



DAYLESFORD
MACEDON
TOURISM

MEDIA RELEASE
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New tourism campaign from Daylesford Macedon Tourism

The Daylesford Macedon Tourism team are in the planning stages of an exciting new tourism campaign for the Daylesford and Macedon Ranges region.

With a tagline ‘Come Back to Life’ this tactical campaign is designed to drive immediate visitation to the region, driving home the message that there is no better time to plan a visit than now.

The campaign will be delivered to potential visitors via major digital and social media channels. A significant media buy has been negotiated, designed to create impact and conversion with the region’s key target markets – specifically last-minute millennials and discerning over 55’s.

According to Steve Wroe, CEO of Daylesford Macedon Tourism, the campaign will hero the strong regional brand of Daylesford and the Macedon Ranges, while capitalising on the spontaneous nature of bookings that the tourism industry is now seeing.

“We are 100 percent focused on converting visitors to plan a trip now, delivering visitors to the doors of our many tourism and hospitality businesses. This campaign aims to give Daylesford and the Macedon Ranges a greater share of urban Victorian visitation.”

“Don't miss out on your chance to be included in the campaign. It's our key focus for the current financial year, as we adapt to a more challenging environment and decreased overnight visitation, driven by the cost of living crisis,” he said.

Tourism operators who are interested in being featured in the campaign are encouraged to get in touch with the Daylesford Macedon Ranges team, with various buy-in levels available, starting as low as \$250 for a season. Expressions of interest can be sent to Annissa White at annissa@dmrtourism.com.au.

For more information go to: dmrtourism.com.au/come-back-to-life-campaign

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For further information or additional quotes please contact:

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