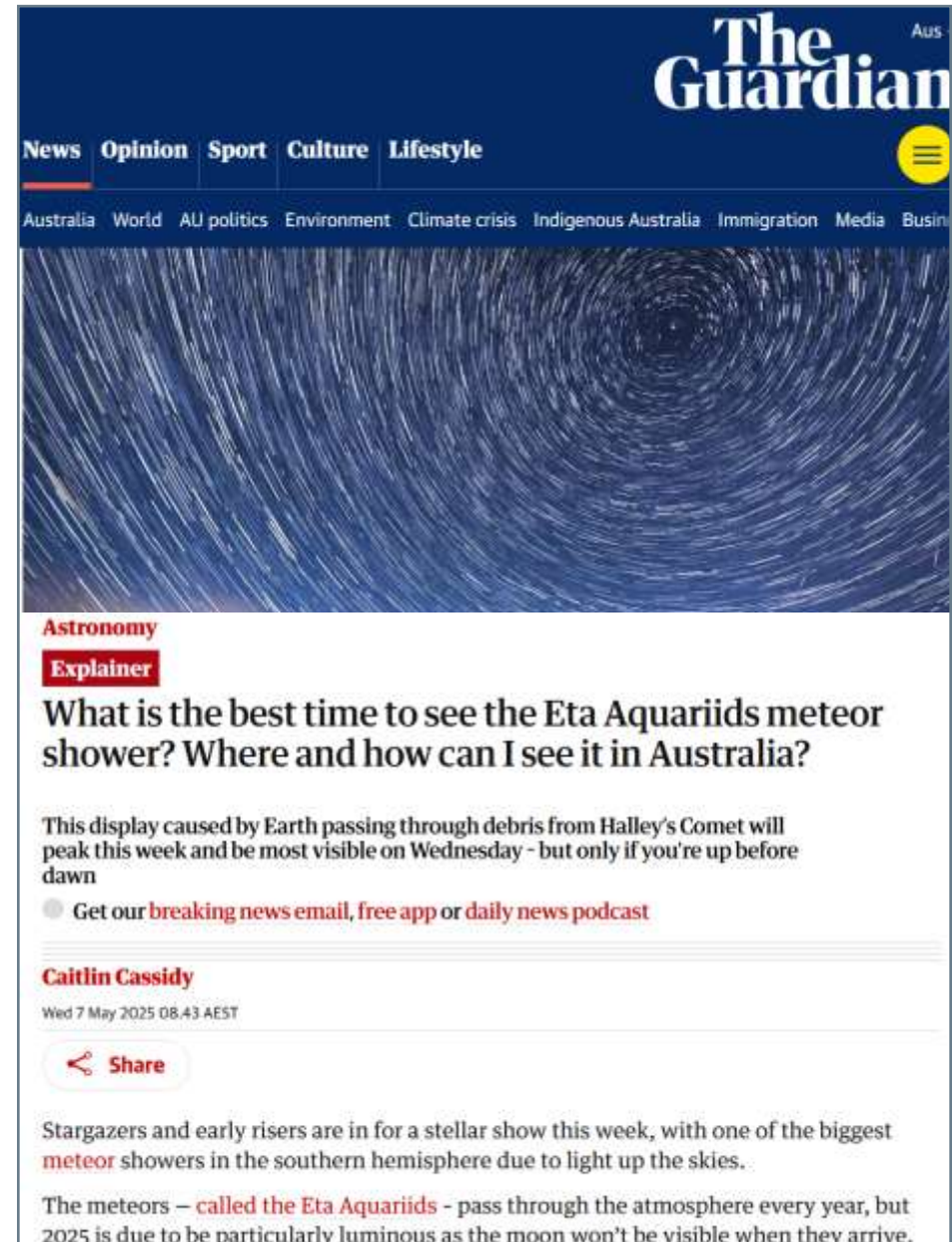
- Write down a list of businesses that can help you. They might offer an activity, a transfer or be a business in a neighbouring region.
- Can you team up with someone with a telescope? Do you offer accommodation? Can you put together dinner hampers? Can you offer a photography experience?



PACKAGE DEVELOPMENT

- Target audience
- Functional needs
- Emotional needs
- Pain points
- Money can't buy experiences
- Sales channels
- Promotional platforms
- Pricing and distribution partnerships

As follows:



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DEVELOPMENT – TARGET AUDIENCE

- Who are you targeting?
- What do they like to do?
- What are their travel patterns?
- How much time – and money – do they have?
- What other needs do they have: accessibility, pet-sitting etc
- Consider the customer journey to get insights into their needs.



