



Destination
GIPPSLAND

**A TOOLKIT FOR
TOURISM MARKETING**



A TOOLKIT FOR TOURISM MARKETING

Destination Gippsland is responsible for promoting Gippsland to domestic and international audiences with a core goal of increasing the value of the visitor economy through destination marketing, industry support and development and to attract investment into the region. Pre bushfires and pandemic Gippsland attracted a record 7.4 million visitors (+11%) who spent over \$1.3 billion (+15%).

Destination Gippsland would like to invite you to be a partner in drawing visitors to the region. We want you to contribute to a destination story that will entice visitors to come, stay a while and spend their money in the region and in your business.

By working collaboratively, we can inspire visitors to come and enjoy what we know is an exceptional place to visit.

This toolkit is designed to assist you with your tourism marketing plan and provide tips and information to help you with your own marketing channels. Throughout this toolkit, you'll find links to a **workbook** that provides templates to help you complete the tasks.

*Note – As this is a digital PDF, you can click on hyperlinks that **look like this**.

We are here to provide a critical marketing tool for you and your tourism business.



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A group of friends are gathered around a wooden table outdoors, enjoying pizza and beer. A man in a light-colored shirt is laughing heartily while holding a slice of pizza. A woman in a dark blue patterned dress is also laughing, looking towards him. Another woman in a light-colored top is partially visible on the right. In the foreground, a woman wearing a large straw hat is seen from the side, also at the table. The table is set with several pizzas, glasses of beer, and a glass of dark beer. The background features a dark wooden fence and some potted plants.

RESEARCH & PLANNING

Handy hints and data to help you write your next marketing plan.



RESEARCH - WHAT WE KNOW

When you start to think about writing a new marketing plan for your business, it's a good idea to start with some established research. Data and metrics will help steer you towards sound marketing practices to help support business development.

Around 80% of tourism spend in Australia comes from the domestic market, which is absolutely true for Gippsland. Tourism Research Australia (TRA) provide data about regional mobility, trends, caravan and camping information and domestic visitor profiles. For assistance in understanding domestic travel patterns [click here](#) to access the TRA domestic market information.

Here are a few places to find up-to-date data:

- To find out about the research work Tourism Australia have conducted [click here](#).
- And for Visit Victoria resources, [click here](#).
- Gippsland visitation information can be found on the Destination Gippsland [website here](#). These statistics have been dissected by data specialists to provide local government area (LGA) breakdowns of key visitation and spend.

YOUR MARKETING PLAN





AN AUDIT FOR YOUR BUSINESS: LET'S GET STARTED

It's a good idea to stand back and have a look at your business before implementing any changes, so the first step to undertake now is to conduct a health check on your tourism product. We recommend taking a little bit of time to think about your business. By completing the next task, you can review what you offer, who you appeal to and why.

CONDUCT A SWOT ANALYSIS.

If you haven't undertaken a SWOT (strengths, weaknesses, opportunities, threats) analysis before, it's a great way to map out what your business is capable of achieving. There is a blank SWOT sheet in the [workbook](#) to get you started.

STEP 1 — WHAT YOU DO WELL.

Write down what you believe you do well and what your customers tell you that you do well. Sometimes these may not be obvious to your customers (eg good staff retention).

It's a good idea to look at your online reviews and see if they match what you believe to be the things you do well. Does customer feedback reflect where you've invested time and money? List these as your strengths.

STEP 2 — ASSESS YOUR SURROUNDING REGION.

The further away your customers are, the more vulnerable you are to market conditions, so by assessing the surrounding region, you can come to an understanding of what you offer that complements the regions' unique selling points. Your "region" is the experiences that guests can manage easily from your location.

Next review what your customers tell you they like about the surrounding region, as you did in step 1, using online reviews and past guest feedback.

If you're already leveraging from the region's attributes then add these comments to your strengths. If you can identify things that you could be doing but aren't, list them as opportunities.

The image shows a worksheet titled "SWOT ANALYSIS". It is divided into four quadrants: "STRENGTHS" (top-left), "WEAKNESSES" (top-right), "OPPORTUNITIES" (bottom-left), and "THREATS" (bottom-right). To the right of these quadrants is a vertical section titled "DESIRED OUTCOMES". At the bottom of the worksheet, there is a small line of text that reads: "SWOT ANALYSIS - IDENTIFYING OPPORTUNITIES & THREATS" and "TOOLKIT MARKETING TOOLKIT MARKETING".

STEP 3 — ASSESS WHAT YOUR WEAKNESSES & THREATS ARE.

Put simply, weaknesses are internal to your business, so things you might be able to control and change. This could include things like "rooms are tired and need a soft refurbishment" or "improve staff training for a better customer experience". If you find it hard to audit your own business have a look again at what others are saying about you online.

Threats are things you can't control, such as who your competitors are or changing consumer travel patterns.

Once you've conducted your SWOT analysis, keep it close as you work through the rest of this toolkit. You might want to add to it as you go, or turn it into a mind map that you can use to formulate your marketing and business plan.

[TIP: Download & print the workbook here to complete your SWOT Analysis & Mind Map.](#)

THE CUSTOMER JOURNEY

The role of Destination Gippsland is to assist potential new and return visitors in the dreaming and planning phase of their travel purchasing decisions. If you're familiar with the traditional approach to the path to purchase, you'll note this is often called awareness and consideration.

We show the path to purchase as circular, as our aim is to attract visitors to Gippsland time and again, and to share their experiences through reviews, positive word of mouth and social media as much as they can.

Your role in the path to purchase, is to encourage visitors to book, visit and share their memories of Gippsland. To help you do this, we recommend you use a marketing plan.



