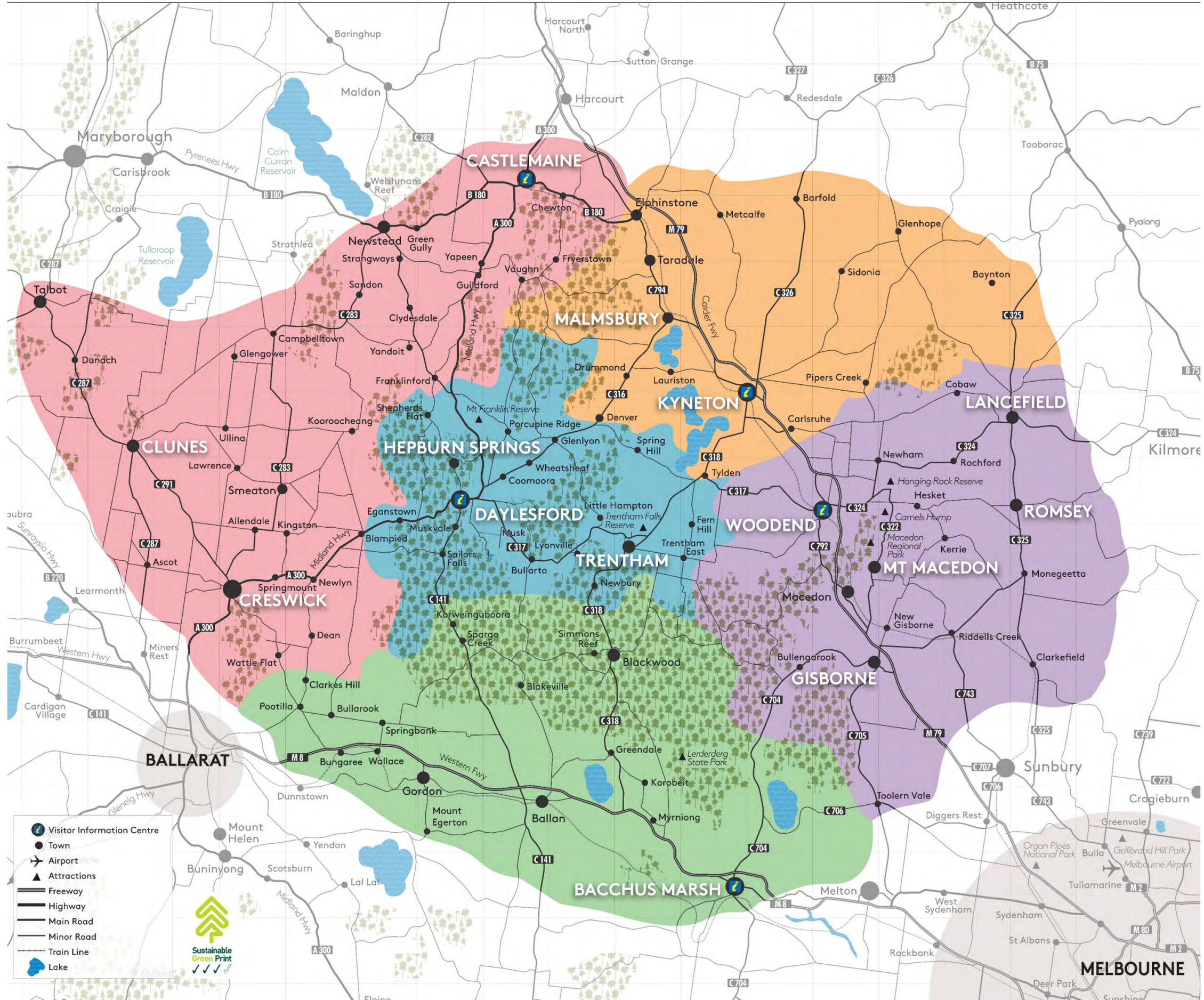


DAYLESFORD &  
MACEDON RANGES  
TOURISM

# Industry Briefing

14<sup>TH</sup> NOVEMBER 2017 - **“TASTINGS” BELLINZONA**



-  Visitor Information Centre
-  Town
-  Airport
-  Attractions
-  Freeway
-  Highway
-  Main Road
-  Minor Road
-  Train Line
-  Lake

