



Visit Victoria Recovery Marketing – Melbourne Staycation





Overview

Devastating bushfires across Australia followed by the COVID-19 global pandemic have all but brought the tourism and events industries to a standstill with unprecedented impact to the Victorian visitor economy.

Visit Victoria has a critical role in driving the recovery of the State's tourism and events industries to re stimulate the visitor economy. Visit Victoria will be enacting an integrated marketing communication strategy and plan across the key phases of recovery, as well as a revised strategy for major and business events, to deliver on its recovery strategy and goals.

Partnerships, collaboration and co-operation are integral in realizing these goals to facilitate and sustain Victoria's recovery.

Visit Victoria is partnering with the City of Melbourne, hotel associations and Tourism Australia to promote staycations in Melbourne to support the accommodation, bar, restaurant, retail and attraction sectors from December 2020 through March 2021.

Melbourne Staycation will be promoted through a range of digital channels via City of Melbourne and will form part of Visit Victoria's "Stay Close, Go Further" campaign.

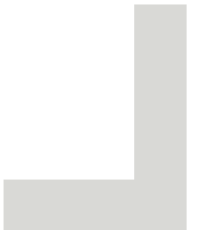


Opportunity

To stimulate demand and encourage longer stays by inspiring Melbournians and Regional Victorians with compelling reasons to re-discover their city and take a staycation.

We are encouraging Melbourne accommodation providers to leverage the power of Visit Victoria's multi-million dollar *Stay Close, Go Further* marketing campaign by promoting unique Staycation experiences that would provide a strong incentive and develop a sense of urgency for visitors to book their stay in Melbourne in the lead-up to Christmas and over the 2021 summer.

There is an opportunity to drive demand for accommodation, encourage 2-3 nights' stay, increase occupancy and total revenue yield by generating additional income through food, beverage and other services, generate non-commissionable bookings through direct channels, showcase hotels to generate positive word of mouth advertising through VFR market.





Melbourne Staycation

Visit Victoria's Marketing Support

Melbourne Staycation will be featured on a dedicated landing page on Visit Victoria's website that receives 9.2 million visitors annually and promoted through Visit Victoria's multi-million dollar *Stay Close, Go Further* marketing campaign including channels such as eDM, social media, search, PR and radio with a highly engaged audience of over 2 million people.

Stay Close, Go Further Campaign builds momentum



Since *Stay close, go further* launched on 8 November, more than 140 ads have run on television, 241 ads on radio, 60 ads in newspapers, 8 outdoor billboards and more than 2.7 million digital ad impressions through online channels.

In recent weeks, the campaign featured Melbourne and regional locations through Nine News Weather on the Road with Livinia Nixon, taking viewers to Warrnambool, Port Fairy, Tower Hill, Dunkeld, NGV, Treasury Place (Urban Blooms), Lancemore Crossley St Hotel and the Yarra River.

Sunrise weather cross segments enticed viewers to Sebel (Yarrawonga), Spring Spur/Bogong Horseback Adventures (Tawonga/Mt Beauty), Nimbus Rooftop (Bendigo), Koorie Heritage Trust and Federation Square.

The campaign has also generated widespread print coverage, including an [East Gippsland feature for Traveller](#) , [Escape cover story on Victoria's best road trips](#) and Herald Sun features on [Central Victoria](#), [Great Ocean Road](#), and [Gippsland](#).

Victorian traffic to visitvictoria.com has increased since the campaign with more than 470,000 visits to the website 58,000 leads to operators, up 26% and 69% respectively compared to the same time last year.

Stay close, go further - TVCs and Social



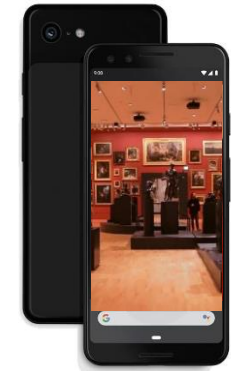
Hospitality



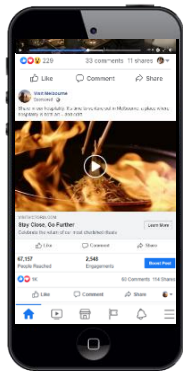
Online Video & Catch Up TV



Culture Sector



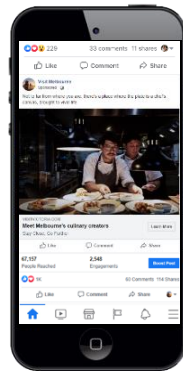
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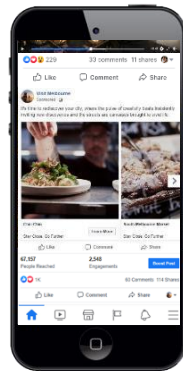
Video
(PROSPECTING)



