



**TOURISM
NORTH EAST**

ROAD SHOW 2017

**TOURISM
NORTH
EAST**

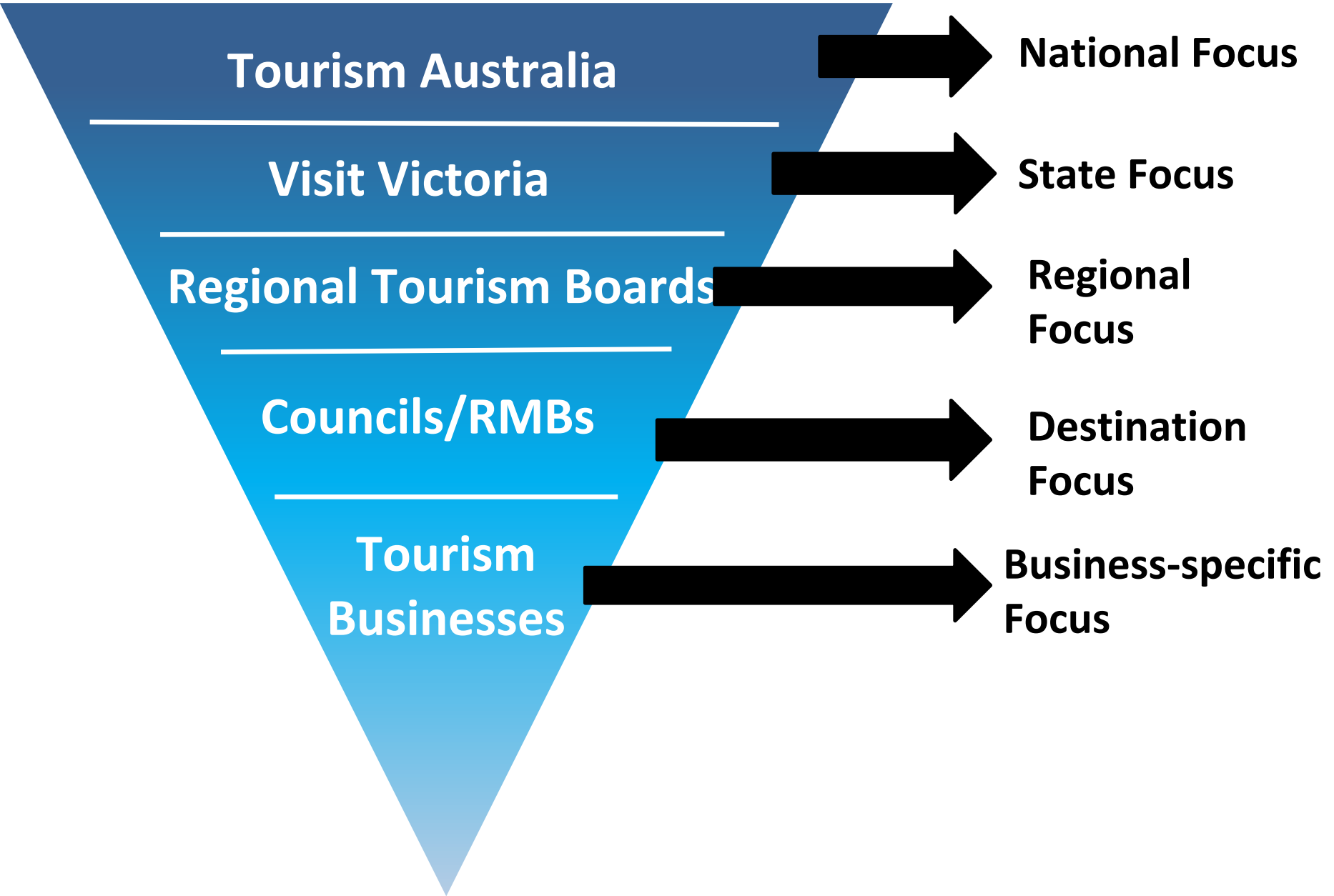
AN OVERVIEW

13,456 Reach

TOURISM
NORTH
EAST

Work in partnership with Visit Victoria, industry and a range of government partners to support and develop regional tourism.





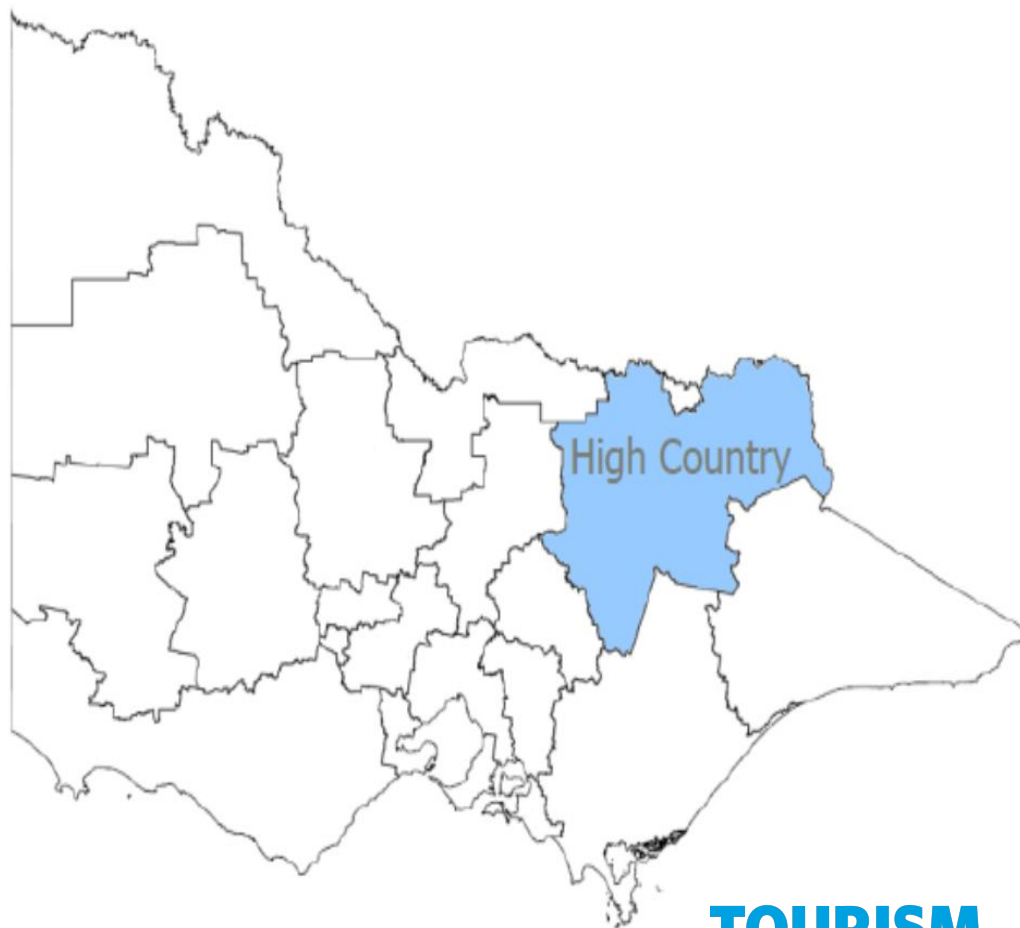
Who does TNE represent?