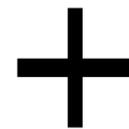


MELBOURNE

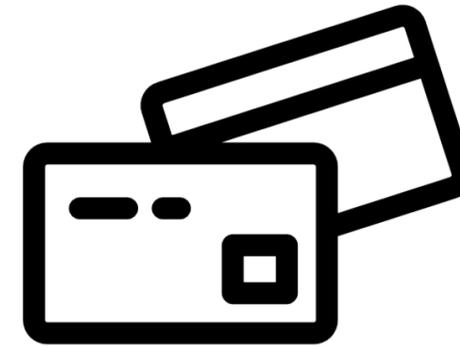
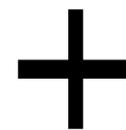
# DMR Tourism works with partners and stakeholders to:



**Increase  
visitor  
numbers**



**Increase  
visitor  
nights**



**Increase  
spend per  
night**



**\$250m regional  
visitor economy  
spend**

# Economic contribution in the DMR region

In terms of overall contribution, the tourism industries that generated the highest economic benefit in this region in 2015/16 were:

- Ownership of dwellings for tourism purposes
- Accommodation
- Cafes, restaurants and takeaway food services
- Other retail trade

# SNAPSHOT OF VISITORS

For year ending June 2017, the Daylesford & Macedon Ranges region received 3.9 million visitors, up by 5.0% from the previous year. These visitors stayed for 3.0 million nights, up by 9.0% from the previous year, and spent \$802 million up by 11.7% from previous year

