



High Country at Home - Online Experience Prospectus

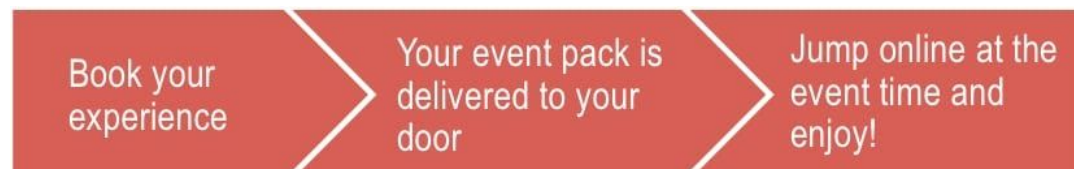


What is *High Country at Home*?

While travel restrictions are in place, Tourism North East is welcoming virtual visitors back to Victoria's High Country connecting past and potential visitors to the makers, growers and producers of the High Country. *High Country at Home* provides a portal to showcase signature High Country experiences online, such as cooking classes, tastings, skill classes, craft and anything else you can think of. Check out victoriashighcountry.com.au to see what is currently on offer.

How does it work?

Businesses develop an interactive group online experience representing their normal offering and designed to bring the best of the High Country directly into people's homes i.e. Cocktail making, beer tasting, gnocchi making, yoga. As a paid, ticketed event, the experiences combine products sent directly to the participant's door ahead of time with a live online session of 8-10 people can enjoy a virtual, interactive High Country experience.



Who is able to participate?

Any business in the High Country that has a current ATDW listing, is able to submit an expression of interest to host an event. You will then work with the TNE industry and product development team to ensure the concept is ready for launch. If you are not sure or would like to discuss in further detail, please give us a call.

Key selection criteria

- The event organiser must have a current ATDW listing.
- The event must provide a bookable live online experience that may include product as part of the package.
- The event must acknowledge its connection to *High Country at Home*
- The event conforms with the centralised ticketing system used by Tourism North East and delivers via agreed platforms.
- The event organiser is open to hosting media

What should I do next?

If you would like further guidance or have an event idea please contact Tourism North East:

0408 352 701

sarah.pilgrim@tourismnortheast.com.au

0407 544 687

eddie.wilson@tourismnortheast.com.au