6 Shires

- Alpine
- Benalla
- Indigo
- Mansfield
- Towong
- Wangaratta

3 Alpine Resorts

- Hotham 13,456 R
- Falls Creek
- Mt Buller



What does TNE do?

- Regional marketing
- Product development
- Industry development & sustainability
- Facilitating tourism investment
- Research
- Advocacy 13,456 Reach
- Strategic Planning

**Food
Wine
Beer**

Nature

Cycle

**Arts &
Cultural
Heritage**

Snow

STRATEGIC FOCUS

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TOURISM
NORTH
EAST



**VICTORIA'S
HIGH COUNTRY**
**DESTINATION
MANAGEMENT
PLAN 2013-2023**

Prepared by Tourism North East
Updated March 2016

**TOURISM
NORTH
EAST**

A Destination Management Plan is developed when tourism bodies, government and industry plan for the future of a destination and focus on proactively building and managing the visitor economy.

Cycle Tourism

For the High
Country to own
cycle tourism and
be recognised as
the premier bike
destination in
Victoria



Food, Wine & Craft Beer

For the High Country to lead innovation in the food, wine and beer space, creating a competitive differentiator that drives tourism related visitation and yield opportunities throughout the region



Snow

To evolve the winter offering of the major alpine resorts to ensure they continue to appeal to the visitor market and drive visitation, yield and job opportunities throughout the region



Nature-based Tourism

For the High Country to feature a range of attractive nature-based tourism hubs that act as visitation and yield draw cards for the entire region

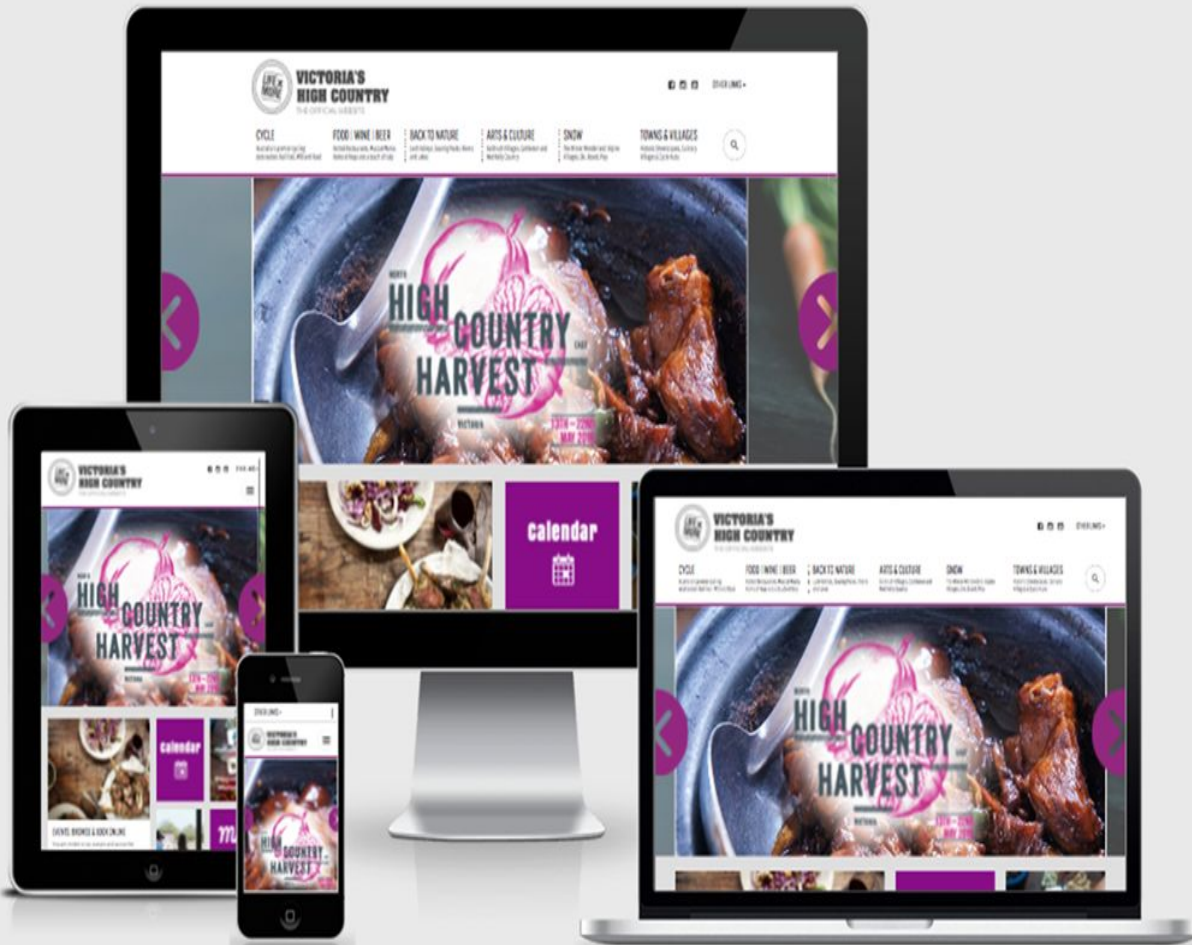




Arts and Cultural Heritage

Establish the region's arts and culture credentials to both diversify the demographic attracted to the High Country, and increase dispersal throughout the region

Digital Excellence



The High Country will set industry best practice for the use of digital technologies in all aspects of the region's offering, delivering a superior visitor experience that differentiates it from competitors.

MAJOR TOURISM PROJECTS

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TOURISM
NORTH
EAST



North East Victoria Cycling Optimisation Master Plan

- A master plan that will optimise cycling opportunities in North East Victoria
- Considers:
 - infrastructure investment
 - marketing
 - private sector opportunities
- Rail trail, road cycling, mountain bike

Ned Kelly Alive

- Revitalise and reimagine the Ned Kelly story and associated tourism experience
- Involves:
 - Audit of current offering
 - Concept development
 - Business case to support activation
- Aim: Drive visitation, yield and dispersal



Hume Aboriginal Cultural Trail

- A connected network of meaningful and authentic Aboriginal
- Strong domestic/international appeal
- Follows similar process as Ned Kelly Alive Project
- Significant focus on Aboriginal engagement



Winery Tourism and Cellar Door Research



Supports vision of driving innovation

Two-part project:

Market research

Industry growth/enhancement

Supported by local government and industry

Questions?