CREATING A NEW TOURISM MARKETING PLAN

GATHER YOUR OWN DATA

At a minimum, we'd hope you're corresponding with past guests. You can make assumptions about your market by applying simple observation tactics to audiences you've attracted in the past. Try and remember what your clients love about your product per season – summer and winter offer very different reasons to visit Gippsland. Once you've collated some of this information, use it to draw up a customer profile of your current market.

Ideally, draw up one per season, and if you have both corporates and leisure travellers differentiate these profiles as well. The next step is to apply this data to humanise the customer profile, by creating customer personas. Personas can help unlock ideas you might not have otherwise thought of, particularly the way your customers find you. There are tools and templates available to help you with this.

Here's an excellent resource from Business Victoria to help you get started: Increasing sales through marketing – **Define and know your customer**

You can also download a marketing plan template on this link, just scroll down the page to the Marketing Plan template and download it to get started.



A NOTE ABOUT YOUR BRAND

It takes a lot of effort to look effortless. Your brand is what the outside world thinks of you, and although you can influence your brand with carefully curated content, your brand is actually determined by your customers, and built up over a period of time.

Brand triggers you should consider as part of your marketing warchest include marketing materials, images, your website, style guides and language, and the tone of language you use.

You should also review your staff in their service delivery of the customer experience and include customer service training to develop your visitor experience. Most local government areas and Destination Gippsland's Industry development team can assist with training and development information.

By reviewing your brand triggers you'll be better able to ensure that all your brand elements are aligned, which should make your product more visible to your target audiences.





LIST YOUR GOALS

As you create your marketing plan, keep your own goals in mind. What do you want to change about how you currently do business? Not everyone in small business wants to be busy all the time, you simply might not be attracting the customer you expected to attract. What are your ultimate goals and how do you change what you're doing to match them?

For example, do you want to:

- Increase occupancy or length of stay?
- Want more guests for single night stays mid week?
- Want to improve your reviews by recognising that you may need to improve the guest experience?

Start a list, perhaps with these suggested headings. You can find a template in the [workbook](#).

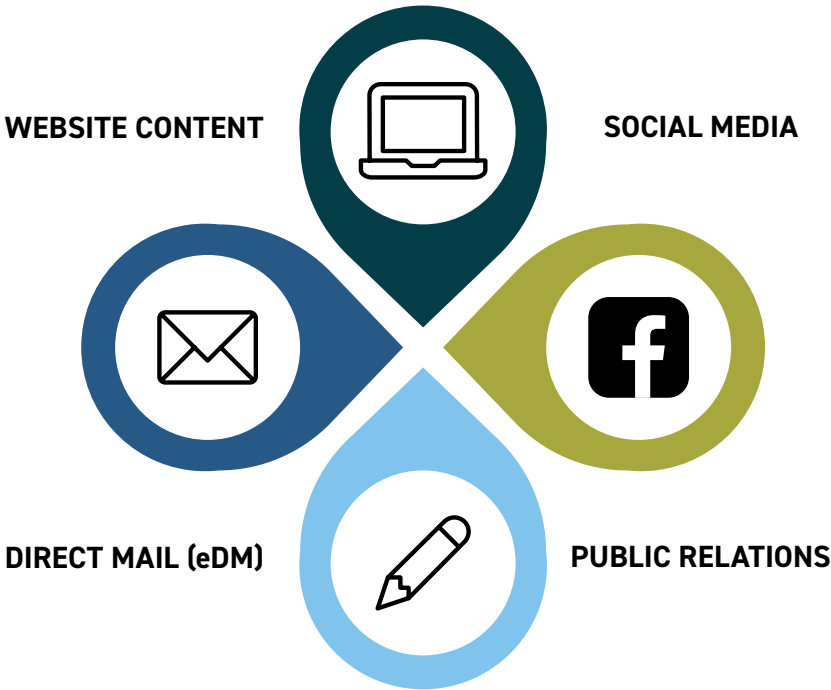
GOALS	WHO?	DATES	BUDGETS	DESIRED OUTCOMES
List your goals	Who owns the task	Set a date parameter for achieving the goals set	How much can you spend to achieve it?	What is the direct desired outcome? Try and be specific.



DESTINATION GIPPSLAND MARKETING

Destination Gippsland are continually updating and executing our marketing plan. We deliver brand marketing through our business-as-usual activity, and through campaign partnerships.

Our business-as-usual activity includes website, social media, newsletter (direct mail) and media activity.





DESTINATION GIPPSLAND MARKETING

We also undertake content-driven promotional campaigns for Gippsland, aimed at raising awareness and driving consideration. We deliver both brand and tactical campaigns through mainly digital platforms.

Find out how to work with Destination Gippsland through paid partnership opportunities [here](#).

Your business is responsible for conversion and collectively we are responsible for making guest experiences memorable to ensure repeat visitation.

Marketing for your business is essential and requires pricing and packaging that suits your own needs. The next few pages offer a checklist of ideas on how to align your marketing activity with the goals of Destination Gippsland.

PREPARE YOUR BUSINESS MARKETING

Here is a checklist of some ideas to get you started.