Instagram Video
(PROSPECTING)



Dynamic Ads
(RE-TARGETING)



Carousels
(RE-TARGETING)



Cultural Institutions Video



Cultural Institutions Facebook Post

Stay close, go further - Social

Visit Melbourne (Default) Verified
Sponsored · Location

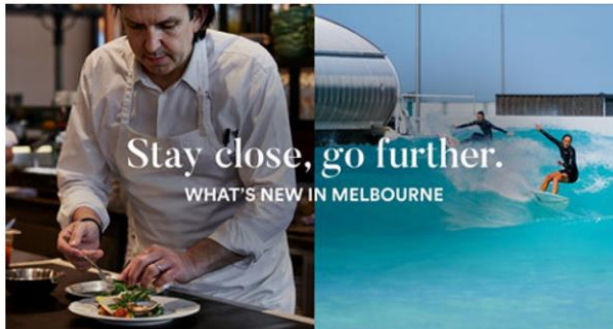
With everything from cheap eats to a gourmet fare, prepare to rediscover Melbourne's favourite restaurants.



VISITVICTORIA.COM
Melbourne's Foodie Scene Awaits
Discover iconic culinary precincts [Learn More](#)

Visit Melbourne (Default) Verified
Sponsored · Location

From pop up art exhibitions to street side dining, now is the perfect time to experience something new in Melbourne.



VISITVICTORIA.COM
Discover the Latest in Melbourne
Rediscover your Melbourne [Learn More](#)

Visit Melbourne (Default) Verified
Sponsored · Location

As galleries and art spaces begin to reopen around the city, help us celebrate the return of one of Melbourne's most cherished rituals.



VISITVICTORIA.COM
Rediscover Art in Melbourne
Explore one of Melbourne's greatest loves [Learn More](#)

Hospitality, What's New and Arts and Culture Dynamic Ads

Stay close, go further.
REDISCOVER YOUR MELBOURNE



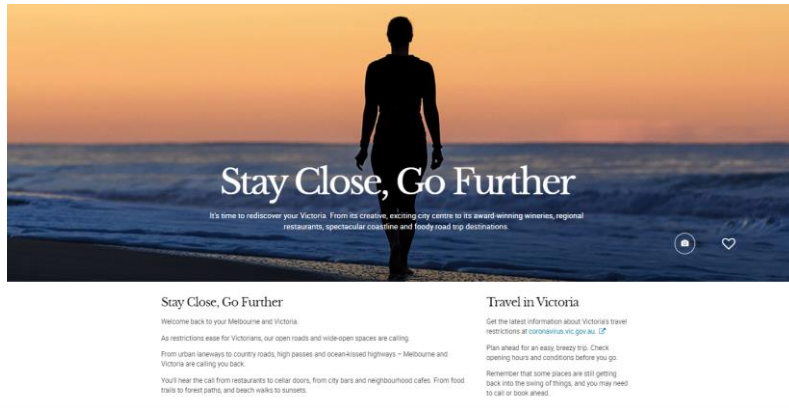
NGV | Triennial
16 Dec 2020 - 18 Apr 2021
The NGV's newest exhibition Triennial celebrates the work of some of the world's most accomplished artists and designers. Bringing together contemporary art, design and architecture, the exhibition is a collection of new commissions and recent works and best of all, it's free. [Tap to keep exploring.](#)



Melbourne Instant Experience
featuring hospitality, culture and more

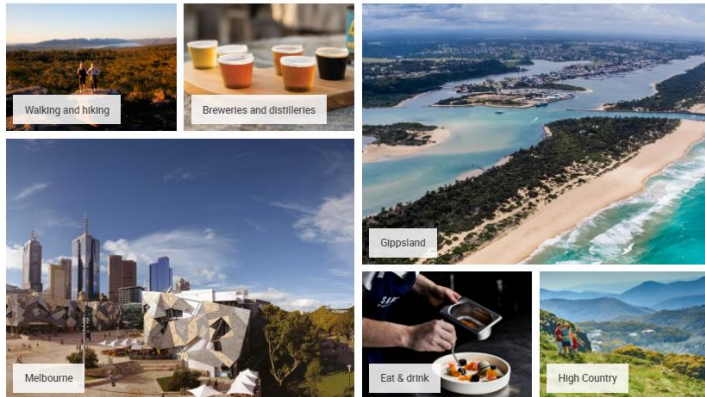
Stay close, go further – Website – Melbourne

- Monthly average intrastate visits to the Visit Victoria website – 353,000
- Total intrastate visits in past 12 months – 4.2M