MARKETING

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TOURISM
NORTH
EAST



MARKETING - SEASONAL PILLARS

Spring
CYCLE

Summer
NATURE



Autumn
FOOD & WINE

Winter
SNOW

ANNUAL MARKETING ACTIVITY

SPRING / SUMMER

Cycle/Nature

- Ride High Country
- 7 Peaks Ride
- 7 Peaks Run

AUTUMN / WINTER

Food, Wine, Beer / Snow

- High Country Harvest
- Snow Victoria

YEAR ROUND

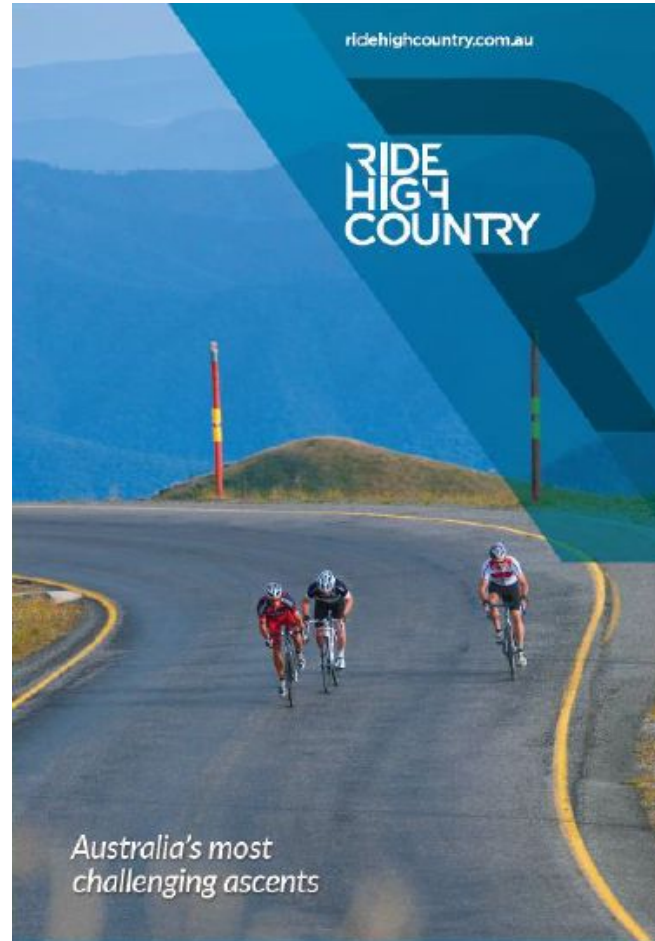
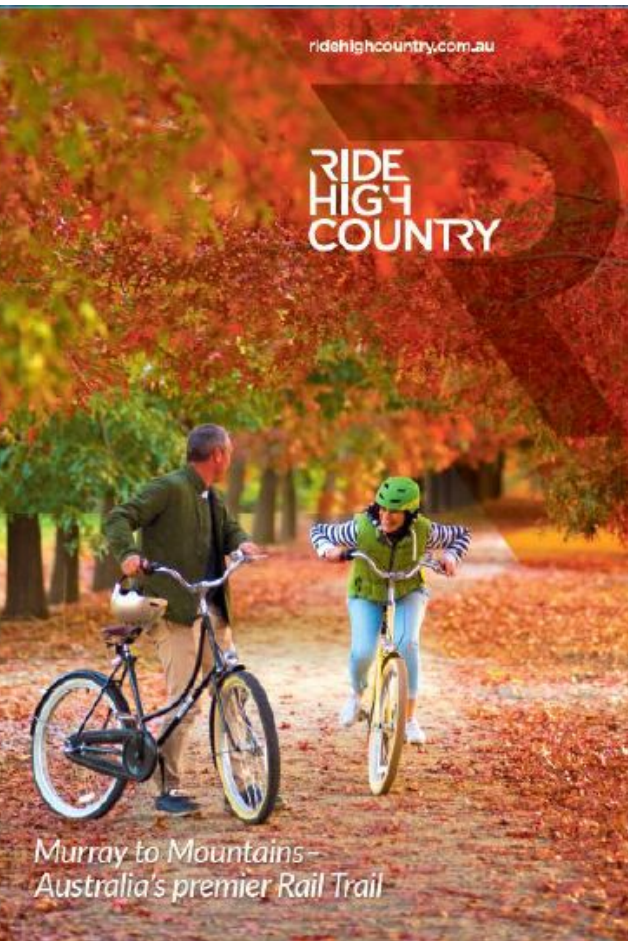
- Cycle Guide
- Food & Wine Guide
- VictoriasHighCountry.com.au
- SeeHighCountry
- PR

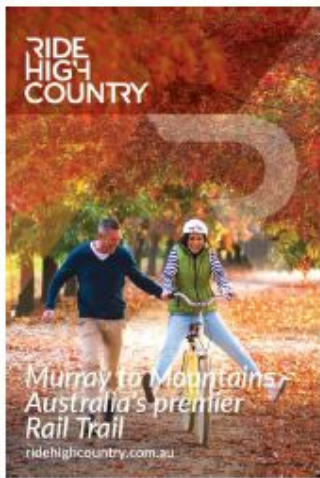
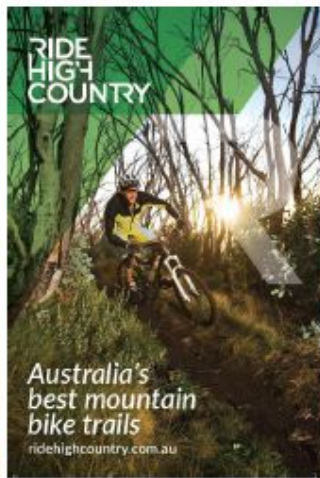
OTHER

- Visit Victoria
 - Australia.com / ATDW
- Wander Victoria
- International - Visit Victoria

REGIONAL CAMPAIGNS

RIDE HIGH COUNTRY - SPRING/SUMMER





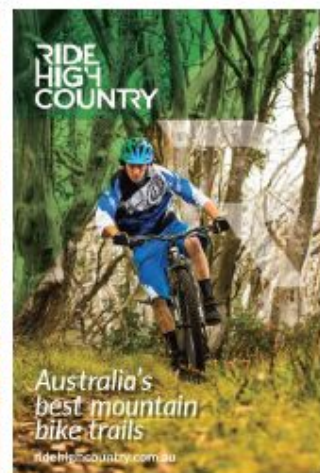
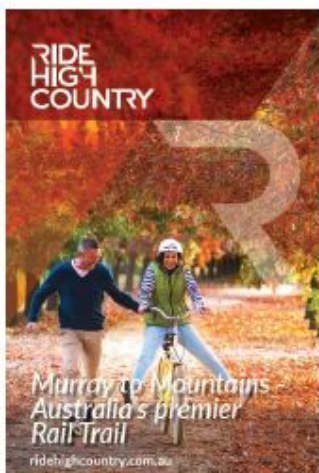
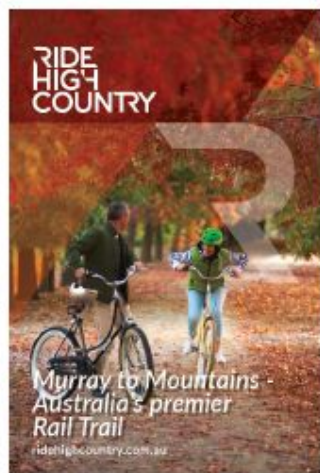
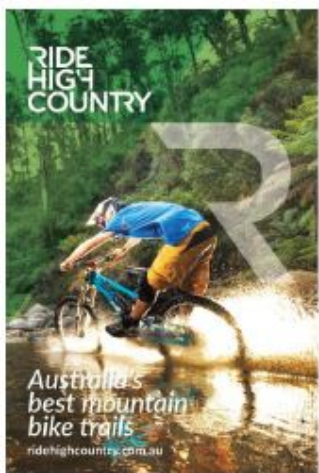
FRAME 1
The carousel can be swiped left or right by the user. If the user takes no action, the carousel plays automatically after a determined amount of time.