✓	Make sure you have an ATDW listing and that it's up to date. We need you to have an ATDW listing before we can include your product or event in any of our marketing activity.
	Make sure your Google business listing is kept up-to-date, including opening hours.
	Check-in with all your digital assets. Check your images, website content and social media details, your direct mail template and printed material. We can help with images if you need to update them.
	Review your keyword search, especially when you add or change your core product. Review your analytics and look for opportunities in how guests are finding your product. For example, if you're pet-friendly, you might want to consider amplifying that in your key messaging, keywords and socials.
	Don't forget to keep engaging with past guests. Gippsland has a strong repeat visitation rate, so show them you care and want to see them again.
	If your product has changed, communicate this with your loyal followers and take time to think about how to communicate this to new audiences.
	Holiday home audiences are great to target if you're a café or cellar door. Check-in with your local tourism body if you have one to see if there are collaborative ways you can work with other local businesses.
	Check all your online listings, particularly if you're working with distribution channels to make sure your information and imagery is up to date.
	Use the excellent resources provided by Tourism Australia. You can find them here: https://www.tourism.australia.com/en/resources/industry-resources.html

GET AN ATDW LISTING

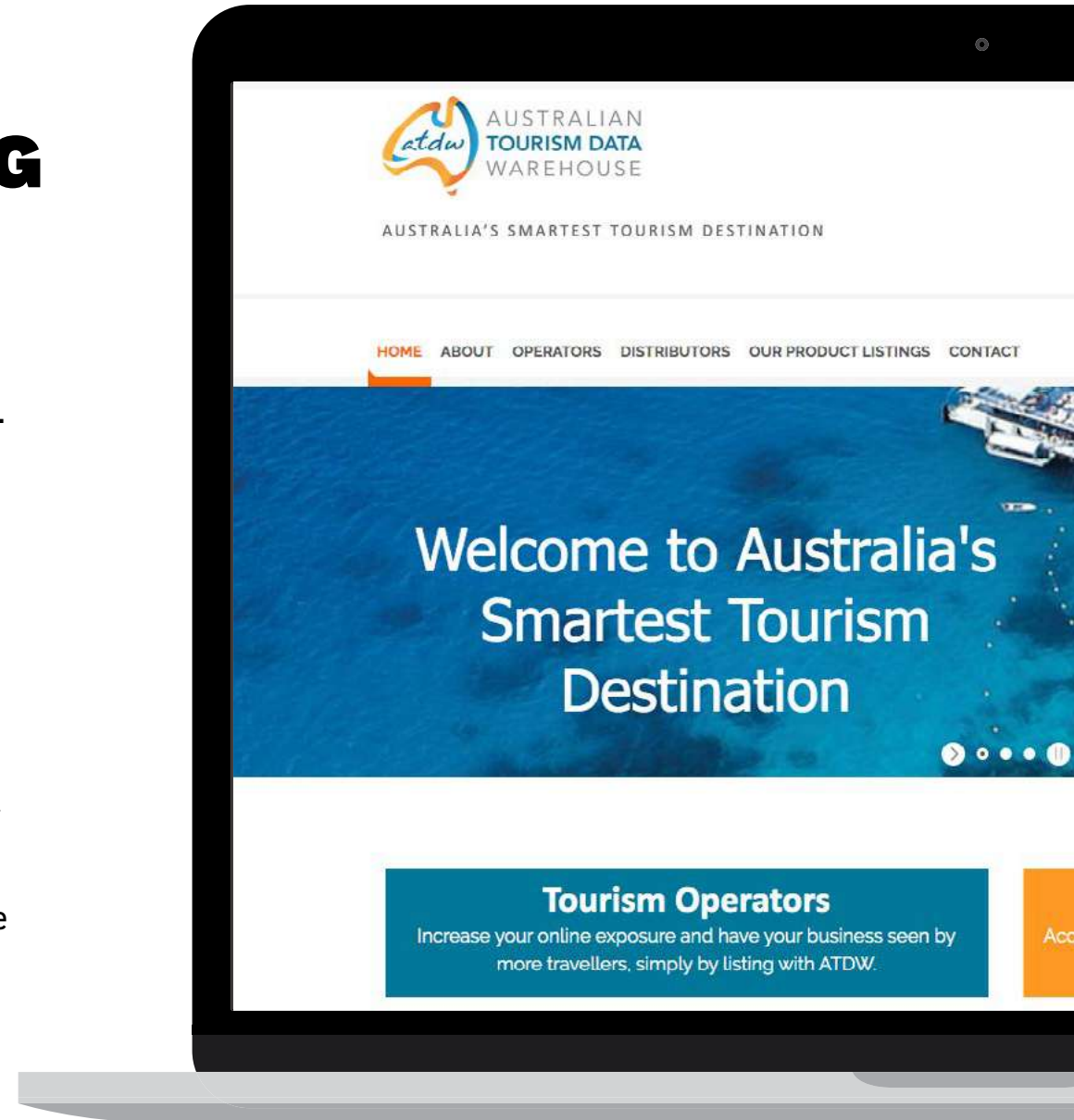
As a minimum, you should list your business on the Australian Tourism Data Warehouse (ATDW).

These listings are \$295, or \$120 for an accredited business per annum and provide you with a listing on visitgippsland.com.au, as well as visitvictoria.com and Australia.com to name just three sites.

Your listing provides you with a call to action to your own website. You upload your entry, and control content and images used.

For more information about the ATDW listing, please go to: <https://corporate.visitvictoria.com/resources/marketing-opportunities/about-atdw>

If you already have an ATDW listing, don't neglect it, diarise to check it regularly for updates to content and imagery.



REVIEW YOUR PRICING AND PACKAGING

If you're looking to increase bookings in need times, here are a few pointers to refresh your price and inclusions:

✓	Think ahead for opportunities through offers. For example, pay/stay deals, free room upgrades, meal inclusions and free inclusions for children are always popular. So is free wifi.
	Review travel cancellation conditions to secure more bookings by offering more relaxed conditions
	If you have a 2 night minimum, consider a one-night rate at a higher price to fill the gaps
	If a 2 night minimum stay is working, consider what you can offer to stretch it to 3 nights, such as adding value in packaging
	Collaborate with other local businesses to enhance the experience overall and convert sales



A photograph of a man with grey hair, wearing a white short-sleeved button-down shirt, looking down at a bunch of dark grapes hanging from a vine. He is in a vineyard with many other grapevines in the background. The text 'CONTENT PLANNING' is overlaid in large white letters, and below it, the subtitle 'Plan what you want to say, and when to say it' is written in a smaller white font.