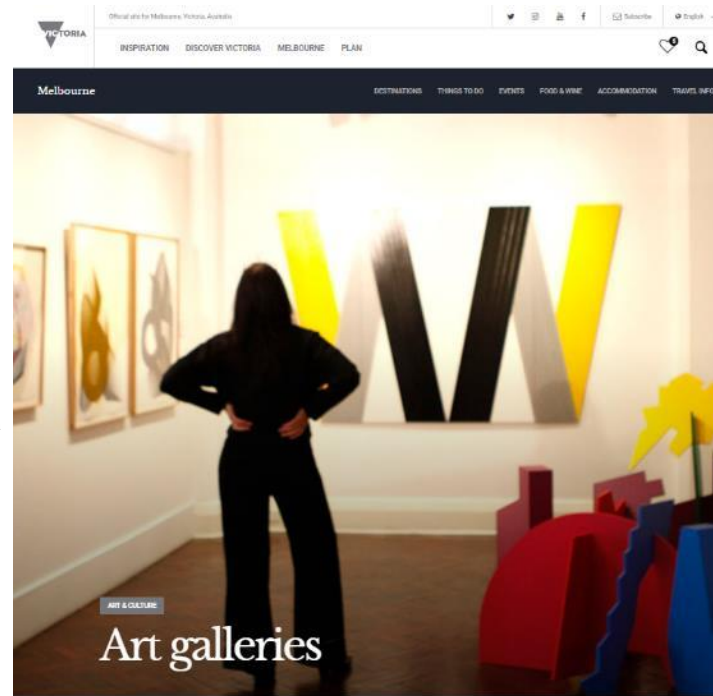


Experience

Hike that peak and chase that view. Drink and dine at the source. Stay close, go further.



Arts & Culture will be feature on SCGF Landing page



Overview Art galleries

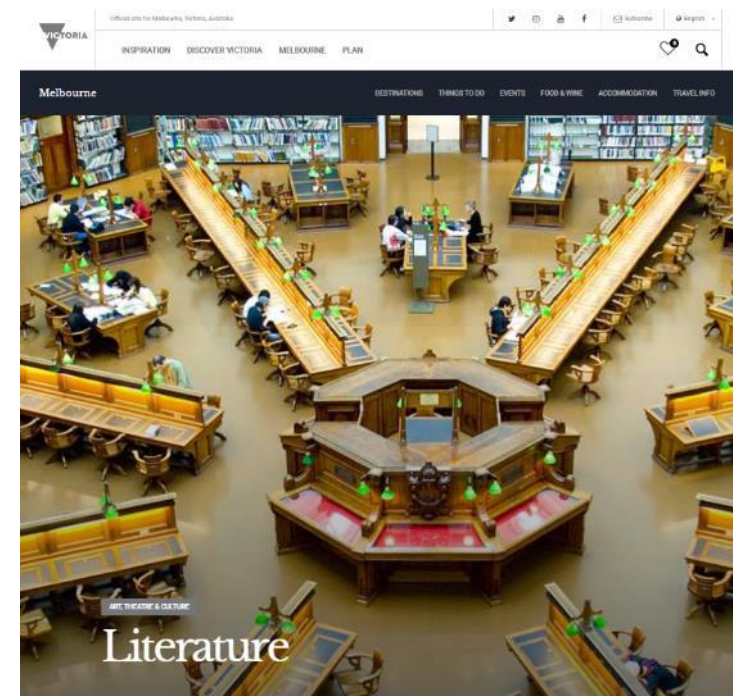
Melbourne is home to more than 100 art galleries, ranging from large public galleries to smaller independent commercial galleries and artstruc spaces. However much time you're allowed for exploring the city's galleries, double it.

Major public galleries

Melbourne's compact Arts Precinct is home to four of the city's biggest and best galleries: the Ian Potter Centre NGV Australia – the world's first major public gallery dedicated to Australian art – NDV International, Buxton Contemporary and the Australian Centre for Contemporary Art.