DEVELOPMENT – TARGET AUDIENCE

- What are their functional needs:
 - Number of bedrooms
 - Bedding configuration
 - Where can I get dinner on arrival?
 - Opening hours
 - Cancellation policies
 - Health and safety
- And emotional needs:
 - Connection
 - Discovery
 - Freedom
 - Excitement
 - Romance

DEVELOPMENT – INCLUSIONS

Consider:

- What your target markets are seeking and their current visitor pain points
- Unique experiences or packages ('money can't buy')
- Fulfilling customer needs can be more important than discounts:
 - eg \$25 off vs dinner on arrival
 - Late check-out
 - Picnic baskets
 - Breakfast provisions

Adding in things can avoid price comparisons



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OPERATIONAL CONSIDERATIONS

- Who will take bookings?
- Who will invoice who?
- What systems make this easier?
- Staff training on packages
- Agreements (legal) between parties
- Famils - make sure that your staff are familiar with the other businesses and experiences involved





DEVELOPMENT – SALES CHANNELS

- Where can people buy this package or experience?
- Will it be sold by all partners, or will enquiries be directed to one partner?
- Will it be available through third party sellers such as travel distribution partners, RACV, Red Balloon etc?



6-Day Sydney to – Melbourne Mountain Peaks and Coastal Shores

Be Inspired Discover the hidden charms of
Canberra, Australia's unique capital city.

Take a road trip through the Snowy
Mountains. Explore the arts, culture, and
mighty Murray River in Albury...

<https://www.sydneymelbournetouring.com/itineraries/>

DEVELOPMENT – PROMOTION

- How is the package going to be promoted?
- Will there be costs, and how will these be shared?
- Who will be responsible for arranging advertising?
- How will costs be approved amongst the group?
- Who is going to create collateral (flyers, brochures, Facebook templates, Instagram posts etc), if needed?

We'll talk more about promotions in the Marketing workshop



Pinnacles Stargazing Tour and Sunset Dinner - For 2 

Departs Perth, WA

 Instant book

\$330



Blue Mountains Wine Tasting and Stargazing Tour - 90 Minutes 

Megalong Valley, NSW

 Instant book

\$135

DEVELOPMENT – PRICING

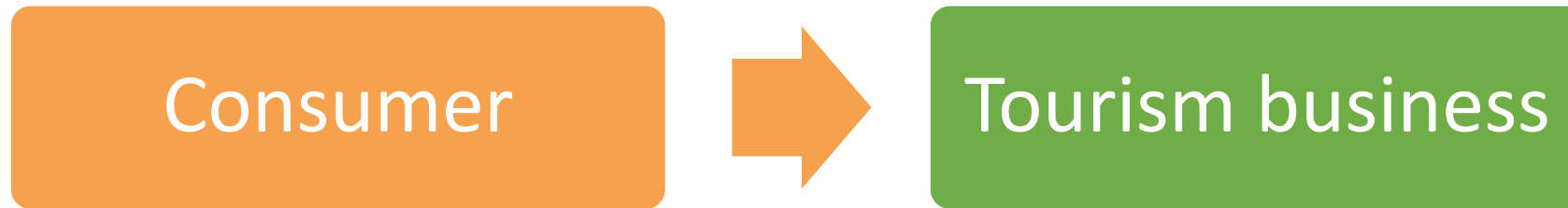
- What will it cost you to deliver the package/experience?
- How much will it be sold for?
- What perception of quality do you want to create?
- What are competitors charging?
- What margin do you want to make?
- Do you want to build in commissions so it can be sold through distribution partners?

WORKING WITH PARTNERS – THE TOURISM DISTRIBUTION CHAIN



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DIRECT BUSINESS



- Direct business is preferred
- But it's limited to our own reach
- It's expensive to reach consumers directly. The further away they are, the more expensive...
- And it's sometimes too late to reach people when they are already in our region
- To expand your reach, you can work with distribution partners who will sell your experiences for you

PARTNERS

Distribution partners you may already be working with...