CONTENT PLANNING

Plan what you want to say, and when to say it



CONTENT PLANNING

Put simply, content planning means taking all the things you offer and overlaying them with outside factors that can influence your business.

The experience you offer:

- New products: changing seasonal menu, renovation of a room
- Your property: sunset views, animals, beach proximity etc.
- Packages with other businesses
- Promotions and discounts
- Awards and recognitions
- Get in early or last chance to book
- What are the things to do nearby

You should consider these in relation to external factors:

- The season > Does your location have spring blossoms or autumn leaves?
- School holidays > Do you offer family friendly experiences?
- Festivities and celebrations > Do you have gift vouchers or special packages?
- Nearby events > Does your offering appeal to event attendees?



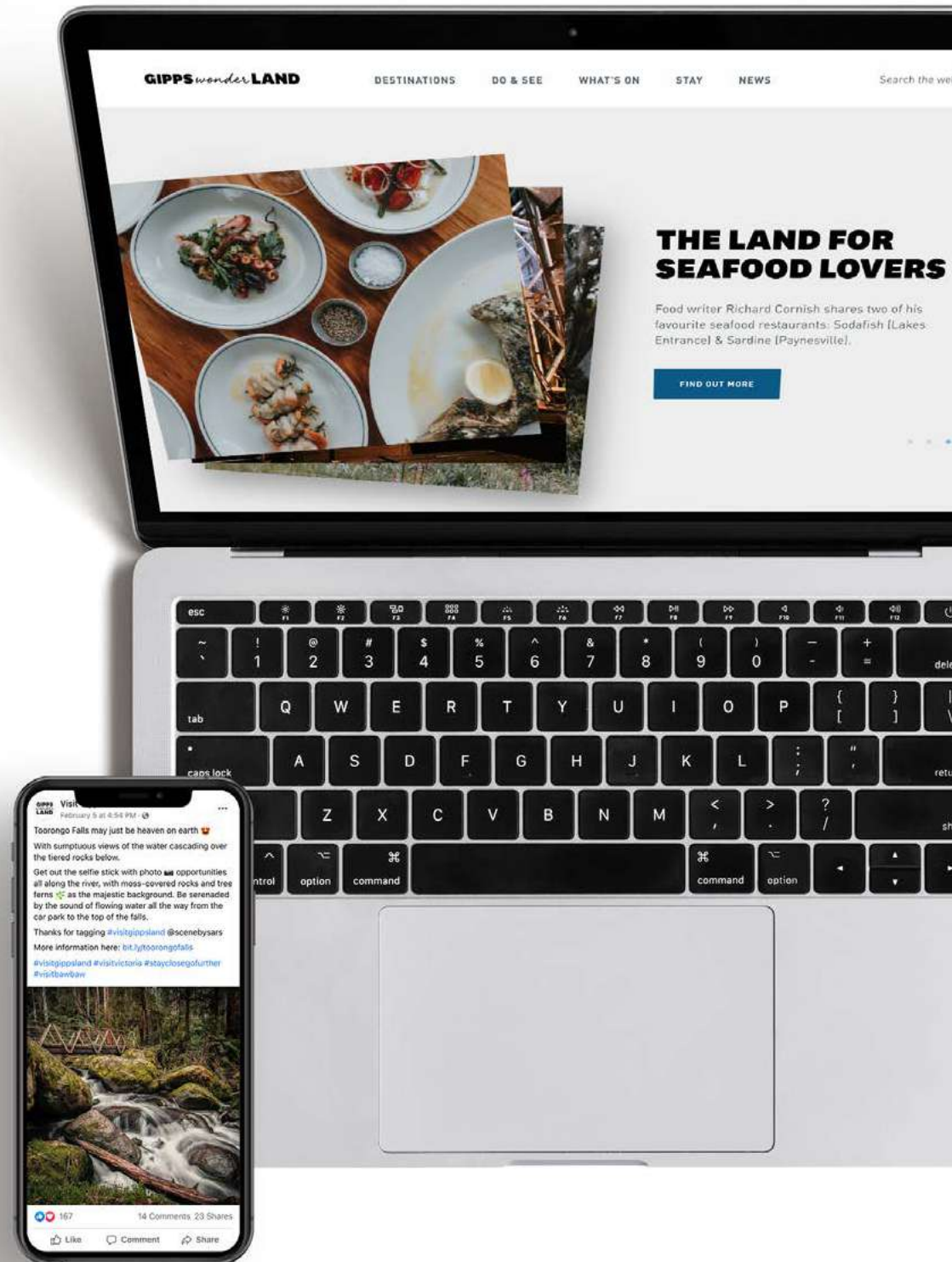
CONTENT PLANNING POINTERS

- Review what content you've used in the past that has performed well (the most clicks, likes, sign-ups, leads etc.). This will give you insight into what appeals to your audience, and should guide the style of content that you continue to deliver.
- Your content themes should be coordinated across all your channels: social media, website, promotional emails, public relations and paid advertising.
- Working two or three months in advance, map out your content triggers. These are the things happening within your own business as well as external factors that influence your business offering. Use the **Monthly Content Marketing Template** to create your monthly plan.
- Remember that your content can be shared to increase your reach, so be mindful of partnership opportunities: with media, nearby businesses, your Regional Tourism Board and through paid partnerships.
- Quality images are vital to getting your message out. Check out the **Visit Victoria Content Hub** which has over 1,700 images of Gippsland, most of which you can use on your website and in your marketing materials. We can share our imagery with you as well, so let us know if you need a Dropbox link or two.