FRAME 2
Mountain biking frame



FRAME 3
Rail Trail frame



Flow Mountain Bike

February 3 at 7:04pm · 🌐

Ride High Country - Bright: The entire Victorian high country is undergoing a mountain bike boom, and right at the forefront is Bright. If you've spent any time in this town, you'll know why it's one of Australia's most revered mountain bike destinations, and with the opening of the incredible Hero Trail this it has moved to a whole new level. Join us for a rip around Bright, in the first of seven vids from our Ride High Country Road Trip.



46K Views

👍 Like 💬 Comment ➦ Share

👍❤️👤 You and 1.5K others

Top Comments ▾

REGIONAL CAMPAIGNS

7 PEAKS RIDE - SPRING/SUMMER





7 PEAKS: 100 Women's Cycling Stories

 **7 Peaks Ride - The Alpine Ascent Challenge**
January 30 at 1:40pm · 🌐

The only way is up, baby!
Some more tips on how to become a better climber



How to become a better climber - 7 Peaks Ride - Victoria Australia - Road Cycling


Let's face it: we'd all like to get a bit better a climbing. Thankfully, it turns out there's plenty we can all do to get stronger and faster when the road tilts up, beyond...

7PEAKS.COM.AU



REGIONAL CAMPAIGNS

7 PEAKS RUN - SUMMER



7 Peaks Trail Running at: MT BULLER

Mt Buller sits at the top of any trail runner's bucket list. An easy three hour drive from Melbourne the 10 trail running routes have been specifically audited and rated for trail runners. 40km+ of smooth single track complemented by rugged fire roads, steep ridgelines and everything in between.

7 Peaks Run is 21 colour coded runs covering more than 200km through the 7 Peaks of Victoria, with a trail to suit every level of fitness and experience.

7peaksrun.com.au | mtbuller.com.au

STRAVA

For more info visit: 7peaksrun.com.au | mtbuller.com.au

7 Peaks Run trail running at **MT BULLER**

GREEN RUN
RUN RATING: 15/45

THE RUN An easy loop run that adds a very short climb to the Buller summit for big views.

HIGHLIGHTS Summit view, fun singletrack on the south side of Buller.

DISTANCE 5.9 km
COMBINED ASCENT/DESCENT 267 metres +/-

TRAIL HEAD
CLICK TIMER IN THE VILLAGE SQUARE

NOTE POINTS:
1 Mt Buller Sculpture Walk
2 Mt Buller Summit Views
3 Valley Views
4 Snowmaking dam

BLUE RUN
RUN RATING: 2/45

NOTE POINTS:
1 Sweeping switchbacks
2 Delatite River dip
3 Delatite River log crossing
4 Mirimbah Park

TRAIL HEAD
CLICK TIMER IN THE VILLAGE SQUARE

BLACK RUN
RUN RATING: 35/45

NOTE POINTS:
1 The Bluff view
2 Chairlift
3 Mt Buller view
4 Wildflower Meadows

TRAIL HEAD
CLICK TIMER IN THE VILLAGE SQUARE

THE RUN A one way run that transitions from high Alpine Snowgum to Mountain Ash country with a soft gradient that makes you feel like you're flying.

HIGHLIGHTS Multiple log bridge river crossings, fern gullies, birdsong, waterways.

DISTANCE 14 km | **ASCENT/DESCENT** 296m+/2,203m-

THE RUN An intense shorter run with ankle-testing, rocky technical tracks for adventure runners, with rewarding massive views and a sting in the tail before a flowy singletrack on route home.

HIGHLIGHTS Big alpha views, super technical trail on Little Mount Buller (1,050m), even bigger views from the trig point at the summit, fine flowy running on Summit natural track.

DISTANCE 8.2 km | **ASCENT/DESCENT** 506m+ / 506m-

7 Peaks Run with Rich Bowlesy at **Mount Baw Baw**.
January 12 at 11:37am

The Victorian High Country has it all! It's not so hot up here in summer perfect running weather. However, Ambassador Richard Bowles decides to take the cooler route (or perhaps the fun route?)



Like Comment Share

8

Write a comment...

Elizabeth Flynn Amanda Voget trail run?
Like · Reply · January 13 at 9:38am

1 Reply



7
PEAKS
RUN



Running with Altitude



7
PEAKS
RUN



7 mountains. 21 trails. 200km



7
PEAKS
RUN



Victoria's High Country



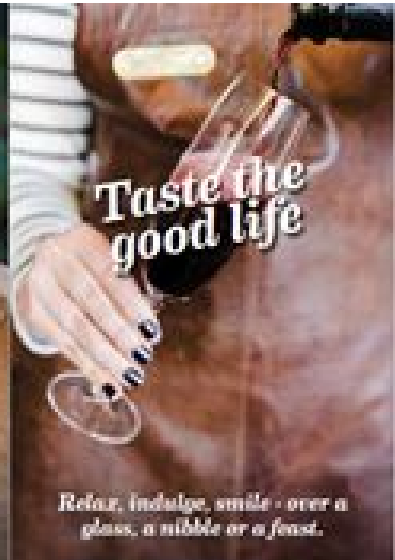
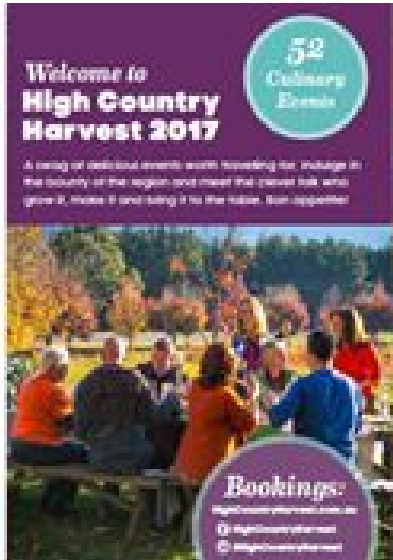
7
PEAKS
RUN



7peaksrun.com.au

REGIONAL CAMPAIGNS

HIGH COUNTRY HARVEST - AUTUMN



HIGH COUNTRY HARVEST

BOOK YOUR EVENTS AT HighCountryHarvest.com.au

WINE'S DELICIOUS
 Discover the best of the region's wine and food scene. From award-winning wineries to gourmet dining, there's something for everyone. Book your tickets now!

WINE & CHEESE
 Pair your favourite wine with delicious local cheese. Enjoy a guided tour of a local cheese producer and sample their award-winning products.

WINE & MUSIC
 Enjoy a night of wine and music. Listen to live music while you sip on some of the region's best wine.