- Airbnb
- Red Balloon
- RACV / Club Connect
- Booking.com
- Viator / Tripadvisor
- helloworld
- Riparide

There are different levels of tourism onsellers, some that sell to each other



[Book an Escape](#)[About](#)[Gift Vouchers](#)[Become a Host](#)



Gippsland

About Gippsland

Best known for its tiny towns, national parks, pristine beaches and impressive lakes, Gippsland is a huge, diverse region brimming with natural beauty. Wilsons Promontory is home to a great deal of it, with walking tracks woven through its rugged wilderness leading you to popular spots including Squeaky Beach, Whisky Bay, The Big Drift, Mt Oberon Summit and Mt Bishop. One of the best ways to experience The Prom is to hike and camp overnight, or you can take an easy day trip from the nearby towns of Yanakie, Walkerville, Sandy Point and Fish Creek. Beyond Wilsons Prom, the tranquil East Gippsland Lakes system boasts Australl...

[+ Show More](#)

Explore Gippsland



Story by Lisa

The Tiny @ Tarcoola
Tyghem North, VIC • Sleeps 2
100% Recommended

\$240 per night



Story by Matthew

The Cave House
Crosswies, VIC • Sleeps 4
97% Recommended

\$290 per night



Story by Lisa

The Cottage at Mirador Springs
Trahlgar South, VIC • Sleeps 2
98% Recommended

\$385 per night

Destination **GIPPSLAND**

Yeti Rambler 36 oz Bottle with Chug Cap

★★★★★ (17K)

Details

Reviews

Shops



 Macpac AU YETI Rambler Bottle - 36 oz Colour: Alpine Yellow \$10 delivery	\$69.95
 tentworld.com.au Yeti Rambler 36oz Bottle w/ Chug Cap	\$69.95
 bcf.com.au YETI Rambler Bottle with Chug Cap 1L Black	\$69.95
 YETI Australia 36 oz Bottle with Chug Cap (1L) Free delivery	\$69.95

RATE PARITY – NETT RATES AND COMMISSIONS

- Each distribution partner makes some sort of margin on what they sell

But (in theory)

- A consumer should be able to purchase a product at the same price regardless of where they buy it

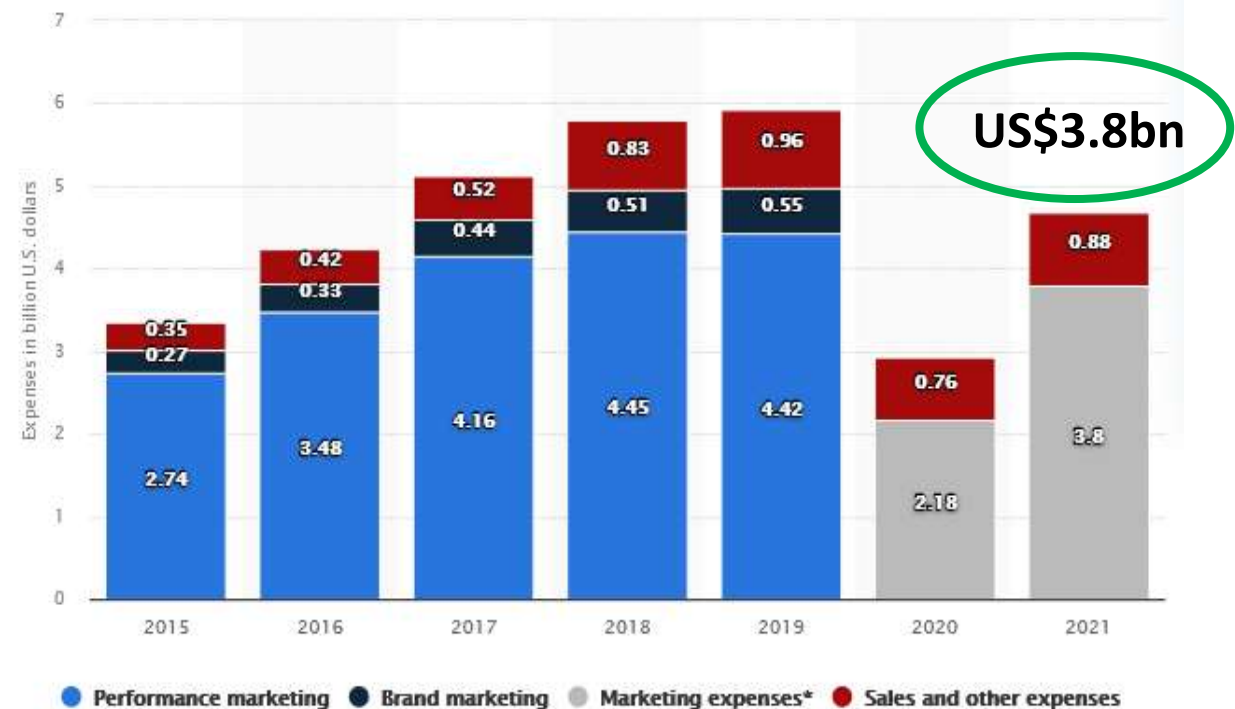
Therefore

- You need to price your experience or package so that these 'distribution costs' are built in