DOWNLOAD THE WORKBOOK >

WEBSITE

Where business goals happen





YOUR BUSINESS WEBSITE

WHAT IS IT? Your website is where your business goals happen. This might be bookings, sales or reservations. It is the anchor of all the marketing activity you undertake. All other marketing activity, such as social media, paid ads, PR and promotional emails should be directing people to your website for conversion.

TIPS FOR WEBSITE SUCCESS

✓	Build your website on an opensource platform such as Wordpress, Wix or Squarespace rather than a custom platform used by your web developer. This means you can change developers in the future.
	Your website layout should help you achieve your business goal. For example, if your goal is to maximise bookings, there should be a prominent Book Now link from all pages of your website, and the user is taken to through a seamless booking experience.
	Make it easy for users to find the information they need to make a purchase: what is the price and availability; do your images show all aspects of the experience you offer?
	Use an online booking platform.
	Ensure your website is optimised for Search Engine Optimisation. The best thing you can do is ensure keywords are used throughout the content on your website. Keywords are the words that people would search for in Google to find you. You can also find specialists and web developers with expertise in this area.

✓	Maximise your distribution by listing on 3rd party channels (if available for your products). Paying for a channel manager will make managing inventory and bookings much simpler.
	Use high quality imagery that accurately reflects the experiences you offer. Showcase all the elements of the experience, from sunrise views to the kitchen set-up, an outdoor bath-tub to the grounds of the business. Imagery is used to set expectations, and it is up to your business to fulfill those expectations when guests visit.
	Answer all the most commonly asked questions that you receive within the webpage about that product. Is it pet-friendly? What is the bed configuration? What time is check-in? What times/ days does the tour run?
	Your website should conform to accessibility basics. You can also add plug-ins to make your website more accessible (e.g. low visibility, dyslexia etc) or translate into other languages.
	Show things to do nearby – give people a reason to visit your business by showing them all the other things to do in your area.
	Consider using your website to build a database so you can email this audience later. (Remember you need to seek express consent from someone to send them promotional materials.)
	Link your website to Google Analytics to get insights that assist with your marketing strategy. Who is your audience? Where do they live and what age are they? What language do they speak? What time of day and day of the week are people most active on your site? Which source have they come to your website from?





SOCIAL MEDIA

Social media is your marketing engine room. Keep fuelling it.

SOCIAL MEDIA CHECKLIST

✓	Make sure you are using social media to address a marketing need or supporting your business goals e.g. attracting more visitors, encouraging repeat visitation, visitation during low season or midweek.
	Always be honest and authentic. Your voice on social media forms part of your business' brand.
	Check that the business information is current. Does it include your website? Does it provide an elevator pitch about what your business does? Do you have a "book now" link?
	Your social media should be used for the "dreaming" stage of the customer journey. • Work to the 20/80 rule: 20% of sales posts (deals, packages, bookings, availability), 80% of posts that inspire a visit or keep your business top of mind for when people are ready to plan a trip. • Use beautiful images to make your content inspiring! To access imagery from Visit Victoria's Content Hub click here.
	Link back to your website: your social media is a way to inspire potential guests to visit you and keep your business top of mind, but your website is where the conversion happens. Add your booking links to your 'About' information and your posts on Facebook, and in your 'Bio' in Instagram.





	Tags and hashtags: Share your content with us by tagging @visitgippsland, and use the hashtags #visitgippsland or #eatdrinkgippsland. We are always looking for content to share.
	Beat the algorithm: Increase your chances of posts being seen by: • Encouraging people to comment e.g. by asking questions • Using all of the platform's posting options. Your posting mix should include stories, posts and reels. • Paid advertising, if this addresses your business goals • Post at times of the day and week when you know your audience is using the platforms • Post "shareable" content.
	Social media is a two-way street: you can reach an audience, but your audience can also (publicly) reach you. Be responsive – answer questions and direct messages, and encourage those who have made the effort to tag you or comment on your posts.
	Use your insights! • When are optimal times for you to post? • Who is your audience? Does this marry up with who you're targeting? • Which style of posts are getting the highest engagement? • Which posts are getting the most traffic to your website?
	Follow your competitors to get a sense of what they are doing, and what posts are attracting high levels of reactions, comments and shares.



WHAT SHOULD YOU POST ABOUT?

Use your Monthly Content Marketing Template: Your content calendar should inform what content you push out across all of your channels, including social media. Social media content can be planned (and scheduled) ahead of time, especially when you know you'll be busy. Some content ideas include:

- The things that make your product special – resident wildlife, a spa with a view, sunset panoramas, mist settling in the valley, sounds of the ocean etc.
- Popular experiences that visitors could do as well as the experience you offer – a walk or lookout nearby, a trip to a national park, beach or your favourite brunch spot
- Images that guests have shared with you (with their permission)
- Guest reviews and testimonials
- Deals, packages and promotions
- Seasonal strengths e.g. where to find autumn leaves, spot whales, see snow, fish for trout etc.
- Festivals and events that are close to you
- What's happening in your community – new cafes opening, tours departing nearby, live music at the pub etc.
- Video tour of your property
- Behind the scenes peek at new developments
- Share posts from other tourism businesses in your vicinity, your local business and tourism association, and Visit Gippsland



NEED MORE HELP?