WINE & ARTS
 Discover the region's art and wine scene. Enjoy a guided tour of a local artist's studio and sample their award-winning wine.

WINE & HISTORY
 Discover the region's history and wine scene. Enjoy a guided tour of a local historical site and sample their award-winning wine.

BOOK YOUR EVENTS @ HighCountryHarvest.com.au #HighCountryHarvest

CARROLLI'N' WINE WITH HONEY
 Enjoy a night of wine and honey. Listen to live music while you sip on some of the region's best wine.

WINE & CHEESE
 Pair your favourite wine with delicious local cheese. Enjoy a guided tour of a local cheese producer and sample their award-winning products.

WINE & MUSIC
 Enjoy a night of wine and music. Listen to live music while you sip on some of the region's best wine.

WINE & ARTS
 Discover the region's art and wine scene. Enjoy a guided tour of a local artist's studio and sample their award-winning wine.

WINE & HISTORY
 Discover the region's history and wine scene. Enjoy a guided tour of a local historical site and sample their award-winning wine.

TOP UP YOUR TRIP



VILLAGE BONFIRES

Warm your toes at twilight and sample fire-side treats like mulled cider, Farming marshmallow fondue or creamy chestnut soup. Meet the locals before moving on to dine on a Harvest Menu delight at a nearby restaurant or attend one of the festival dinners.



HARVEST MENUS

Let our adventurous chefs wow you with local-themed produce such as Worby Free Range pulled pork rolls, rib-eye from the butcher's own Black Angus cattle with Yorkshire pudding, roasted vegetables, calmaris, emmentalee and balsamic sauce, or Mowla free range chicken breast with Wooragool mushrooms, candied parsnip and chicken jus.



AUTUMN WARMERS

Warm up apples at the region's cellar doors, country pubs and wine bars will whet your appetite and punctuate your harvest adventure. Typically created for harvest, there's hot buttered pumpkin rum, salted caramel single origin hot chocolate, a Honeybird espresso martini and many more!



LA FIERA

A festival with a festival where your taste buds tour Italy! Cook with Norm and renowned chefs, forage for wild mushrooms and sample the best varietal wines and local produce, all washed down with a hearty serve of Italian foodie culture at Myrtleford's La Fiera.

MORE-ISH



RESTAURANTS

Feast at one or more of the High Country's 31 Age Good Food Guide 2016 rated restaurants. Sizzlebat with excellent coffee at cosy cafe and lunch at funky craft breweries and winery restaurants as you journey across the region.



FARMERS MARKETS

Time your harvest trip to coincide with a High Country farmers market. Stock up on fresh produce straight from the region's fertile valleys and chat with the local producers.



WIN Enter now to win the ultimate 'money can't buy' High Country foodie weekend adventure. Learn with your hero hosts, sip, taste, feast and stay in charming luxury. highcountryharvest.com.au



STAY Romantic hideaways, boutique lodges and eco-friendly retreats boasting High Country alpine views, nestled in historic villages, beside riverbanks and abundant valleys. Check out exclusive Harvest Specials and quality accommodation options at highcountryharvest.com.au

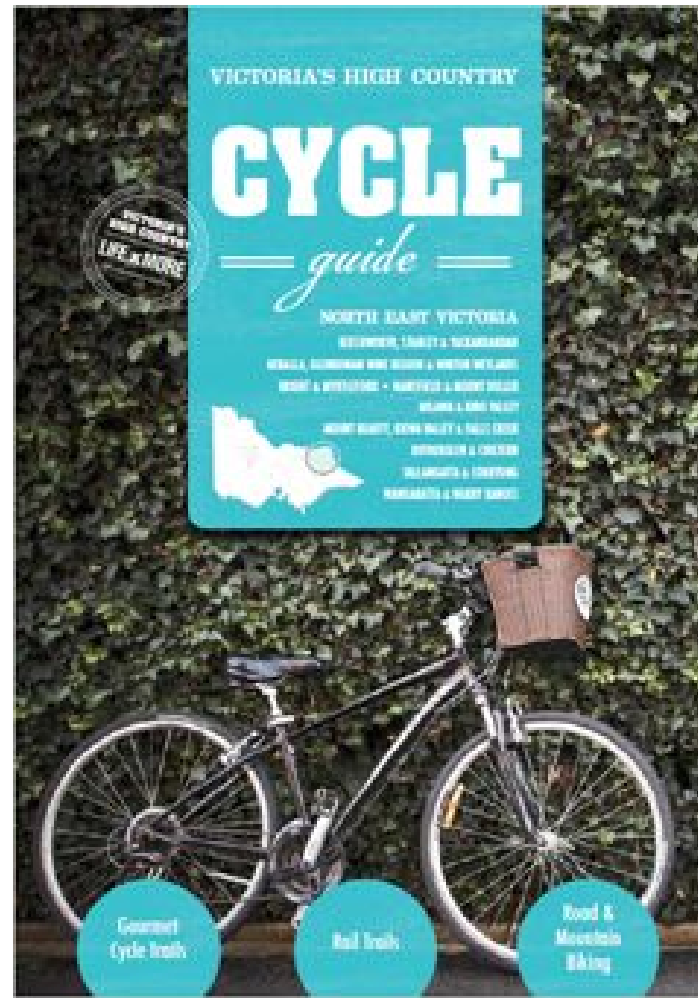
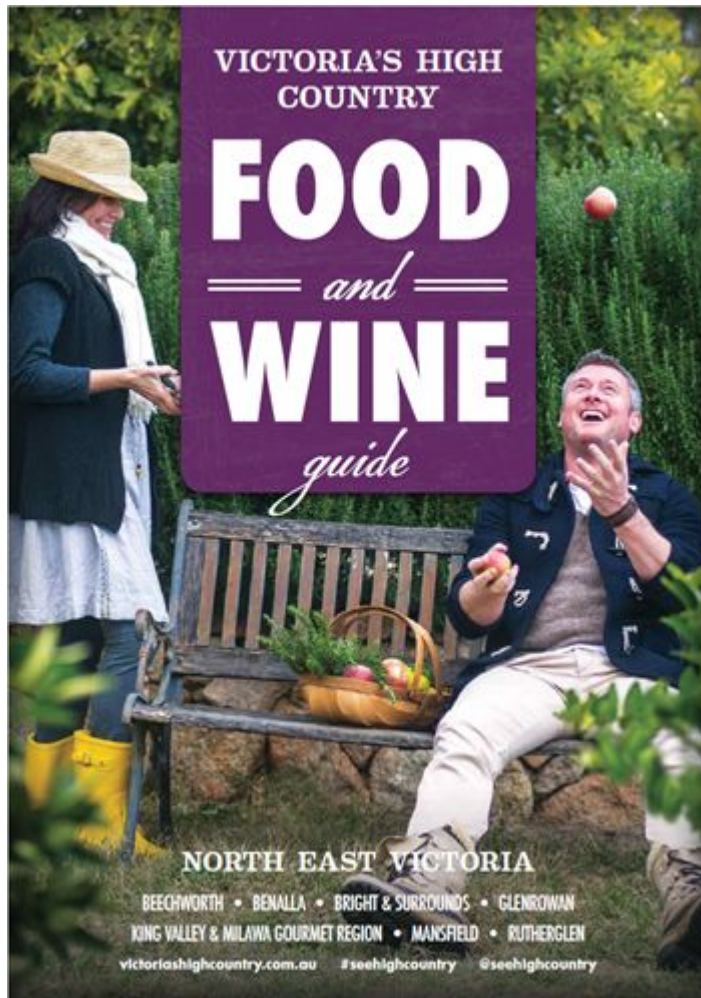
REGIONAL CAMPAIGNS

