

DESTINATION GIPPSLAND MARKETING update



Destination
GIPPSLAND

DESTINATION GIPPSLAND STRATEGIC PLAN 2024-27

Generate visitor demand

(Marketing and Events)

Improve supply of visitor experiences

(Product, planning, industry development)



*Destination***GIPPSLAND**

Our role in **THE CUSTOMER JOURNEY**



Destination
GIPPSLAND

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.



Destination
GIPPSLAND

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.



Destination **GIPPSLAND**

INDUSTRY PARTICIPATION



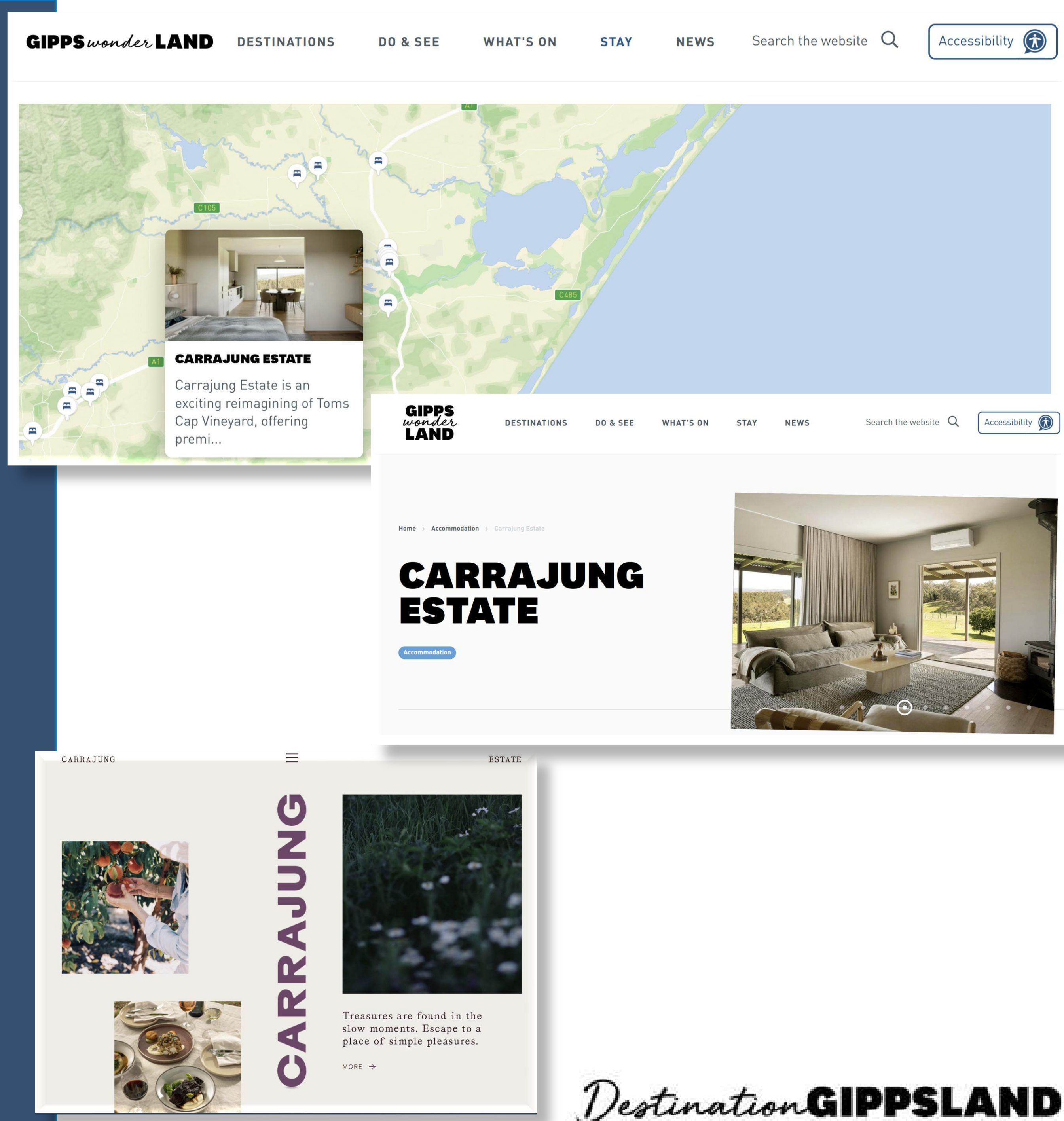
Destination
GIPPSLAND

ATDWListings

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



Destination **GIPPSLAND**

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.

◀ Back

The Barn, Nungurner

📍 Gippsland Lakes, Metung

Cottages, Houses & Farmstays



☆ Add to favourites

📍 315 Nungurner Road, Nungurner,
Victoria 3909

[View on map](#)

📞 [Call us](#)

[Email us](#)

[Visit the website](#)

Book Now



The Barn, Nungurner

📍 Gippsland Lakes, Metung

Cottages, Houses & Farmstays

The Barn, Nungurner is a private, cosy barn retreat in a lush garden, just minutes from Metung and the Gippsland Lakes.

Nestled in a secluded English-style courtyard garden, The Barn, Nungurner offers a charming, one-bedroom stay. It comes with a kitchenette, outdoor fireplace and breakfast featuring fresh local produce. It's a short drive from Metung and Lakes Entrance.

Wake to bird calls, enjoy evenings by the outdoor fireplace and start your day with a delicious breakfast basket of local eggs, bread, and honey. Inside, you'll find a cosy bedroom, modern kitchenette, free Wi-Fi, and streaming services, all complemented by thoughtful amenities such as barbecue facilities and private parking. Guests love the peaceful setting, the excellent hosts, and the proximity to Metung and the Gippsland Lakes.