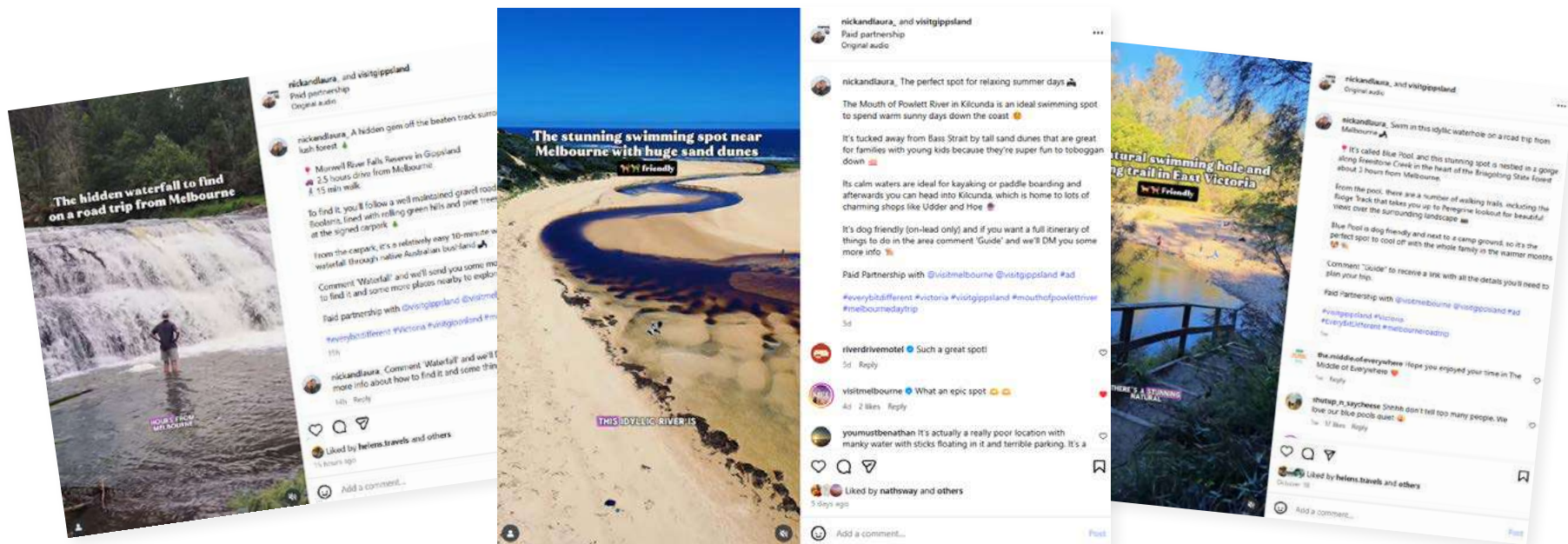
Review Tourism Australia's social media tips for success in the 4-part video series at **Tourism Australia — Using Social Media.**

WORKING WITH INFLUENCERS

By now you've probably experienced requests from people with sizeable audiences on social media, asking to promote your business for a fee, or to use your services in exchange for promotion via their channels.

Content creators are often referred to as "influencers" given their influence over their audience; they often build credibility and loyalty amongst their following. This can be an extremely effective way to promote your brand, as this form of third-party endorsement is perceived as trustworthy, and often comes at a much lower cost than traditional forms of media.





✓	Destination Gippsland often receives proposals from influencers looking to travel into Gippsland, and they may be a good match for your marketing goals. We can add you to our list of businesses interested in working with influencers, and pass along your contact and business details to them. If they reach out to you directly, you can then decide if that influencer is a good fit for your business. To be added to this list, email contact@destinationgippsland.com.au.
	Review the influencer's audience to check it aligns with your own business' audience. Is your audience using the channels they are publishing content on (likely Instagram or TikTok)? Request the age, gender and geographic breakdown, including cities, to check if their audience matches yours. Even an influencer with 1m followers may still not be right for you if their audience is located in a country you don't receive visitors from.
	Look at the content this influencer has published previously - are you comfortable with the influencer's style and will it best represent your brand?

Riverside Swim Spot

1 hour 40 mins from Melbourne

Warm summer

	Having a large audience does not necessarily mean their content will perform better. Many newer influencers in a growth stage are achieving similar video plays, reach and engagement as some more established influencers. Request to see their results - it's better to ask for the results from the last 30 days of posts rather than just the results of their top posts.
	Expect to pay... but know the value. Creating content is work. It takes time to travel to a business, film and edit video, as well as time to post and respond to their audience. Generally, the more followers they have, the more they will charge, but with enormous variability. A single reel or post often costs between 1-3 cents per follower. Some are open to an experience at your business in exchange for promotion. Know the value of what they are providing you to make sure it is worth any of your in-kind expenses.
	Don't wait around to be contacted. Proactively reach out to influencers you are interested in working with and request their rate cards, audience insights and recent results.

**PROMOTIONAL EMAIL
(EDM)**



PROMOTIONAL EMAIL (EDM)

WHAT IS IT? A promotional email creates top-of-mind awareness about your business. Usually, the audience already has some awareness about your business because they signed up while they were looking at your website, or they've visited you in the past. It's a low-cost medium that requires relatively low resourcing.

TIPS FOR EMAIL MARKETING

✓	Choose an email marketing platform. An email marketing provider securely stores your database, provides detailed metrics and insights about your audience, allows you to segment your audience, and allows you to send emails based on your audience's previous behaviours.
	Understand who your audience is, and how your business fulfils a need they have e.g. escape, relax and unwind; spending quality time with family or loved ones.
	Use your promotional emails to achieve business goals. If your goal is to maximise sales, include compelling reasons to visit you at certain times of the year, packages and discounts. Think of this audience as your VIP list – they should have access to all your news before the general public.
	Choose a layout and design that reflects your business' brand and is consistent with your “look” on other platforms.
	Build up a database of your target audience. Often, this will be past guests to your business. You can have a sign-up form on your website, a checkbox to receive promotional material on your booking form, or run a giveaway where entry into the draw is by way of subscribing to your database.