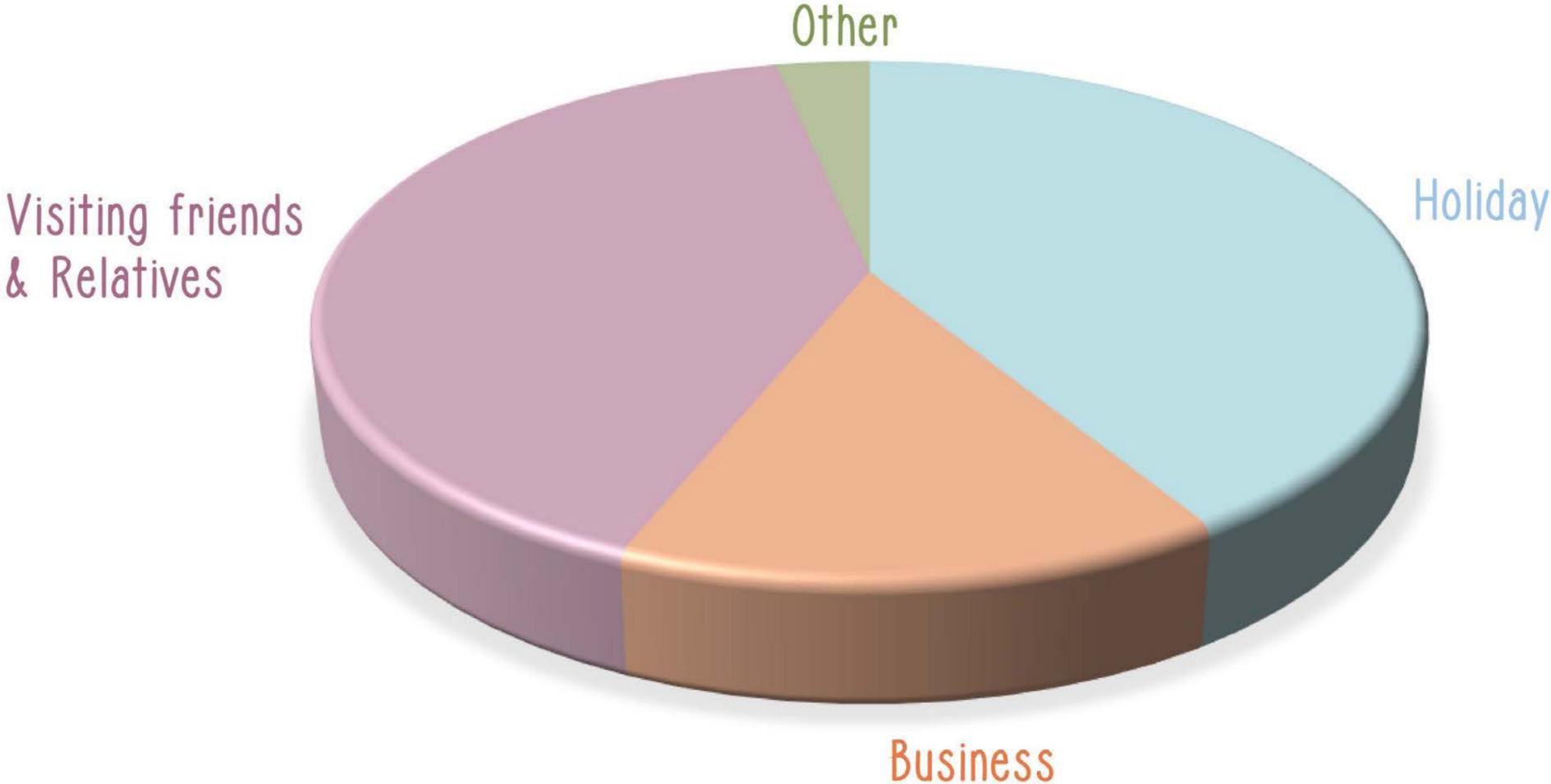
## DOMESTIC OVERNIGHT

907,000 visitors stayed on average 2.3 nights in the region.