**visitmelbourne.com
Art Galleries Landing Page**

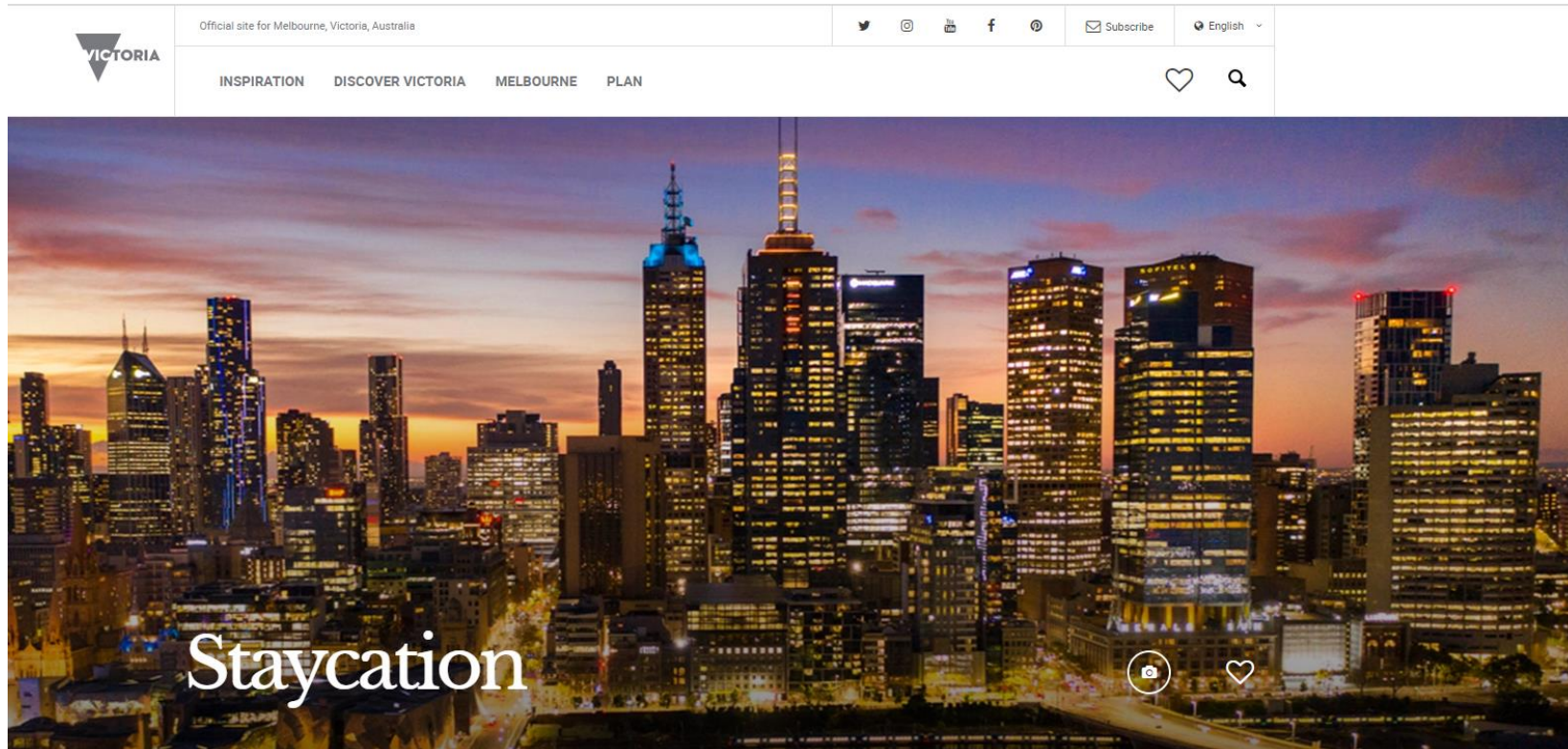


Literature in a time of covid Literature

Although our literary organisations have closed their doors for a time due to the coronavirus (COVID-19) situation, you can continue to explore Melbourne as a City of Literature. Check out e-books, audiobooks and newspapers from libraries, or order books to your door from an independent bookseller in your neighbourhood. Get to know some of Victoria's talented writers through The Gem podcast or Writers Victoria's Write-ability program.

**visitmelbourne.com
Literature Landing Page**

Stay close, go further – Website – Packages and Deals



This screenshot shows the hotel page for Hotel Lindrum Melbourne - MGallery by Sofitel. The header includes the Victoria logo, "Official site for Melbourne, Victoria, Australia", and navigation links for "INSPIRATION", "DISCOVER VICTORIA", "MELBOURNE", and "PLAN". The main heading is "Hotel Lindrum Melbourne - MGallery by Sofitel". Below the heading are "BOOK NOW" and "DEEP NOW" buttons. A "Melbourne Staycation Offer" is featured, priced at "\$325 FOR TWO ADULTS*", with a description: "It's time to reignite your love for travel, and Hotel Lindrum. Rediscover the city lights, laneways, hidden bars and boutique shopping spots. Reconnect with yourself, friends and loved ones. Book a luxury Melbourne staycation at Hotel Lindrum. — Show less". A map shows the location at "25 Flinders Street, Melbourne, Victoria, 3000".