SNOW VICTORIA - WINTER



REGIONAL CAMPAIGNS

PRINTED GUIDES - YEAR ROUND



REGIONAL CAMPAIGNS

DIGITAL - YEAR ROUND

VICTORIA'S HIGH COUNTRY
THE OFFICIAL WEBSITE

LIFE x MORE

OTHER LINKS ▾

CYCLE | FOOD | WINE | BEER | BACK TO NATURE | ARTS & CULTURE | SNOW | TOWNS & VILLAGES

SUMMER IN VICTORIA'S HIGH COUNTRY

There is an essence to Victoria's High Country in summer that makes every experience all the richer. It's not just the invigorating alpine air. It's not only the physical environment. It's not even the kaleidoscope of colours, aromas and tastes. Instead it's a combination of all these and more.

cycle | food & wine

arts & cultural heritage | nature

TOP SWIMMING SPOTS TO COOL OFF
As the temperature rises across Victoria's High Country, get yourself acquainted with these popular fresh water swimming spots around the region.

HATED RESTAURANTS | TOP FOODIE BIKE RIDES

Instagram

seehighcountry Following

510 posts 10.8k followers 426 following

SeeHighCountry For those who love holidaying in Victoria's High Country. Tag @SeeHighCountry or #seehighcountry to give us permission to share. 🇦🇺🇨🇦🇬🇧
www.victoriashighcountry.com.au

See High Country at Lake Hume Tallangatta
February 1 at 7:45pm · 🌐

Picture perfect summer sunsets over Lake Hume in Tallangatta
Thanks to @georgieaver for this pic (via IG)

Like Comment Share

73

Write a comment...

Mal Palmer Colleen Smaluch
Like Reply · February 1 at 11:15pm

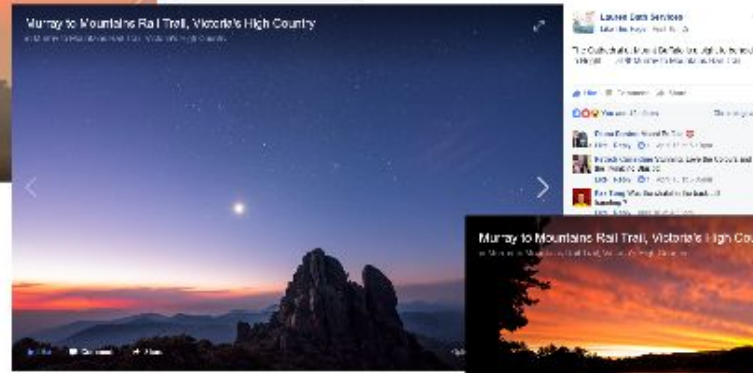
REGIONAL CAMPAIGNS

PR - YEAR ROUND

TRADITIONAL MEDIA

- Print
- Digital

SOCIAL MEDIA Influencers



PORTALEDGE PICNIC



REGIONAL CAMPAIGNS

WANDER VICTORIA - VISIT VICTORIA



Official site for Melbourne, Victoria, Australia

English +

INSPIRATION DISCOVER VICTORIA MELBOURNE PLAN



High Country

DESTINATIONS THINGS TO DO EVENTS FOOD & WINE ACCOMMODATION TRAVEL INFO



WANDER VICTORIA

High Country



REGIONAL CAMPAIGNS

WANDER VICTORIA - VISIT VICTORIA

High Country

EXPERIENCES

THINGS TO DO

EVENTS

FOOD & WINE

ACCOMMODATION

TRAVEL INFO

[MORE EVENTS](#)

Offers *High Country*

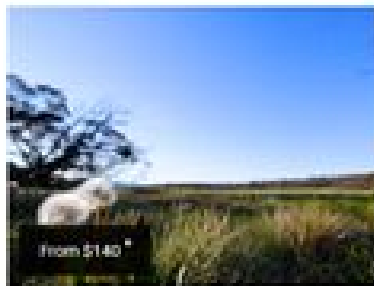


From \$740*

OFFERS

Friends summer and autumn dreaming

Two nights at Mountain Dreaming Apartments, bottle of local wine on arrival and two course dinner.

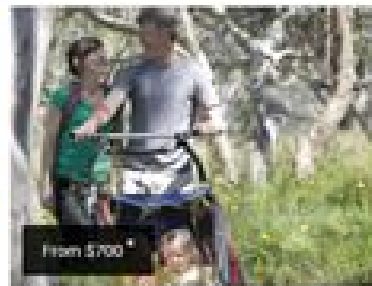


From \$140*

OFFERS

High Plains summer escape

Stay one night and get a second night free at Hotel High Plains in Dinner Plain.

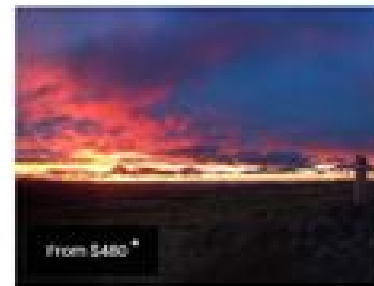


From \$700*

OFFERS

Family summer and autumn dreaming

Two nights at Mountain Dreaming Apartments, bottle of local wine on arrival and two course family dinner.

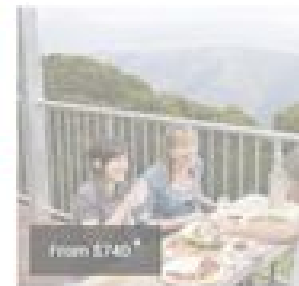


From \$480*

OFFERS

Sunset mountain dreaming

Two night stay at Mountain Dreaming Apartments, bottle of local wine on arrival and two course dinner.



From \$740*

OFFERS

Friends summer and autumn dreaming

Two nights at Mountain Dreaming Apartments, bottle of local wine on arrival and two course dinner.

[MORE OFFERS](#)

REGIONAL CAMPAIGNS

GETTING INVOLVED

Entry criteria

- ATDW listing (Visit Victoria, Destination site, VHC site, Australia.com)
- Guide listings

Getting noticed

- Content, images video
- Story, innovation, collaboration
- New news

Pro-active engagement

- Subscribing to and reading industry enews
- LTA membership
- Visit Victoria deals and packages
- PR - media friendly

Questions?