MARKETING COLLABORATION



Destination
GIPPSLAND

GIPPSLAND'S WONDERS CAMPAIGN

- **Buchan Caves**
- **George Bass Coastal Walk**
- **Mouth of Powlett River**
- **Blue Pool**
- **Yarram murals**
- **Great Southern Rail Trail**
- **Petersons Lookout**
- **Morwell River Falls**
- **Mitchell River NP**
- **Noojee Trestle Bridge**
- **Walhalla**
- **Tarra Bulga NP**
- **Skull Rock by boat (Wanderer Adventures)**
- **Walk to Mt Oberon summit**



CONTENT CREATORS

Combined following of 486k

Nick & Laura

@nickandlaura_



Helen B

@helens.travels



Nathsway

@nathsway



Ray of Melbourne

@rayofmelbourne



Elise's Travel Diary

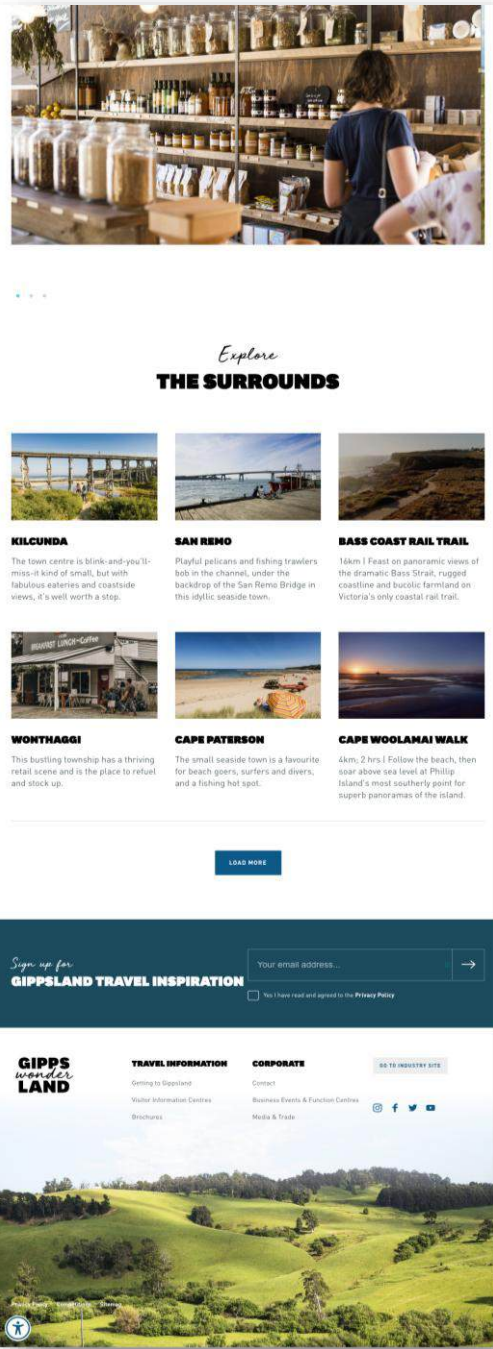
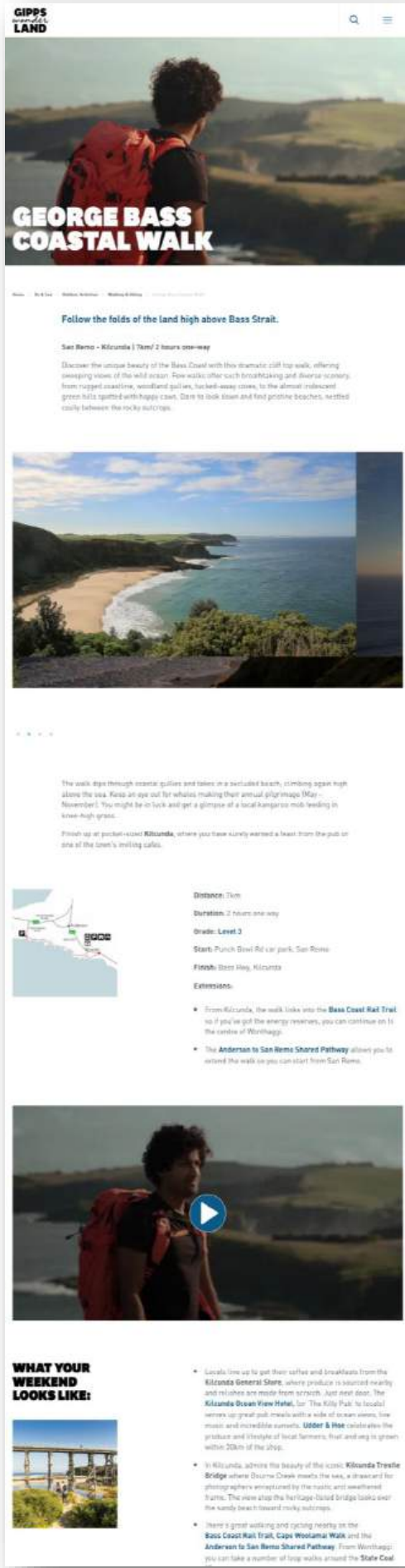
@elisestraveldiary