This screenshot shows the hotel page for Lancemore Crossley St. The header includes the Victoria logo, "Official site for Melbourne, Victoria, Australia", and navigation links for "INSPIRATION", "DISCOVER VICTORIA", "MELBOURNE", and "PLAN". The main heading is "Lancemore Crossley St.". Below the heading are "BOOK NOW" and "BOOK WITH Booking.com" buttons. A "Lancemore X Gingerboy" offer is featured, priced at "\$899 FOR TWO GUESTS*", with a description: "Enjoy overnight accommodation in our tranquil rooms with \$100 credits towards Gingerboy dining at the hotel and a complimentary bottle of Lindersbery Wine. Relax with unlimited movies and late check-out until 12:00pm in Melbourne's newest hotel with rooftop terrace. — Show less". A map shows the location at "51 Little Bourke Street, Melbourne, Victoria, 3000".



City of Melbourne Marketing Support

Validity Period - Accommodation deals must be booked by 31st of March 2021

City of Melbourne will extend its support in promoting city accommodation through its **'city reopening'** program commencing 1 December 2020 thru mid-February 2021. This program will be promoted primarily through the What's On Melbourne channels:

- Facebook 470k+ page likes
- Instagram 225k+ followers
- Newsletter (weekly) 122k subscribers
- What's On site/ editorial 4.2M users per annum
- City of Melbourne LinkedIn 98K users

Organic content through these channels will be supported by a native, search, programmatic and paid social advertising via the Always On campaign, which will target both metro and regional audiences. Key messaging will include reasons to stay, key attractions, retail and hospitality along with key story angles of:

- Gift a staycation at Melbourne's most iconic hotels (27 Nov till 24 Dec)
- Bring the family for a staycation in town (mid Dec onwards)
- Paw-fect staycations for you and your four-legged friends (from January)

What makes a package more attractive

Recent Visit Victoria consumer research suggests Victorians are eager to recommence intrastate travel with 14% of Melbournians and 45% of Regional residents indicating interest in Melbourne Staycation.

Among the top considerations for a Staycation in Melbourne were al fresco dining, outdoor bars and gardens, cafes, cultural and shopping experiences (including pre-booked ones), family and group travel packages, romantic getaways, pet-friendly accommodation options.

The best Staycation deals typically are packages that focus on value rather than just low rates and highlight a diverse range of amenities, value adds and experiences within and beyond the hotel stay.

Highlighting flexible cancellation policies, wide rate availability, limited blackout dates, free or discounted car parking, late check-out, special deals for children, incentives to encourage an extra night's stay will assist in building a strong value proposition and further create storytelling opportunities through campaign channels.



Further ideas and useful tips

Free WIFI, late check-out/early check-in or any other non-guaranteed inclusions alone may not be considered strong enough incentives if used as the key value proposition. Most visitors are likely to drive therefore ability to offer free parking (or discounted rate hidden within a package price) would provide a strong appeal.

Create packages that will enhance guest experience and drive focus to your offering from mainstream and social media

- Take away the planning hassle and provide extra services guests would not be able to get access to, call on relationships with nearby restaurants or bars, get tickets to shows/music venues (where applicable), provide amazing welcome amenities, curate unique experiences, build a spa treatment or shopping experience into your package and pre-book for guests.
- Leverage the outdoors dining options and inform guests of how they can enjoy them. Offer hats, umbrellas, sunscreen as a (paid) welcome kit.
- Take it beyond your own doors and work with the attractions and tour companies to curate experiences for guests to provide additional value.
- Be intrinsically Melbourne. Focus on Melbourne's key attributes - coffee, cocktails, proximity to a late-night venues and eats. Offer to organise a shopping trip with a stylist.
- Have fun with it, bring out the personality of your property and maintain it through your guests' stay. Telling your authentic story might be enough to get you additional coverage in the media.
- Play to your strengths. Maybe play up your child friendly offering by theming your benefits so kids feel welcome.
- If you have a luxury offer, take it to the next level. There are many people that have not been able to enjoy travel over the year and are keen to indulge themselves!





Upload your Staycation Package

- Ensure that your business is listed via the Australian Tourism Data Warehouse (ATDW) on the Visit Victoria consumer website. This site receives 9.2 million visitors annually. [Visit our corporate website for more details.](#)
- Instructions to renew or create a listing can be found [here](#)
- Instructions to upload an offer can be found [here](#)
- Keep Visit Victoria up to date with new and upcoming product announcements via our social media team at social@visitvictoria.com.au
- Share your media news stories with Visit Victoria's Public Relations team at pr@visitvictoria.com.au