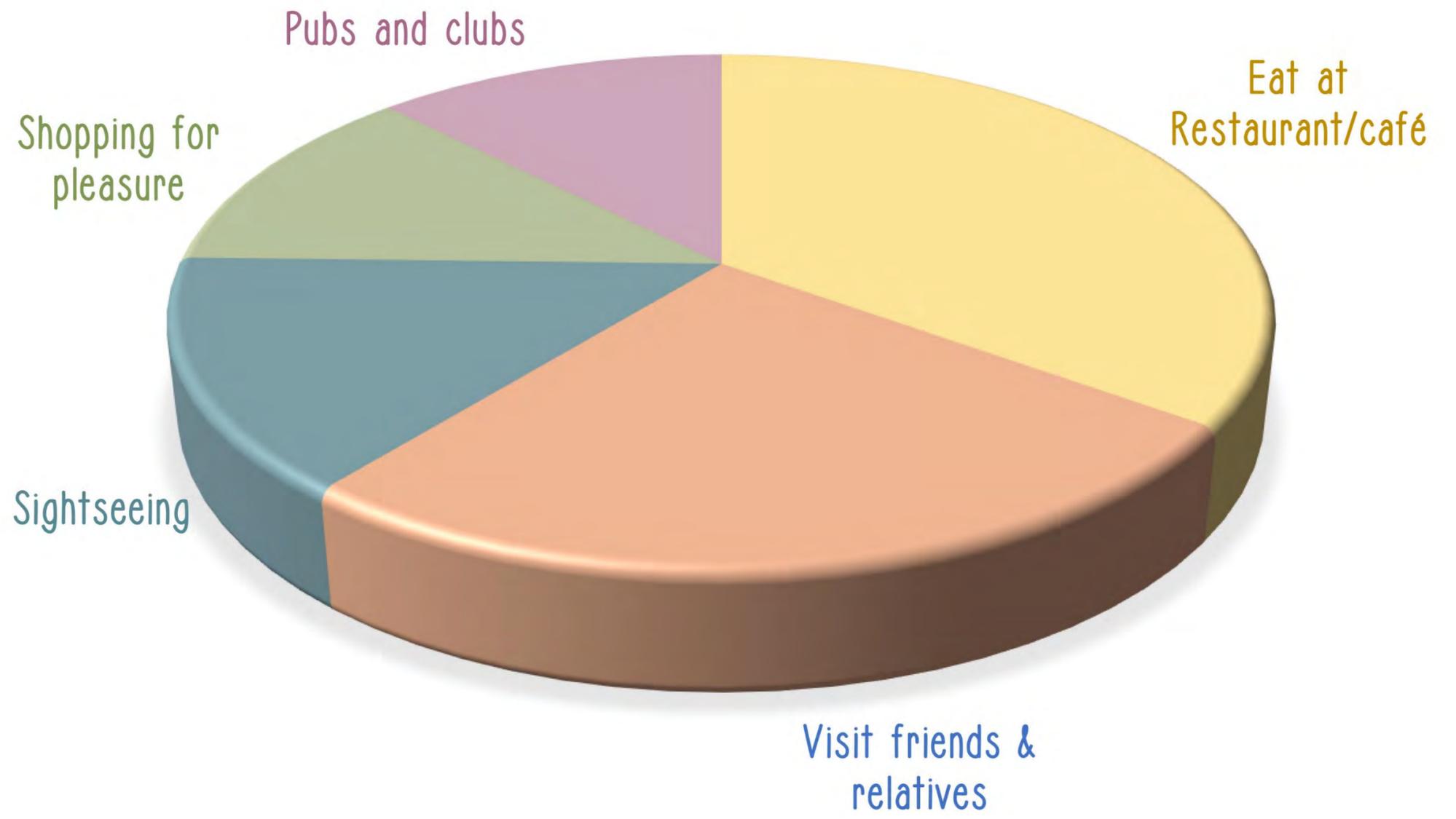
Domestic overnight visitors spent \$446 million in the region, up by 12.5% on the previous year