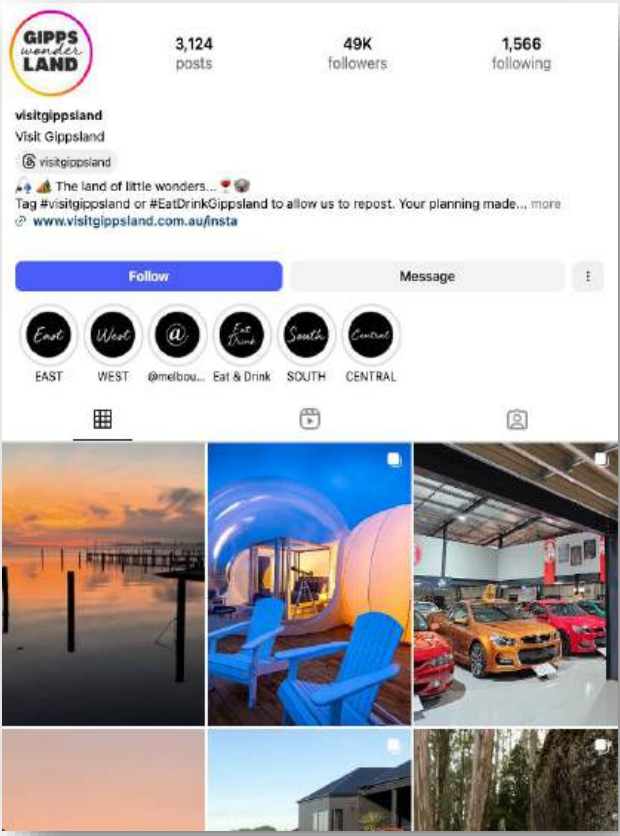
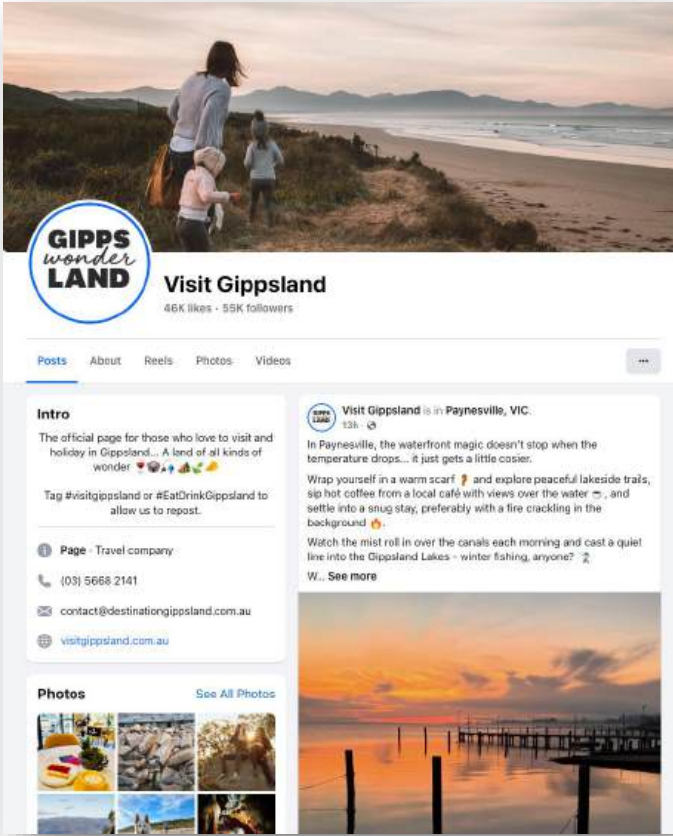
PARTNERSHIP INCLUSIONS

INCLUSIONS FOR EACH WONDER:

- 1 webpage featuring details of the wonder and itinerary suggestions for things to do nearby, sits on the campaign landing page
- 2 dedicated reels to the wonder from 2 different influencers
- 2 collaboration reels via @visitgippsland Instagram (with influencers)
- A Facebook post on @visitgippsland
- Inclusion in a social media ad campaign