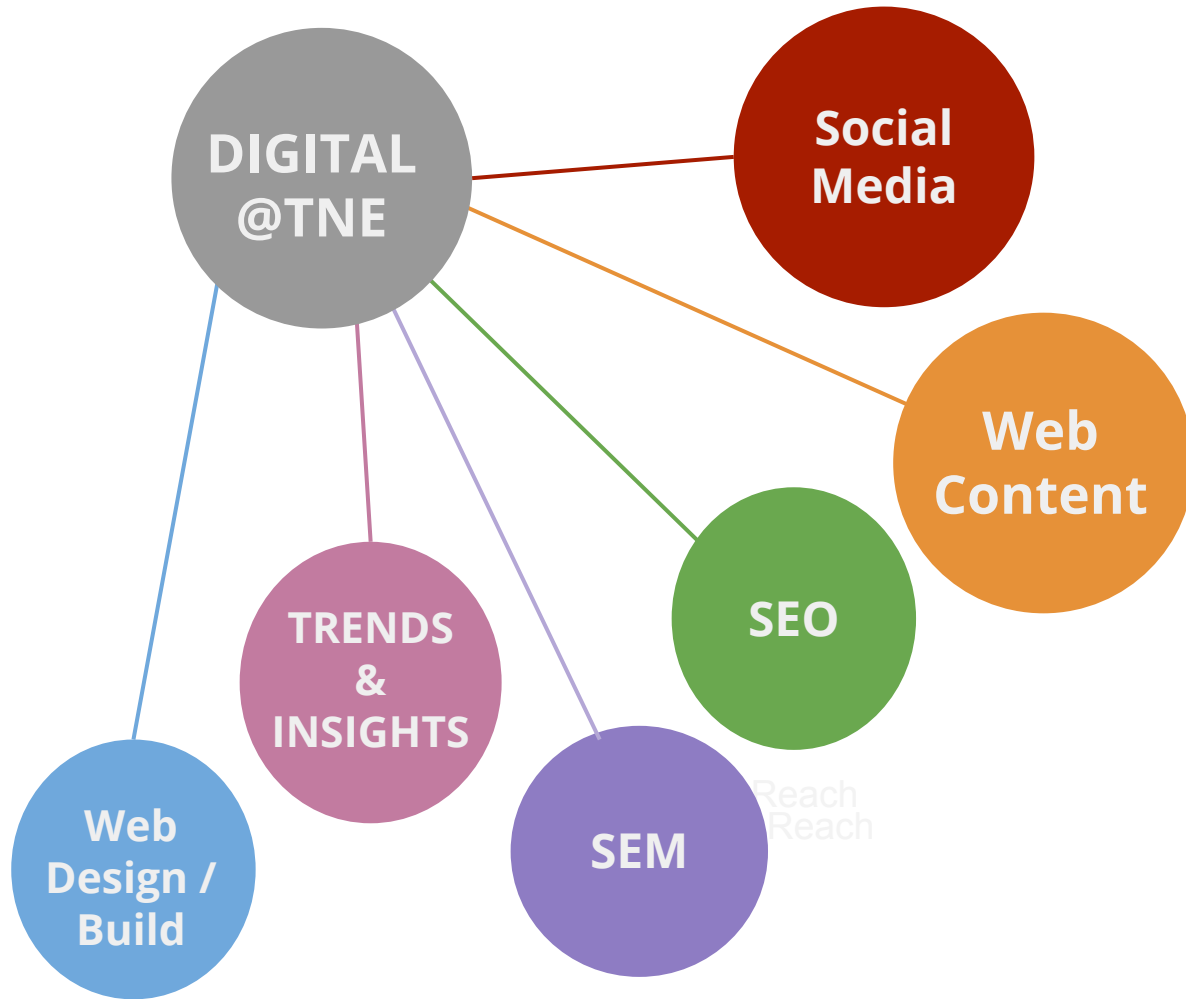


DIGITAL

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TOURISM
NORTH
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INTRODUCTION



LOU FRIEND



JAMES CALLANDER

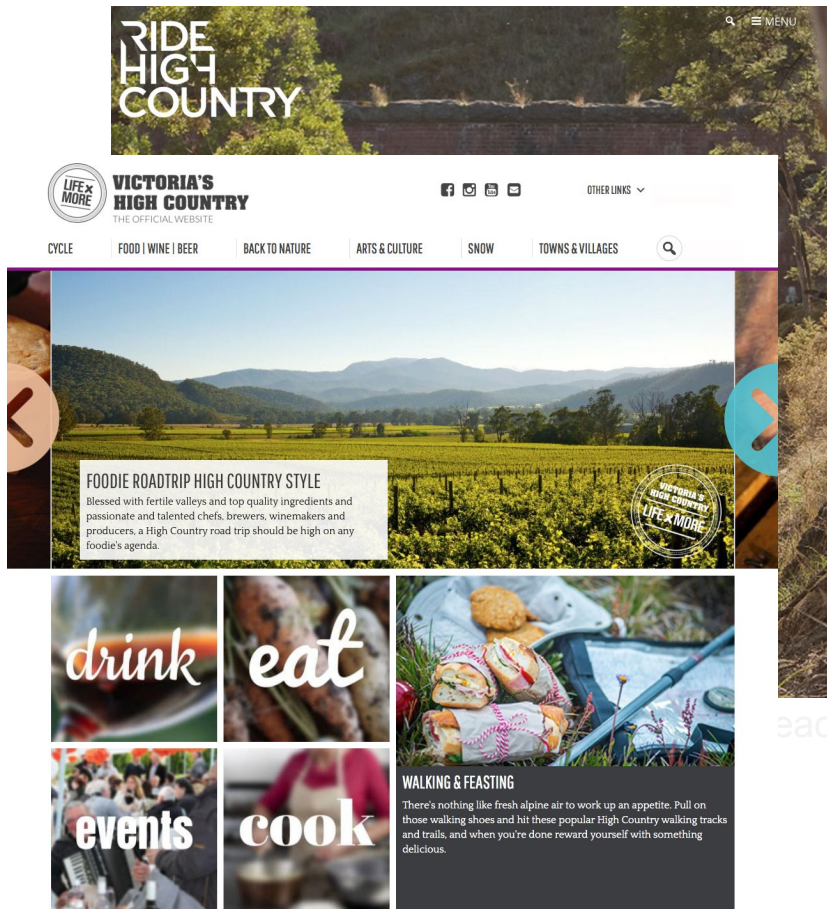


DEAN CLEAVE-SMITH

We activate the the digital elements of the region's marketing activities across the web, social media and search/display channels...

