

Melbourne and Greater Melbourne Road to Recovery

Over the past year, the Accommodation Association have been working closely with the City of Melbourne in driving the leisure market into Melbourne by developing a staycation program.

With the restrictions lifted in December, the staycation program developed was immediately reinstated with 24 Accommodation Association member properties in Melbourne participating in the summer campaign with the option to “book direct”.

Melbourne Staycation is promoted through a range of digital channels via the City of Melbourne in collaboration with Visit Victoria as part of Visit Victoria’s “Stay Close, Go Further” campaign.

Visit Vitoria developed a dedicated landing page for staycations. [site](#)

The City of Port Phillip also collaborated with the Accommodation Association and created a “[Stay and play Port Phillip](#)” and will promote via their digital channels and Visit Victoria.

- **Visit Victoria Recovery Marketing – Melbourne Staycation.**
This details how properties in Melbourne and Victoria can get involved
- **Visit Victoria Research.**
This research identifies the types of things that would motivate a trip in the state

Planning for the future of Melbourne and Greater Melbourne.

The Accommodation Association is representing the interests of the accommodation sector by actively working with key stakeholders in the Victorian Visitor economy.

We are represented on the City of Melbourne, “Bring People Back to the City subcommittee”, which identifies opportunities, and challenges for the recovery for the visitor economy and invited to contributing to the City of Melbourne long-term “economic development strategy” discussion.

The Accommodation Association are also a participant in the newly formed **Greater Melbourne Tourism Recovery Forum**. This Tourism Recovery Forum chaired by VTIC will provide a formal structure for Greater Melbourne to engage with the Government on recovery measures over the medium term. At this stage, that period is intended to cease from end-June 2022.