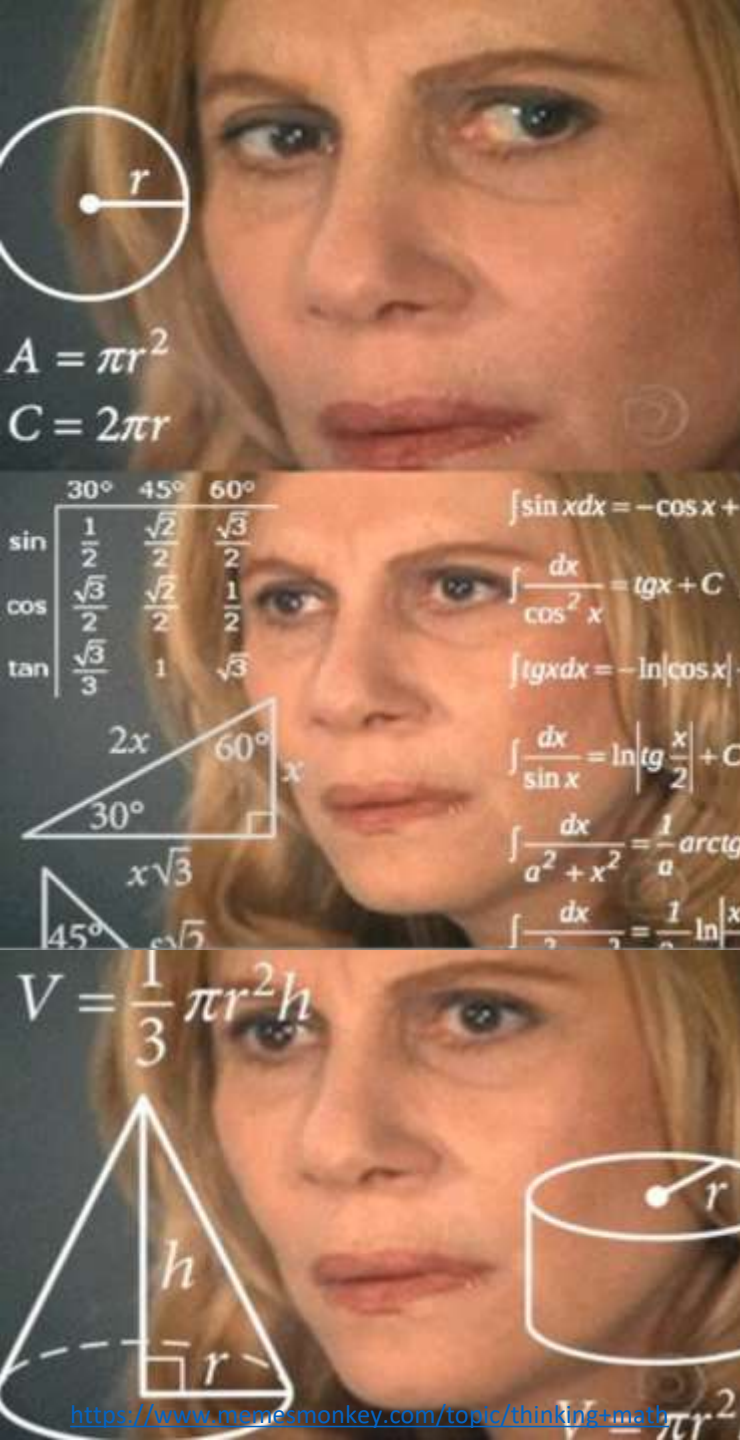
KEEP IN MIND

- Partnerships hugely increase your reach without you leaving home
- Some people will always book direct. So you won't always pay a commission
- Consider it a marketing cost, not a discount, that ...
- You only pay if a booking is actually made, not like advertising