WHAT CONTENT SHOULD BE IN YOUR PROMOTIONAL EMAIL?

- Use the Content Planning section of this toolkit for ideas. Your content should be a part of a holistic strategy across all of your channels.
- Provide a sense of urgency by promoting experiences that won't last e.g. celebrating Valentine's Day, a visit to coincide with a local event, or during specific seasons to see autumn foliage or gardens in bloom.
- Launch new products, updates to your experiences or renovations. Give your audience a new reason to visit or return.
- Packages, discounts and promotional offers.
- Availability at times you are usually fully booked (get-in-quick offers).

✓	Use email segmentation to send customised messages for different audience groups.
	Proof your email across multiple devices before sending. The vast majority (around 70%) of emails are read from mobile phones.
	Use your email system's analytics to inform your marketing strategy. What time and day of the week are your audience most likely to open and engage with your content? What kinds of subject lines result in the highest open rate? Which style of content does your audience most interact with (e.g. the most clicks)?

PUBLIC RELATIONS

How to work with media





WE'VE IDENTIFIED SIX KEY BENEFITS A SMALL BUSINESS WILL GAIN FROM POSITIVE PUBLIC RELATIONS:

- It stretches your budget
- It's more effective than advertising
- PR complements and supports your marketing
- Good PR strategies prevent problems - ensure your message is accurate
- PR boosts brand visibility - news articles remain visible on search engines indefinitely
- Creates long-lasting relationships – with industry, media and other partners

When preparing information for media, remember, everyone is busy – media included – so keep your information relevant, using short emails.



WHAT IS NEWSWORTHY?

WHEN PLANNING YOUR PITCH, STICK TO NEWS THAT IS RELEVANT TO THE PUBLICATION OR MEDIA OUTLET YOU ARE CONTACTING

Here is a checklist of ideas of what makes news:

✓	New business / activities
	Expansions / new features
	A point of difference
	Seasonal news – what does your business offer for spring / autumn?
	Events – relate to your business
	Partnerships / collaborations in your area
	Attractive packages / deals
	Wildlife at your business
	Awards / accreditations
	Something quirky / interesting





MEDIA RELEASES

HERE ARE SOME TIPS FOR WRITING A MEDIA RELEASE, A ONE-PAGE DOCUMENT SUMMING UP YOUR NEWS:

- **DON'T BURY THE LEAD** – put the most important, newsworthy info in the first sentence!
- **WHO?** Your business, your name and your partners
- **WHAT?** Clearly describe what is happening
- **WHEN?** Dates for events, opening dates
- **WHERE?** Property address, route of the tour
- **WHY?** Why is this news?
- A website / Facebook / Insta page for more info - make sure it is up to date!
- Your contact details
- A link to a Dropbox of high-resolution images



MEDIA KIT

CREATE YOUR OWN MEDIA KIT. HERE ARE SOME THINGS YOU SHOULD INCLUDE:

Here are some things you should include in your media kit:

✓	Fact sheets about your business / tour / accommodation
	A backgrounder on your business' history
	Recent awards
	Latest brochures
	High-resolution images (either on USB or downloadable)

PHOTOS ARE SO IMPORTANT! For media, follow these golden rules when sending your images:

✓	Must be high res, at least 1MB
	Update & share regularly
	Interior, exterior, views, people
	Upload to Dropbox for sharing

TOURISM AUSTRALIA
MEDIA KIT



See an example Media Kit in the downloadable workbook.

MEDIA CONTACT

If the media contact is you, try to respond as soon as possible, even if just to acknowledge the request.

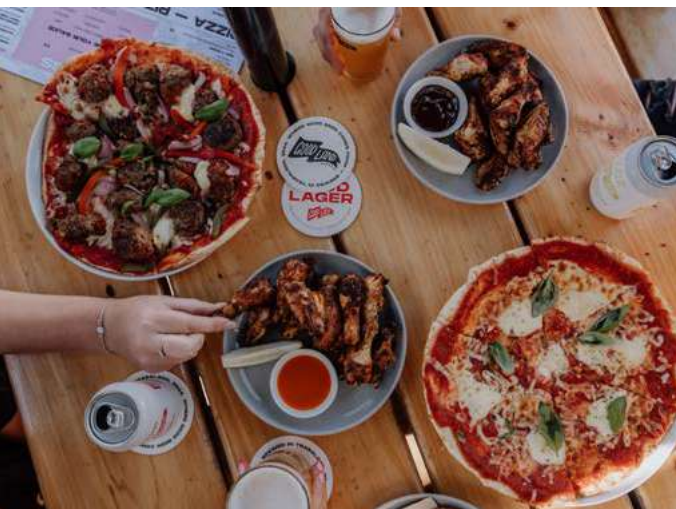
- Find out exactly what they need
- Find out the deadline
- Write down their contact details
- If you are unsure or would like time to prepare, ask to call them back shortly.





THE ROLE OF SOCIAL MEDIA FOR MEDIA

The media often fact-check and look for leads from social media, Destination Gippsland marketing staff also follow or regularly check many social media profiles. They use it as their first port of call for more information, so make sure it addresses the following.



✓	Demonstrates who your business is - what images / video you may have and who your market is
	Tells a story, builds your brand
	Provides a constant source of news and information
	Social media is another media channel to reach out - tag @visitgippsland
	Use the 'About' section of your profile. One of the most important sections of your Facebook page, it is the first place people look for info – including media. Ensure you include: • Contact details • Opening days and hours • Short description of your business • Awards / achievements • Product information



KEEP DESTINATION GIPPSLAND INFORMED

In the financial year to June 2023, we generated over \$12m worth of editorial for the region. Chances are the article you see about your town has been generated or managed through our office. So please keep us updated on your news, images and video.