Reels from influential content creators



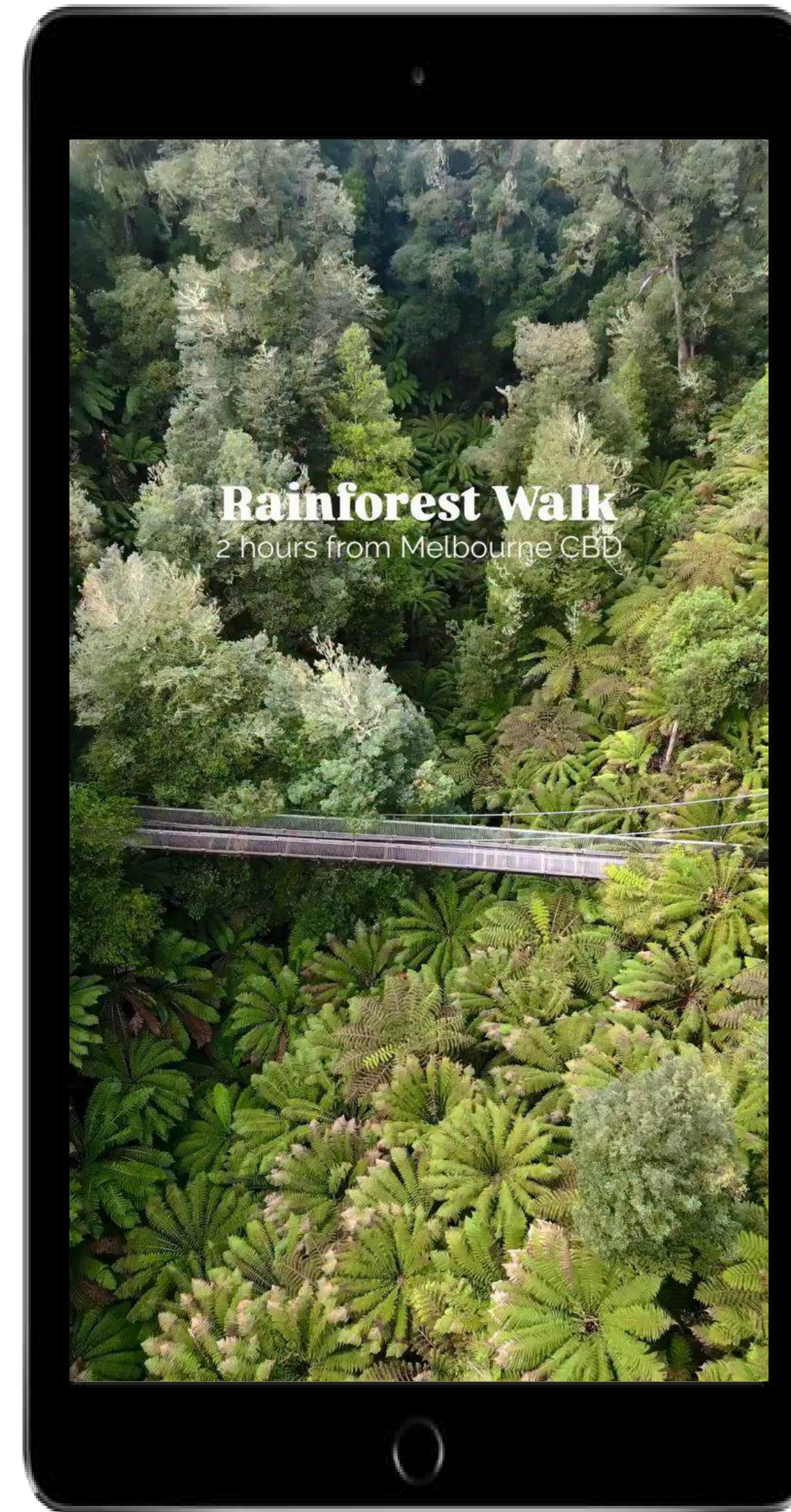
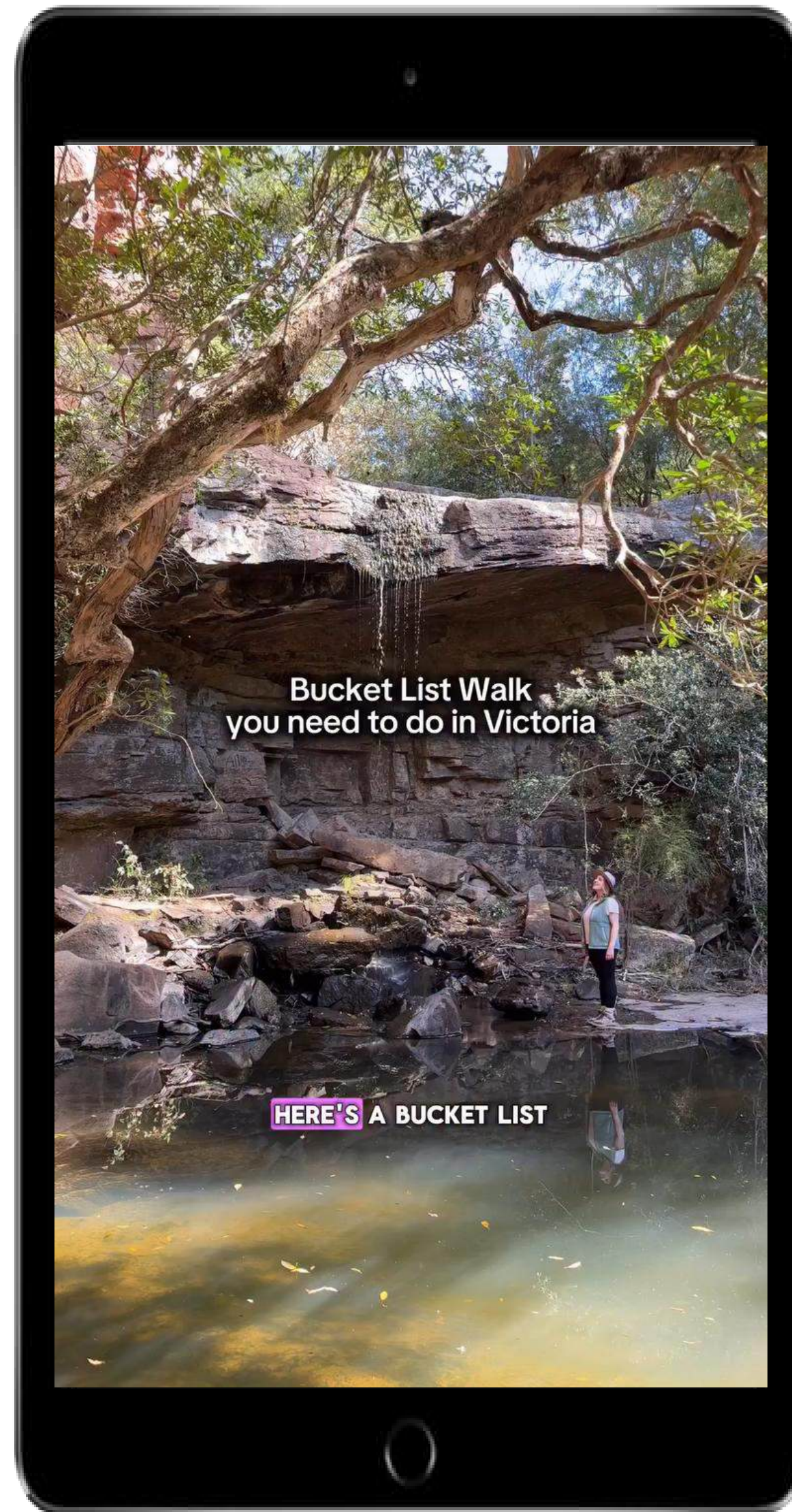
Content published through @visitgippsland

Instagram: 49K followers

Facebook: 55K followers

visitgippsland.com.au receives over 980k views per year

CREATORS IN GIPPSLAND



PARTNERSHIP ACTIVITY: AUSTRALIAN TRAVELLER

Advertising



CLOCKWISE FROM TOP:
Soak in the mineral-rich water at
Metung Hot Springs. Relax at Koho
Sauna. Take a flight over Lakes
Entrance. Lunch at Metung Hotel.
Spot Koalas on Raymond Island.



METUNG HOT SPRINGS
Metung Hot Springs offers mineral-rich pools overlooking the Gippsland Lakes. Move between heated pools tucked into quiet corners, cedar wine barrels overlooking Lake King, or saunas among fragrant eucalypts. Book a spa treatment and stay overnight in a glamping tent, waking to mist over the lake.

KOHO SAUNA, LAKES ENTRANCE
On the water at Lakes Entrance, Koho Sauna offers a simple, energising experience. A timber-clad, wood-fired sauna floats on the lake, framing the water through wide windows. After the heat, step outside and plunge into the coolness of the lake. The alternating pulse of warmth and chill refreshes the body and clears the mind.

KOALAS ON RAYMOND ISLAND
Raymond Island is home to one of Victoria's largest wild koala populations, best seen along the Koala Trail. Just a two-minute ferry from Paynesville, the walk winds beneath eucalyptus where these slow-moving locals spend their days.

Wellness by the Water: The Gippsland Lakes

Wellness here doesn't come in a package or a rigid schedule. In the Gippsland Lakes, it's woven into the landscape – steam rising from mineral pools, the slow blink of a kooka, the shock of cool water after a sauna. This is a place where the pace shifts naturally, letting you recalibrate without realising it.

ON THE TRAIL

If your way of unwinding is to keep moving, the Gippsland Lakes Discovery Trail stretches 23 kilometres through Colquhoun State Forest, linking Lakes Entrance with the East Gippsland Rail Trail.

ART AND STORY

Balance time outdoors with quiet reflection. At the Gunaikurnai Cultural Hub, Bush Café and Aboriginal Art Gallery, gain an insight into Gunaikurnai culture through art, and through food at the Bush Café. In Lakes Entrance, the Slipway Collective, brings together locally sourced food, drinks and an art gallery, creating a vibrant hub on the water. In Bairnsdale, the East Gippsland Art Gallery curates exhibitions that invite pause and engagement. Together, these experiences remind you that wellness is also about connection – to place, people, and culture.

