



# GIPPS

*all kinds of wonder*

# LAND

## DESTINATION GIPPSLAND MARKETING CAMPAIGN

### WHAT IS LITTLE WONDERS?

'Little Wonders' is Destination Gippsland's new campaign designed to assist tourism businesses recover from the events of 2020.

The plan aims to encourage visitors to reconnect with family, friends and themselves by taking time out to discover Gippsland's range of visitor experiences. These experiences form the basis of the campaign content, and collectively form **Gippsland's Little Wonders**.

The overall objective is to drive increased overnight visitation, to increase frequency to visit and dispersal throughout the region.

The campaign creative is anchored by newly developed video content featuring 30" and 15" videos through highly targeted digital marketing, as well as using traditional mediums including TV, radio, print and PR.

### WHO WILL WE BE TALKING TO?

Using sentiment analysis data and social listening tools, we have established core markets for our campaign by adopting geographic boundaries and establishing target audiences based on their special interests. Initially we will focus on intra-Gippsland and other regional Victorians and when the time is right, we will return to marketing to Melburnians.

Special interest target audiences include family groups, adult couples, short-stay visitors, people visiting friends and family as well as camping and caravanners. In reaching these audiences we will be telling Gippsland's stories to people seeking beaches, National Parks, arts and culture, wineries & breweries, hiking and cycling.

### WHERE WILL IT BE SEEN?

Initially the Gippsland campaign will involve intra-Gippsland activity, with a local TV commercial, radio and social media content for Gippsland. There will also be social media marketing aimed at other regions of Victoria. The call to action will be [visitgippsland.com.au](https://www.visitgippsland.com.au), with specific campaign landing pages offering ideas for spending extended time in Gippsland that support the campaign video and imagery.

A large proportion of the campaign will be focused on social media marketing by creating ad campaigns to support the video and targeting specific special interest groups.

### HOW CAN YOU GET INVOLVED?

- Have an Australian Tourism Data Warehouse (ATDW) listing to make you visible on [visitgippsland.com.au](https://www.visitgippsland.com.au). Listings on the ATDW are free for a limited time only, to receive your voucher code to list for free, please contact Makayla Rimington at Destination Gippsland. For more information on why you should be listed, visit the ATDW [website here](#)
- Share your news and marketing assets with us:
  - Have you been renovating?
  - Have you completed a COVID safe qualification?
  - Have you taken any new images this year that you can share?
  - Do you have new experiences or collaborations you've developed that we might not be aware of?
- Ensure you are open for visitors, and encourage other businesses to do the same in your area, particularly at times when we know people will travel, especially weekends.
- Review your own marketing and packaging to ensure you have a plan to fill your need-periods, such as mid-week and shoulder seasons. For marketing assistance, why not review the Destination Gippsland **2020 toolkit here**.
- Tag us in all your social media posts, [#visitgippsland](#) and [#eatdrinkgippsland](#) so we can share your stories through our social too.

If you have any questions, contact the Destination Gippsland marketing team:

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