Sales and marketing expenses of Booking Holdings worldwide from 2015 to 2021 (in billion U.S. dollars)



<https://www.statista.com/statistics/225474/booking-holdings-operating-expenses/>



PRICING TEMPLATES

- You can't just add margins on top of your own retail price
- Therefore packages need to have this margin costed in
- Start with your nett costs and then work up
- Remember all agents work on a percentage, so don't be afraid of expensive packages!
- Pricing can be per person or per package
 - see following for examples of both

Package costing sheet – <u>per person</u>			
Business issue	Want to be involved in the Gippsland Stargazing Festival and want midweek business		
UVPs	Dog friendly adult retreat		
	Workspace overlooking stunning views with excellent wifi		
	Have an elevated lawn area with clear views of the sky		
Package name	“Gippsland Stars!” – showcasing Gippsland’s finest food, wine, accom and night skies		
Description	Work from ‘home’ this week and experience all of Gippsland’s stars		
Min numbers	2	Max numbers	2
Conditions	Available Mon – Thur nights only		
Inclusions			Nett cost pp
2 nights accom twin share (pp)			\$135.00
Platter of local produce on arrival (pp)			\$30.00
Bottle of local wine on arrival (pp)			\$20.00
Stargazing experience (deckchair, rug, thermos of hot chocolate, star map, binoculars)			\$20.00
Breakfast baskets x 2			\$20.00
TOTAL NETT COST PER PERSON			\$225.00
MARGIN (in this case, 33.34% to factor in 25% commissions)			\$75.00
GROSS COST PER PERSON (nett plus margin)			\$300.00
ADVERTISED RETAIL COST PER PERSON			\$299.00

Package costing sheet - <u>per package</u>	
Business issue	Need to increase midweek yield
UVPs	Have an astronomy expert available and access to a telescope
	Have a liquor licence / can provide alcohol
Package name	Private wine and food matching with the stars!
Description	Explore the stars with your private astronomy guide, accompanied by a wine and food matching experience
Numbers	Minimum 4, maximum 10
Conditions	Prebookings required. Not available on public holidays
Inclusions	Total nett cost per package
Astronomy expert (90 mins)	\$150.00
Use of telescope	\$60.00
Local produce antipasto platter	\$80.00
Local wines (4 bottles x \$25 a bottle)	\$100.00
TOTAL NETT COST PER PACKAGE	\$390.00
MARGIN (eg 20% profit margin)	\$78.00
GROSS COST PER PACKAGE	\$468.00
ADVERTISED RETAIL COST PER PERSON	\$ 125.00

Work out the total nett cost for the package, regardless of the number of people

Decide on the margin you want to make

Nett cost + margin = total gross cost

Divide by min numbers for the per person cost

NOW IT'S YOUR TURN

- Join with others if you wish
- Start with the business needs you want to address
- Create a package / experience
- Be creative!
- Use pricing plan templates provided (make up prices if you need to)
- Be prepared to present your ideas to the group

Package costing sheet - per person				
Business issue				Fill in these boxes.
Target market/s				
Package name				
Description				
Min numbers		Max numbers		
Conditions				
Inclusions			Nett cost pp	Put in inclusions and costs. Add lines as necessary
TOTAL NETT COST PER PERSON			\$ -	Double check that this is capturing all costs from the above lines
MARGIN (add 33.34% to factor in 25% margin / commission)			\$ -	
GROSS COST PER PERSON			\$ -	Input your advertised cost here
ADVERTISED RETAIL COST PER PERSON				



PACKAGE PRESENTATIONS



DESTINATION GIPPSLAND MARKETING CAMPAIGN

- Will be taking place in July / August
- Make sure you have your assets to them in good time
- Other marketing opportunities throughout the year
- Your Destination Gippsland contact:
Janine Hayes
Industry Development Manager
jhayes@destinationgippsland.com.au
M: 0488 042 838



RESOURCES

- This presentation
- Dark Skies Toolkit
- [Tourism Tribe article on creating great packages](#)
- Visit Gippsland's [Toolkit for Tourism Marketing](#)
- Make sure you have an [ATDW](#) listing

Next - an online workshop to help you promote your packages and experiences:

- 14 May 2025 from 6-7pm
- 21 May 2025 from 6-7pm

THANK YOU

Keep in touch:



Tania Jacobs

Ph 0457 803 982

tania@thetourismninja.com.au



Destination **GIPPSLAND**