A NATURAL RESET

In the Gippsland Lakes, wellness isn't measured in hours or checklists. It's found in quiet moments – watching dolphins skim the water, tracing a forest trail, or feeling the heat of a sauna give way to a cool plunge. East Gippsland invites you to slow down, reconnect with nature, and leave behind the noise of daily life.

To plan your stay in Gippsland, see
visitgippsland.com.au



CHASING WATERFALLS

West Gippsland is pure magic – forest trails alive with birdsong, mossy boulders and tree ferns leading to waterfalls and sweeping views. Beyond the bush, welcoming villages brim with warmth and flavour, all within easy reach of Melbourne.

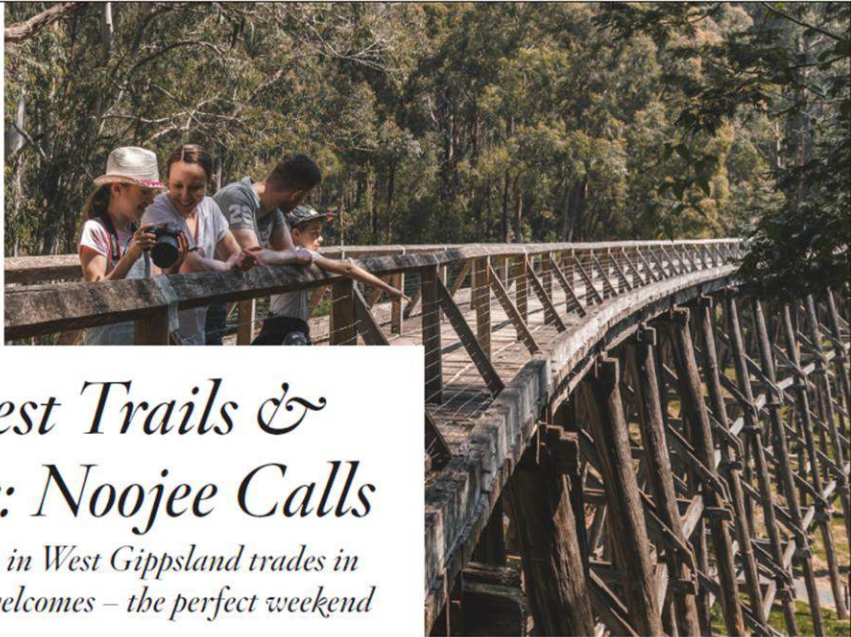
GIPPS
all kinds of wonder
LAND

visitgippsland.com.au

Toorongo Falls, West Gippsland

Advertising

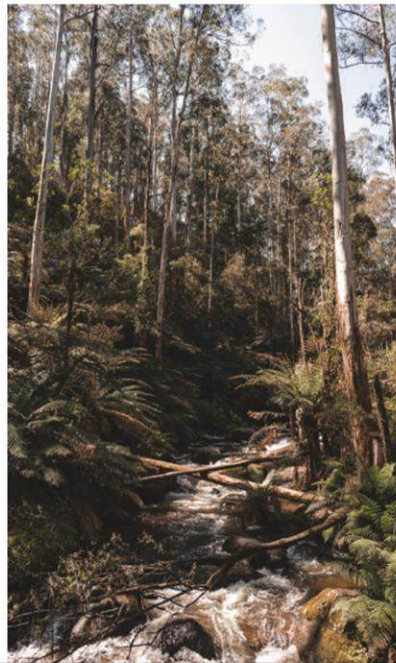
CLOCKWISE FROM TOP:
Stroll across the Noojee Trestle
Bridge. Catch a fish at the Alpine
Trout Farm. Walk the loop at
Toorong Valley. Explore the
Toorong and Amphitheatre
Falls Loop Walk.



Waterfalls, Forest Trails & Fireside Nights: Noojee Calls

This pocket-sized mountain town in West Gippsland trades in cool air, wild beauty and warm welcomes – the perfect weekend antidote to city life.

Cradled in the cool green heart of West Gippsland, Noojee is a place where nature and nostalgia meet. Here, the air is fragrant with damp earth and eucalypt, waterfalls tumble through fern gullies, and the timber bones of a century-old trestle bridge still stand proud. Just 90 minutes from Melbourne, Noojee offers big rewards for those who linger – think trout fresh from the stream, slow evenings by a crackling fire, and a night sky so clear you'll lose count of the stars.



DO
Start with the Noojee Trestle Bridge. Built in 1919, this 102-metre-long, 21-metre-high timber structure is the tallest of its kind in Victoria. Stroll across for epic views of a forest seemingly untouched by time.

Nearby, the Toorong and Amphitheatre Falls Loop Walk rewards with two stunning cascades along an easy 2.2-kilometre track, where rushing water and birdsong provide the soundtrack. Catch your lunch at the Alpine Trout Farm, where you can hook rainbow trout or salmon, cleaned and packed to go.

For a taste of history, visit the Noojee Railway Station Precinct, telling stories of the town's timber and rail past.

Cyclists and walkers will love the Rokeby to Neerim Rail Trail, winding through farmland and forest. Pause at Apex Lookout for sweeping views of the surrounding hills.

EAT
For hearty pub fare, the Noojee Hotel serves generous plates on a sunny deck or by the fire. The Toolshed Bar, Bistro & Cabins pairs rustic charm with Gippsland produce-led dishes and a strong wine list.

STAY
Indulge in plush comfort at Rosemont House Luxury B&B with gourmet breakfasts included. Toorong Valley Estate sits amid rolling farmland for a nature-lovers escape, or The Toolshed Cabins put you steps away from dinner and drinks.

The Verdict

Noojee is a place to breathe deep and savour simple pleasures. Walk among century-old trees, fish for your lunch, and toast the day's adventures by a roaring fire. West Gippsland magic, bottled in a weekend.

