



# *Wander Victoria*

With its dramatic landscapes, ever-evolving cultural life, wellness, food and wine experiences, regional Victoria is the ideal place to go wandering.

The days are long and languid in regional Victoria. Here, must-dos include relaxing, chatting, pottering and reconnecting with family and friends.

There's plenty to do but no pressure to cram everything in. That's because regional Victoria is close enough to revisit any time the urge to unwind strikes.

Yet Victorians seem to have forgotten all this. More and more they're choosing to travel interstate or overseas rather than within their own state.

The new Wander Victoria campaign aims to remind all Victorians to explore regional Victoria. But it doesn't just tell Victorians what's on offer. Instead the campaign gets to the heart of how it feels to wander in regional Victoria.





## THINGS TO KNOW ABOUT VISIT VICTORIA'S NEW REGIONAL VICTORIA CAMPAIGN

The State Government recognises the importance of the visitor economy to regional Victorian communities.

Intrastate visitors are the largest market for regional Victorian tourism. However numbers have declined over the long term, with regions more than two hours from Melbourne most affected.

The Wander Victoria campaign is part of a long-term strategy to activate visitation and solidify regional Victoria's market position as a place where there's time to relax, recharge and explore simple pleasures.

### WHO ARE WE TALKING TO?

The campaign targets the "Lifestyle Leaders" market segment.

Lifestyle Leaders:

- Represent 30-40% of Australian population
- Are progressive and aware of trends

- Seek cultural experiences
- Are socially connected
- Influence peers' opinions

Melburnians are the key geographic target with a secondary audience of consumers within driving distance of regional Victoria (including those in New South Wales and South Australia).

The campaign includes content tailored to multiple lifestages including young people, singles, couples with no kids, families and retirees.

### WHAT ARE THE HURDLES?

Melburnians are travelling interstate and overseas more regularly because of cheaper airfares.

They may think regional Victoria offers less value or is simply not as exciting as other destinations.

Research also shows that Melburnians may not be inspired to visit regional Victoria because they lack knowledge of the key destinations and experiences on offer.



## WHAT'S THE MESSAGE IN A NUTSHELL?

Regional Victoria is the ideal place for an easy, short break in nature. It allows you time to indulge your passions – to feel relaxed, enriched and invigorated.

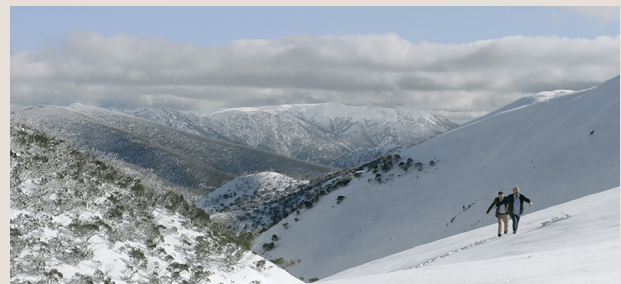


Distance is also a barrier, particularly for destinations more than 2 hours from Melbourne.

A lack of urgency can be a problem too. Melburnians aren't driven to visit regional Victoria, seeing it as close enough to visit any time.

## INSIGHTS FROM RESEARCH

- Consumers are more time poor than ever, so spare time is a luxury
- Regional Victoria competes not only with interstate and overseas travel, but with other leisure activities like movies or attending Melbourne events
- Many consumers have a Fear of Missing Out (FOMO) and try to cram as much activity as possible into their limited spare time
- However many also revel in the Joy of Missing Out (JOMO). This means appreciating simplicity, living in the moment and taking time out
- Nature is a key driver to travel amongst Melburnians
- Events are a strong incentive to travel to regional Victoria



## CAMPAIGN OBJECTIVES

### 1 / INSPIRE

Make consumers want to go to regional Victoria by building an emotional connection.

### 2 / INFORM

Tell them what's out there by providing curated content that is tailored to each lifestyle.

### 3 / ACTIVATE

Make it easy to book by working with travel partners and operators via the Regional Tourism Boards.



## HOW DOES THIS COME TO LIFE IN THE ADVERTISING?

In the lead Wander Victoria film we see two friends on an epic journey through regional Victoria.

With time on their hands the friends absorb the sights, smells and tastes of their surrounds. Naturally, their conversation wanders. They discuss everything and nothing, from the scenery to what it would be like to have an extra arm.

Through this rambling dialogue, the friends forge a genuine connection with each other and with their environment – something you can only do with the luxury of time.

### Consumer Testing Results

- 89% felt the ad communicated themes such as diversity, beauty, tranquillity and the benefits of "getting out there"
- 84% indicated an intention to visit after viewing the ad

## WHAT WILL I SEE AND WHEN WILL I SEE IT?

The Wander Victoria campaign will launch on 28 February 2016 and features all of Victoria's 11 regions.

The campaign showcases Victoria's natural landscapes as well as key experiences like food and wine, spa and wellbeing, arts and culture, villages and events.

The media mix includes television, social media, digital and cinema. Selected media partners will curate a content program of stories and videos highlighting regional Victoria's hidden gems, events and attractions.

Public relations activity reinforces the Wander Victoria message and includes activity with key social media influencers and bloggers.

Visit Victoria is also working with key travel and booking partners and operators, via the Regional Tourism Boards, to drive conversion.

## HOW CAN THE INDUSTRY GET ON BOARD?

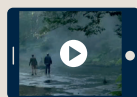
Visit Victoria has worked with Regional Tourism Boards to develop opportunities for industry to participate in the Wander Victoria campaign.

Here are some simple ways to get involved:

- Work with Regional Tourism Boards to leverage the campaign, through marketing activities
- List your business on [visitvictoria.com](http://visitvictoria.com) and your regional website
- Develop a 'deal' or 'offer' on [visitvictoria.com](http://visitvictoria.com)
- Use #wandervictoria and your region's hashtag when posting to social media
- Encourage your visitors to do the same

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## INTEGRATED MARKETING MIX



**INSPIRE** through film on television, cinema, online, social media and mobile platforms

**INFORM** through curated content with media partners, public relations activity, [wandervictoria.com](http://wandervictoria.com), blogs and sharing social content on Facebook, Twitter and Instagram with #wandervictoria

**ACTIVATE** through travel partnerships, operator deals and listings on [visitvictoria.com](http://visitvictoria.com) and events.

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## FURTHER INFORMATION

For more information about the Wander Victoria campaign, go to [corporate.visitvictoria.com](http://corporate.visitvictoria.com)

*WanderVictoria.com*

**VISIT VICTORIA**