On average, visitors spent \$210 per night.

## PURPOSE OF VISIT FOR DOMESTIC OVERNIGHT



**ACTIVITIES FOR DOMESTIC OVERNIGHT**



## DOMESTIC DAYTRIPS

The region received 2.9 million daytrip visitors, up by 4.1% from the previous year.

Domestic daytrip visitors spent \$266 million, spending an average of \$92 per visitor.

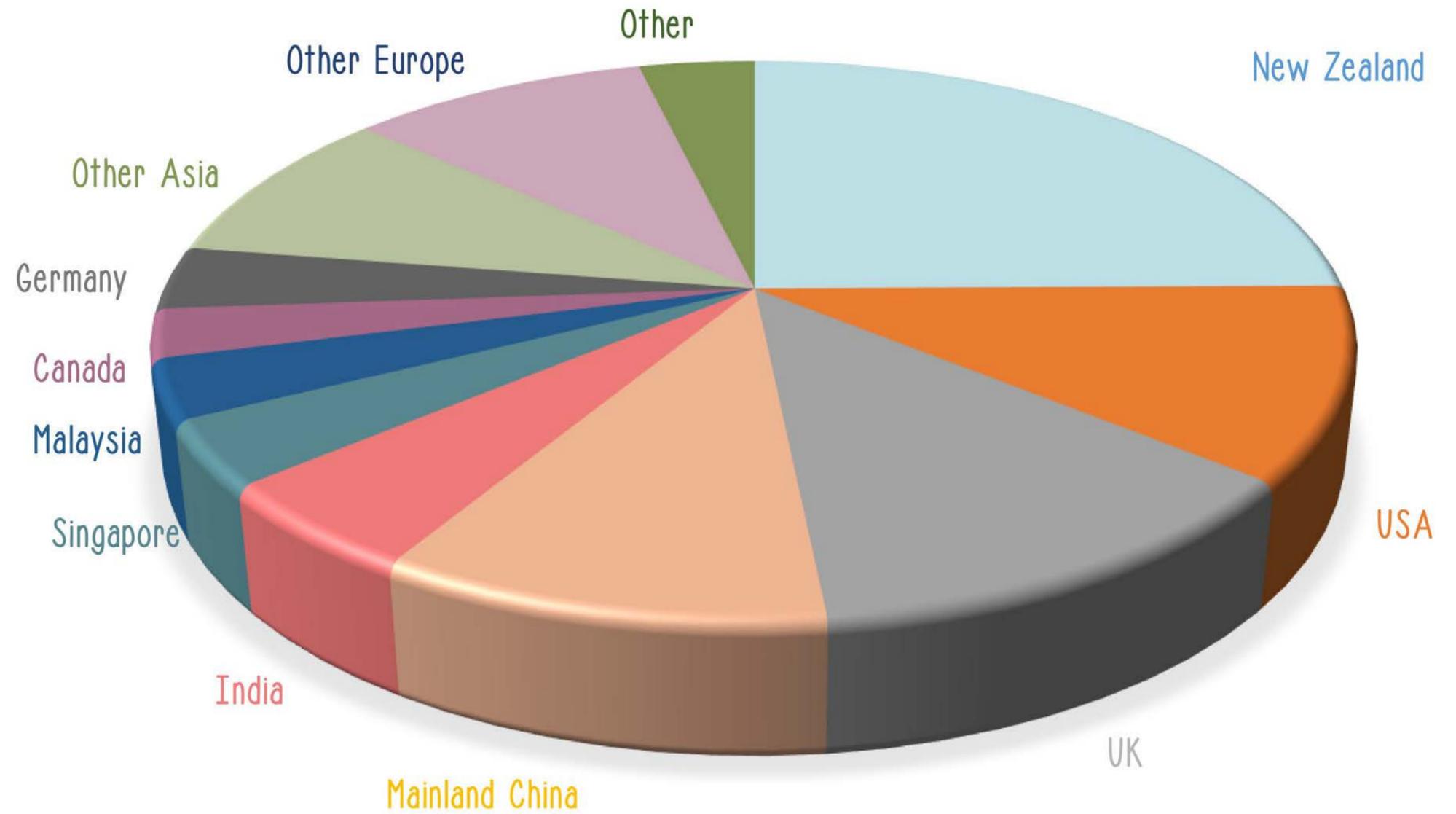
## ACTIVITIES FOR DOMESTIC DAYTRIPS



## INTERNATIONAL VISITORS

The region received 94,100 international visitors, up by 3.5%.

These visitors spent 832,000 nights in the region, up by 8.4%. These visitors spent \$90 million spending \$108 per night



# Wellness

Daylesford Macedon Ranges Tourism, in partnership with our key stakeholders, aims to position the region as **AUSTRALIA'S LEADING WELLNESS REGION**, recognised for experiences that relax the mind, soothe the body and nurture the soul.

What wellness means to one person, might mean something totally different to the next person and it's the ability to connect with consumers through the meaning of wellness that forms the backbone of the strategic approach to marketing the region.

Why wellness? Global Wellness Tourism expenditure grew from \$494.1 billion in 2013 to \$563.2 billion in 2015 – an increase of 14%. This growth rate is more than twice as fast as overall tourism expenditure (6.9%). Australia is ranked sixth in Leading Growth Markets for Wellness Tourism with a 36.7% increase in wellness trips from international and local tourists between 2013 and 2015. Wellness tourism is a high yield segment, and both domestic and international wellness tourists spend more than the average tourist.

(Global Wellness Economy Monitor Jan 2017)

# Wellness cont..

## WE KNOW OUR CORE BRAND PROMISE

Experiences that promote wellness and are naturally rejuvenating.

## WE KNOW OUR CORE TARGET MARKET

High yield SINKS/DINKS in Melbourne and surrounds.

## WE UNDERSTAND OUR CORE CHALLENGES

Encouraging dispersal throughout the region, converting daytrips to overnights stays, and addressing seasonal highs/lows (particularly mid-week).

# 2017/18 MARKETING ACTIVITIES:

## 1. Visitor Guide & Regional Touring Map

80,000 copies each to increase dispersal & repeat visitation.

## 2. Visit Vic website

visitvictoria.com listings received a total of 9.6 million page views for the past 12 months.

## 3. Regional APP

The App is a smartphone e-travel guide for visitors to the region, helping identify where to go and what to do in each town. It is free for consumers to download and use.

## 4. Seasonal Weddings - Regional Wedding Website

Seasonalweddings.com.au was launched this year to promote our region's magnificence to the wedding and ceremonies market all year round.

Our website inspires, educates and informs audiences about how our region and your business can make their special day perfect.

# 2017/18 MARKETING ACTIVITIES CONT:

## 5. Seasonal Campaign

1,000,000 COPIES IN 2018  
INSERTED INTO THE SATURDAY AGE  
AUTUMN, WINTER, SPRING & SUMMER EDITIONS

The quarterly "Your Guide to Daylesford & Macedon Ranges" magazine will be distributed directly into the hands of potential visitors in the Saturday Age four times a year.