To plan your stay in Gippsland, see
visitgippsland.com.au



GIPPS
all kinds of wonder
LAND



VENTURE EAST

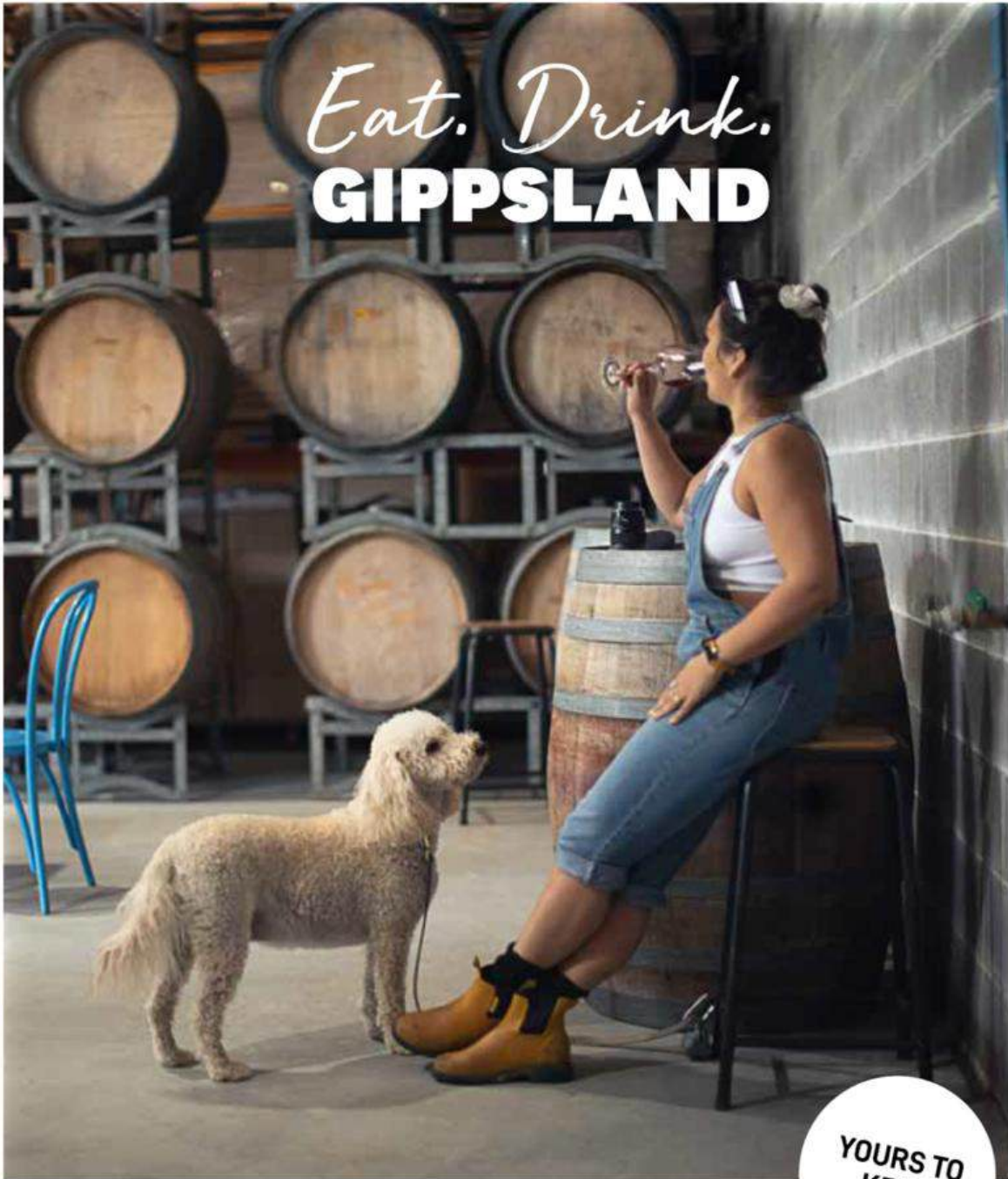
Paddle out across glassy lakes, wander lush forest trails and savour quality local food and drink. East Gippsland delivers the best of coast and country in one bucket-list road trip. Expect warm welcomes, bold flavours and plenty of reasons to linger longer.