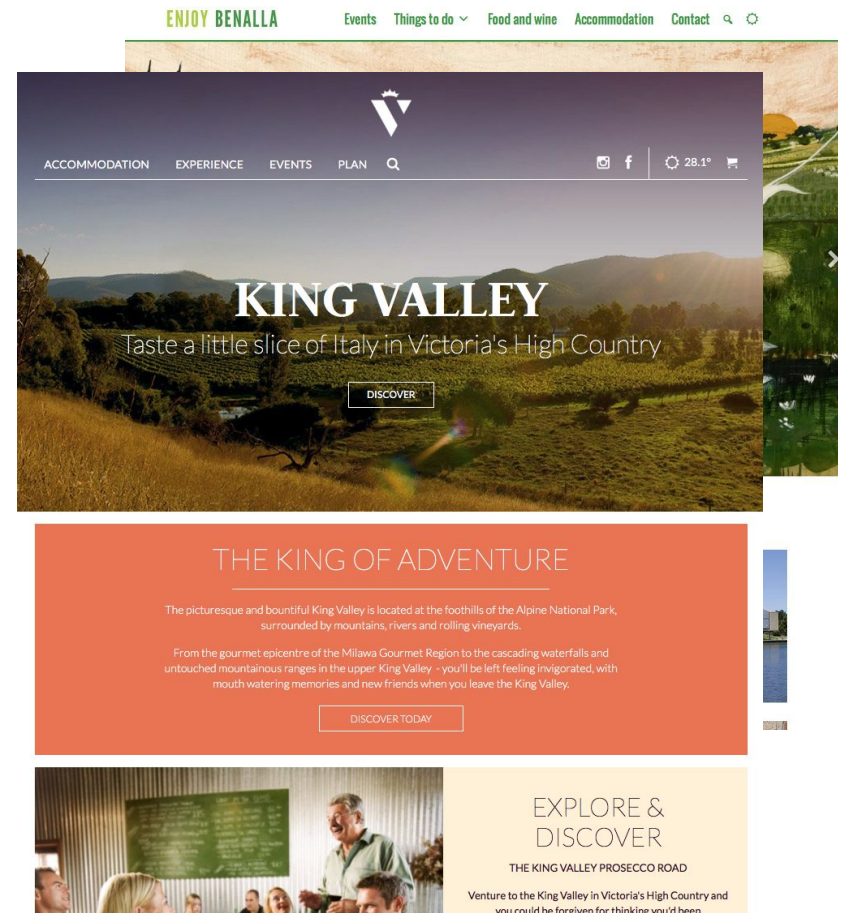
WEB

Regional Sites



TNE own & manage

Destination Sites



LGA own, TNE advise

SOCIAL



Community Management

@SeeHighCountry
@7PeaksRide
@7PeaksRun
@MurraytoMountainRailTrail
@RideHighCountry (soon)

#SeeHighCountry
#MurraytoMountains
#HighCountryHarvest

seehighcountry [Follow](#)

510 posts 10.8k followers 426 following

SeeHighCountry For those who love holidaying in Victoria's High Country. Tag @SeeHighCountry or #seehighcountry to give us permission to share. 🌄🏔️🌿🍷
www.victoriashighcountry.com.au

A grid of six landscape photographs showing various scenic views of Victoria's High Country, including mountains, valleys, and sunsets.

7peaksride [Follow](#)

59 posts 418 followers 61 following

7 Peaks Ride The official page for Victoria's 7 Peaks Ride - the ultimate alpine ascent challenge. Tag your pics with #7PeaksRide to give us permission to share.
www.7peaks.com.au/100-stories-showcase

A grid of nine photos related to cycling and the 7 Peaks Ride event. The photos include a cyclist wearing a helmet and sunglasses, a cyclist riding on a road, a cyclist celebrating with arms raised, a cyclist riding on a road, a cyclist riding on a road, a cyclist riding on a road, a cyclist riding on a road, a cyclist riding on a road, and a cyclist riding on a road.

TRENDS & INSIGHTS

Travellers who use the internet to research trips

85%

Number of website visits before visiting

22

Google Search Australian Market Share

84%

People who visit High Country websites from smartphones

46%

Number of website visits before booking online

31

People who don't goto page 2 of Google Search

90%

Australian Market Share of the Global OTAs

68%

People who come to High Country websites via a Google Search

72%

Visitors who use the web once in region to find activities

36%

We work with stakeholders and industry to develop an understanding of the key digital trends influencing the tourism sector...

...and assess the opportunities and threats these present to visitors, industry and the region overall.



DIGITAL INDUSTRY SUPPORT

Industry Sessions - Digital 101 / Digital 102

Trends, key tools and assets, How you can leverage the local and regional assets. Interactive small group sessions delivered with TNE Industry Development team

Includes;

- Tourism Digital Trends.
- Key tools each business should have
- State, regional, local websites
- ATDW Listings



One-on-One Sessions

Targeted sessions tailored to a specific need, includes;

- advanced online booking
- digital marketing tools
- analytics and reporting



Sessions are typically arranged after discussions with the TNE Ind Dev team

Questions?



Industry and Product Development



Eddie Wilson



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Jade Miles



Sarah Pilgrim

Things we can help you with



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SHARE



PLAN



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LEARN

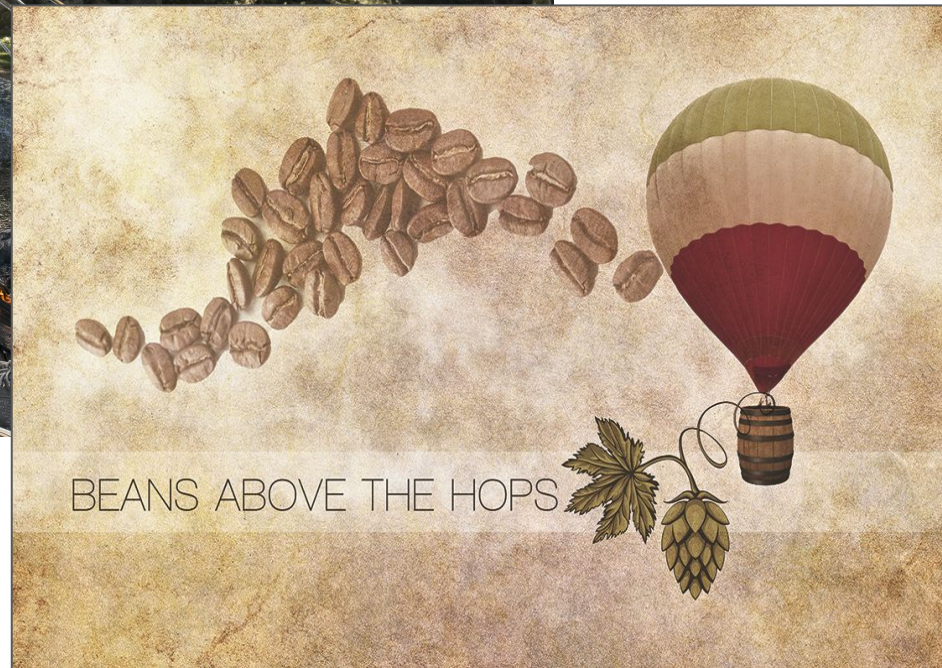


- Small business one on one
- Leveraging cycle tourism
- Social media round table
- Making the most of Tripadvisor
- Future Trends briefings
- Packaging for profit
- Nature based forums
- Networking evenings

INFORM



Kickstart - collaboration at work



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What can you do ?

**Go to the website and sign up for the
Tourism North East Newsletter
www.tourismnortheast.com.au**

**Take out an ADTW listing for your
business**

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Questions?





TOURISM NORTH EAST ROAD SHOW 2017

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