When we create or receive a media release, we:

- Distribute to our media database
- Consider your business for inclusion in famils / requests
- Include your news in seasonal updates
- Pass on your news to Visit Victoria for further distribution

An aerial photograph of a coastal landscape. In the foreground, a large, light-colored rock formation with some green vegetation on top is partially submerged in the dark blue sea. A small boat is visible near its base. In the middle ground, there are several smaller islands and rock formations, some with greenery. In the background, a long, low mountain range stretches across the horizon under a clear sky.

ARTIFICIAL INTELLIGENCE IN TOURISM



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.



Data helps us profile and understand customers better. The best thing about being in business is you have all the data you need from your past guest information. At a minimum, you should have an understanding of:

- The profile of your visitor types
- Your average booking lead time
- Your average rate
- Your average length of stay, by season if you're an accommodation provider

Ideally you also track:

- Social media engagement, preferably by season and post content
- Newsletter open and click through rates
- Website analytics

In AI world, you'd like one high-powered platform that enables you to engage with broader target audiences, at the right time, with the right message, and you'd like Chat GPT (and other chat platforms) to be able to suggest your business when asked the question "what are the best things to do and where are the best places to stay in Gippsland?".

We are at the start of what will be a big wave of AI influence in tourism. Our recommendation is to get your data in order now, so that you can benefit from the apps, platforms and software that will be available to you in the future.



BUSINESS EVENTS

TIPS FOR UPDATING YOUR BUSINESS EVENT OFFERING



HOSTING BUSINESS EVENTS

Destination Gippsland represent the region as a member of Business Events Victoria. We aim to drive awareness and interest for Gippsland with Melbourne-based meeting planners. If you have conferencing facilities, make sure you:

✓	Have a listing on www.businesseventsgippsland.com.au
	Ensure you are visible on our event venue finding website, https://eventvenuesgippsland.com.au/
	Consider a membership with Business Events Victoria: https://businesseventsvictoria.com/
	Review your business events correspondence (quote templates etc) every year for updates/changes and additions you can make to grow your business events.
	Start by targeting your past Business Event database for future opportunities
	Prepare a media release with your business packages and ensure you advise changes to your database of loyal customers
	Stay connected with clients and industry on LinkedIn. Post content relevant to your business and tag #visitgippsland and #businesseventsvictoria

A top-down view of a restaurant table with two white plates of food, a glass of red wine, and silverware. The top-left plate features a pasta dish with shrimp, mussels, and microgreens. The bottom-right plate has a steak topped with shrimp and garnished with broccoli and microgreens. A glass of red wine is positioned in the upper right, and a small dish of sauce is in the lower right. Silverware is visible on the left side of the table.

WORKING WITH THE TRAVEL TRADE

TIPS FOR WORKING WITH TRAVEL TRADE DISTRIBUTION

HOW TO WORK WITH THE TRAVEL TRADE

The travel trade offers a range of ways to increase your business mix, and open up possibilities to host many more overseas guests.

Typically, Gippsland hosts international audiences when they hire a car and take a driving holiday between Sydney and Melbourne. Often these visitors have been to Australia before, or are seeking a holiday that deviates from the traditional travel patterns of first-time visitors to Australia.

Expect to pay commissions which you'll need to build into pricing to allow travel trade to distribute and sell your product on your behalf. Online travel agents (OTAs) usually expect less commission than wholesalers or Inbound Tour Operators (ITOs) but usually offer less service to their customers.

If you are working with the travel trade, think about about working with Sydney-Melbourne Touring, a membership based not-for-profit organisation that acts as your international sales team. For more information visit www.sydney-melbournetouring.com/coastal-drive or speak to the team at Destination Gippsland about how you can become a member.



WORKING WITH THE TRAVEL TRADE

✓	Create or update a trade sales kit. This should include a fact sheet, your packages for international trade partners, terms and conditions for trade and images of your product
	Create a rate sheet for international markets and send to key trade contacts. Destination Gippsland can help you with this.
	OTAs: check your listings and update as required with any OTAs you partner with (e.g. Booking.com)
	Creating new product? Build commission into your pricing and create a trade friendly package
	Please keep sending us information about your business that you'd like us to share with travel trade. We have a channel on "Australia 365 On Demand", a global platform for the travel trade to find out about Gippsland
	Stay connected on LinkedIn. Connect with your clients and industry stakeholders here, and post content relevant to your business for trade, tagging it with #visitgippsland
	Have a look at the Aussie Specialist Program and preferably have an Aussie Specialist offer for when they travel (famil rate).

A scenic coastal landscape featuring a winding dirt path that leads from the foreground into the distance. A person in dark clothing is walking away from the camera on the path. The terrain is covered in low-lying green and yellowish vegetation. In the background, a steep cliff meets the ocean, with waves breaking against the shore. The sky is filled with soft, white clouds.

DESTINATION GIPPSLAND AND INDUSTRY DEVELOPMENT



STAY CONNECTED WITH OUR INDUSTRY DEVELOPMENT TEAM

Our industry team are here to help you as well.

Our industry website, www.destinationgippsland.com.au contains information about who we are, what we offer, our strategic plans and documents for you to download, as well as other industry development information including preparing for a tourism incident or crisis.

We encourage you to:

- Sign up for our industry newsletter, a monthly update on all that is happening across the region for you
- Connect with us on [LinkedIn here](#)
- Follow our [Facebook Industry Page here](#)

Keep us informed with your news too, we love hearing from you.

*Destination***GIPPSLAND**

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