visitgippsland.com.au

Mallacoota, East Gippsland

Destination **GIPPSLAND**

MORE PARTNERSHIP ACTIVITY



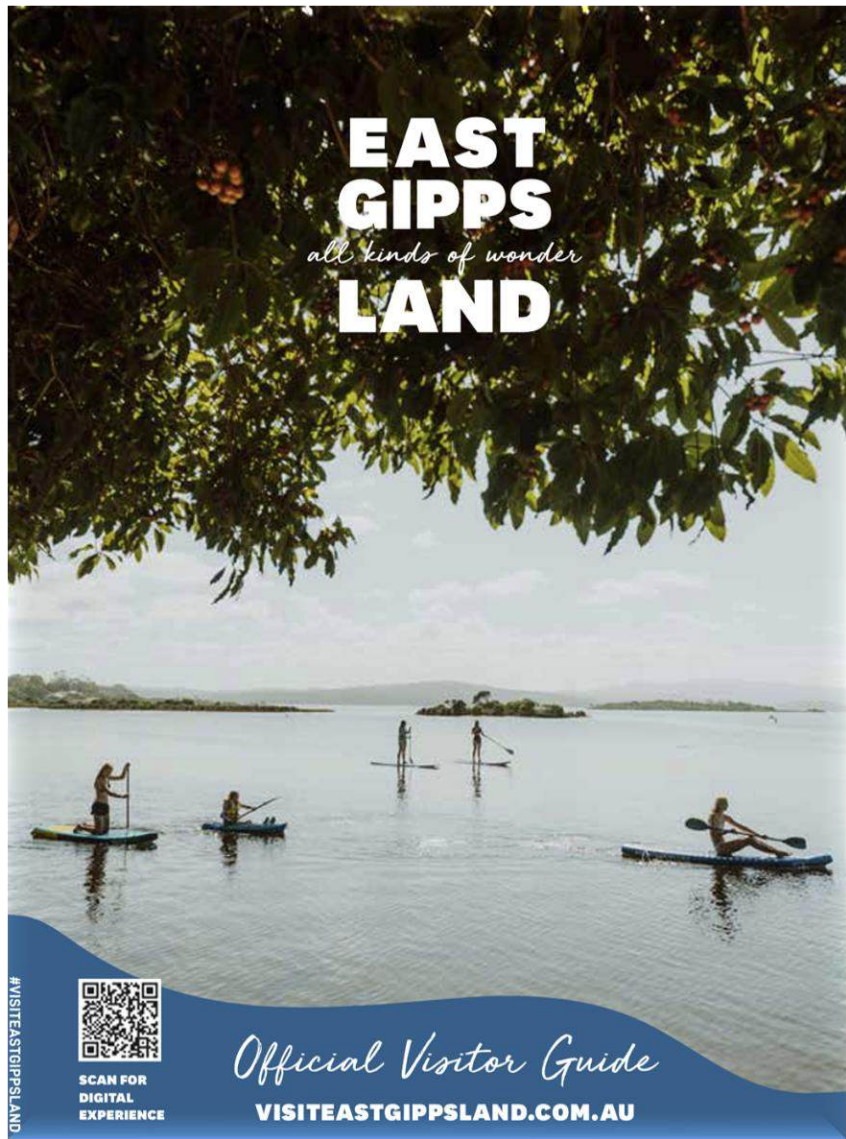
Eat. Drink.
GIPPSLAND

#VISITGIPPSLAND

VISITGIPPSLAND.COM.AU
#eatdrinkgippsland #visitgippsland

YOURS TO KEEP





EAST GIPPS
all kinds of wonder
LAND

#VISITGIPPSLAND

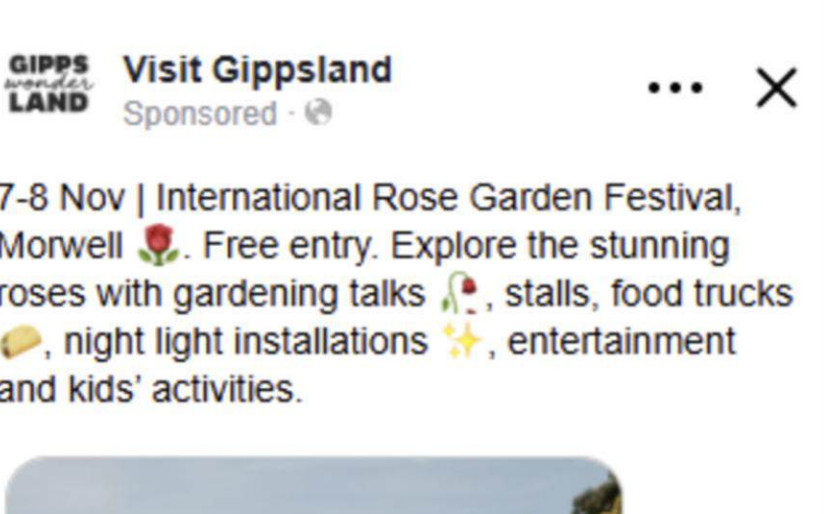
Official Visitor Guide
VISITGIPPSLAND.COM.AU



TURNER & AUSTRALIA

7 Jun - 24 Aug | Sale
Discover Turner's influence on Australian art in this striking exhibition, featuring works by Turner, Streeton, Beckett, Moffatt and more, tracing landscape art from the Romantic era to today.

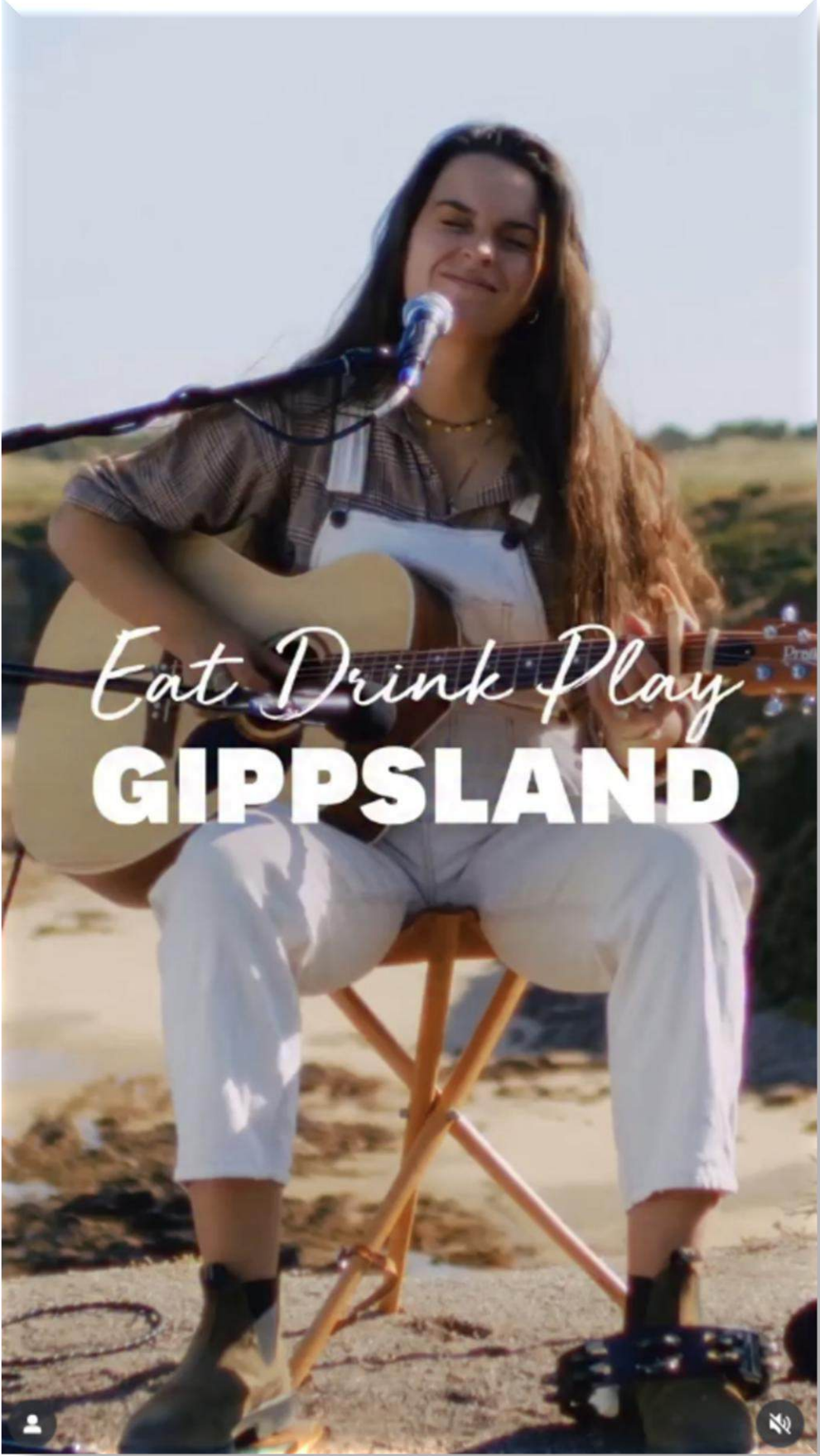
MORE



GIPPS wonder LAND Visit Gippsland
Sponsored · 🌐

7-8 Nov | International Rose Garden Festival, Morwell 🌹. Free entry. Explore the stunning roses with gardening talks 🗣️, stalls, food trucks 🍷, night light installations 🌟, entertainment and kids' activities.