High value Melbourne market. The Saturday Age was selected for distribution for the profile of their readership.

- 55% are Social Grade AB, with above average income and higher spends on travel
- 32% are Affluent Professionals and key influencers within their social groups.

All editorial and advertising from the Seasonal Magazines will be scheduled Seasonal Content for our online platforms and social channels.

# PRODUCT DEVELOPMENT PLANNING TO SUPPORT THE REGION'S WELLNESS BRAND

## **MINERAL SPRINGS MASTERPLAN**

RDV (Grampians) are leading this project, and have appointed PwC as the lead consultants. The project is designed to identify opportunities for developing world-class visitor experiences associated with the region's natural mineral springs.

## **DAYLESFORD INSTITUTE OF GASTRONOMY**

Funding from State Government has been provided to develop a business case to develop and establish this concept as a not for-profit organisation.

## **WELLNESS FESTIVAL**

DMRT is currently working closely with State Government to secure the right level of resources to launch a major new festival focussed on Daylesford and the wider region.

## **NEW HEALTH AND WELLNESS RETREAT**

RDV provided funding to develop an investor prospectus for the development of a new Health and Wellness Retreat in the Daylesford/Hepburn Springs area. Discussions have been held with a number of potential investors.

# PRODUCT DEVELOPMENT PLANNING TO SUPPORT THE REGION'S WELLNESS BRAND

In addition, DMR Tourism has prioritised the following projects for the next stage of State Government investment in the region:

**IMPROVEMENTS TO HANGING ROCK** – in line with the Hanging Rock Masterplan being developed by MRSC.

**DAYLESFORD TO WOODEND RAIL TRAIL**

**CENTRE FOR RARE ARTS AND FORGOTTEN TRADES (KYNETON)**

**FLAGSHIP MID-RANGE INTERNATIONALLY BRANDED HOTEL (MACEDON RANGES)**

# MAKING SURE YOUR BUSINESS AND OUR VISITORS ARE SAFE THIS SUMMER.

With the latest burst of hot weather, and predictions of a high risk fire season ahead of us, now is the time to prepare yourself and your employees to be Fire Ready.

# BUSHFIRE PLAN – WE HOPE YOU’LL NEVER NEED IT, BUT IF YOU EVER NEED IT YOU’LL BE GLAD YOU’VE GOT IT.

Identify if fire is a risk to your business. If you operate in a high risk bushfire area, a bush or grass fire threaten your business, your life and the lives of your visitors and employees.

Protect your business. Things to do to minimise your risk include planning for business continuity, reviewing your insurance, preparing your property.

Prepare yourself and your staff. To manage the stress of bushfire season, prepare and practise you’re your bushfire plan.

Understand the Fire Danger Rating scale, restrictions and warnings. Know how to check for warning and what they mean.

Plan when and how your business will inform your customers, staff and suppliers. Know how you will communication the fire risk and your bushfire safety procedures.

Know what your triggers are to act. For example how, do you know when you would activate your cancellation policy?

Write and practise your plan.

# RESOURCES ARE AVAILABLE TO HELP YOU.

Tourism Industry resources for bushfire planning are available at:  
[business.vic.gov.au/tourism-industry-resources](https://business.vic.gov.au/tourism-industry-resources)

Here you'll find:

- Tourism Business Fire Ready Kit
- Bushfire information for your customers
- Case studies
- Further support and resources

# FOREST FIRE MANAGEMENT VICTORIA

**Jasmine Filmer** - District Manager Midlands in Forest Fire Management Victoria

**Trish Young** - Community Partnerships in the Midlands  
District of Forest Fire Management Victoria.

**Tony English** - District Manager, Western Basalt in Parks Victoria .

# PR ACTIVITIES

Media outcomes to date for this financial year

- Print / online
- TV / radio

URL for Media Mentions:

[www.dmr tourism.com.au / Promotions / PR / Media Mentions](http://www.dmr tourism.com.au / Promotions / PR / Media Mentions)

Famils – completed and pending

What's on the horizon

- Print / online
- TV / Radio

Tell me what's happening! - [sally@dmrtourism.com.au](mailto:sally@dmrtourism.com.au) – ph. 03 53092775

- Media releases
- Seasonal photos
- PDF copies of any media coverage