Wander 4,000 roses **Learn more**



Eat Drink Play
GIPPSLAND

INTERNATIONAL Travel trade

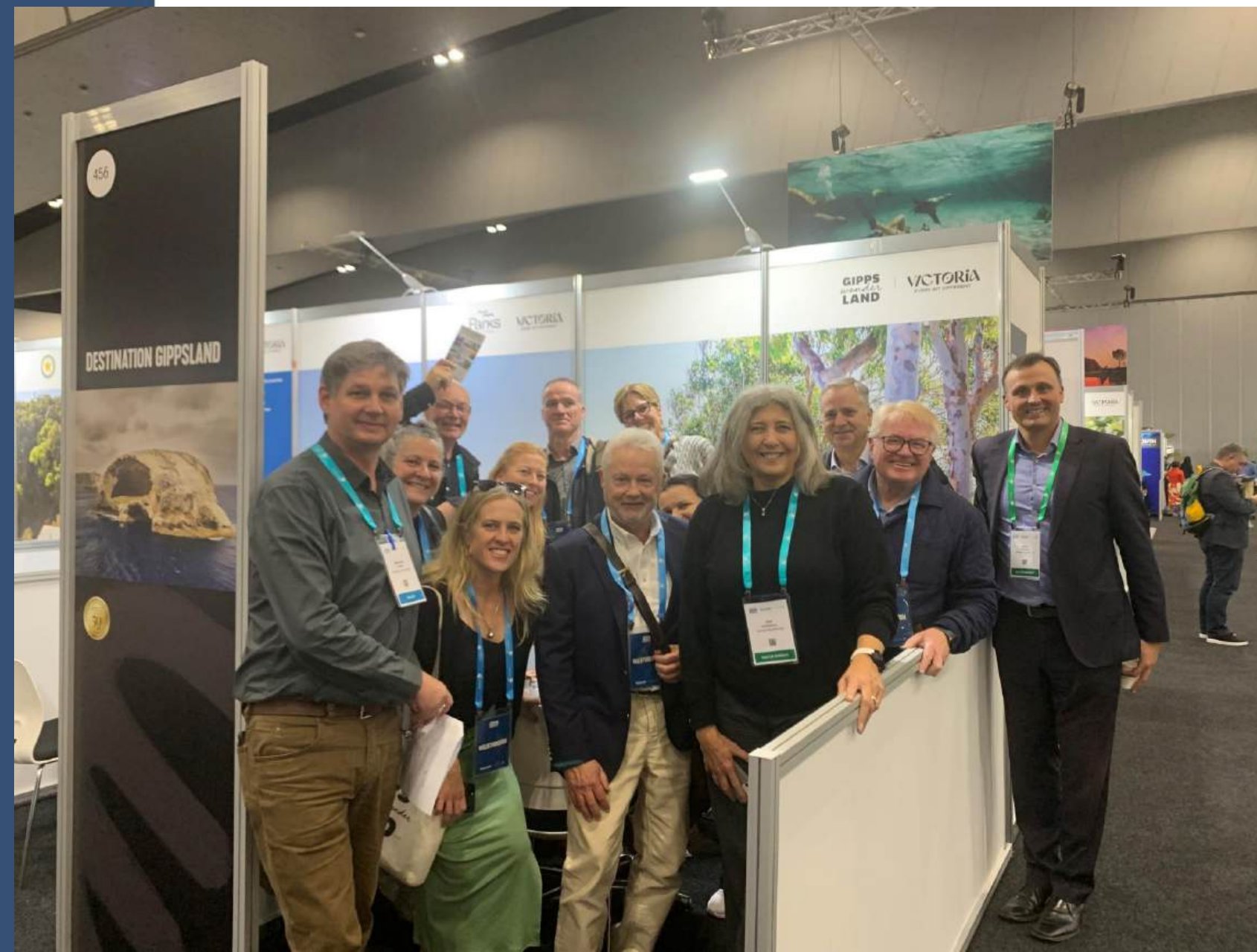
Gippsland is:
A key part of the Sydney-Melbourne coastal touring
route (SMT)

In need of more commissionable experiences

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

Australian Tourism Exchange:

Held in May, Gippsland had a full appointment schedule
with up to 100 buyers over 4 days. SMT also attended
with an equally full schedule



Destination **GIPPSLAND**



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.

LOCALIS FOR GIPPSLAND

For tourism in Gippsland:

Measure impact and track visitor spend patterns

Optimise revenue and reduce costs for hotels and tour operators

Forecast event attendance and measure campaign performance

Track sentiment analysis

Track transactional data (Mastercard, ANZ)

Provide a VIBRANCY SCORE for Gippsland



Destination **GIPPSLAND**

LOCALIS DATA SERVICES

EVENT IMPACT ANALYSIS We will be able to track the economic impact of events in Gippsland. We will do this by generating detailed reports visitor numbers, spending patterns and engagement to help plan and optimise future events.	COMPETITOR BENCHMARKING We will be able to track how Gippsland compares to other regions. We will be able to review tourism trends, market share and online presence to sharpen our competitive edge.
IMPACT MEASUREMENT We will be able to measure the impact of our marketing campaigns. Localis will help us identify which strategies drive the most engagement and maximise the ROI.	VISITATION FORECASTING We will be able to leverage historical trends and booking data to forecast visitor demand. We can share the data so you can plan ahead for peak season and we can optimise our marketing to capture future opportunities.

THANK YOU

Destination
GIPPSLAND

