



# VISIT MELBOURNE

## FREQUENTLY ASKED QUESTIONS



## WHAT IS THE VISIT MELBOURNE CAMPAIGN?

**Visit Melbourne** is Visit Victoria's national campaign designed to help rebuild Victoria's visitor economy by increasing visitation and expenditure to the state. This campaign has showcased the depth and breadth of Melbourne and Victoria's product offering, with a focus on new experiences.

In the latest phase of this campaign, the content will continue to feature the wide range of products and experiences available in the state, with a focus on the greater Melbourne region for our audience looking to rediscover the city.

The platform will promote the new life coming back into the city as attractions re-open, major sporting events are held, and dining, theatre, and entertainment resumes.

Tourism contributes significantly to Victoria's economy. The pandemic, along with the 2019-20 summer bushfires and impacts of international border closures, saw the visitor economy valued at \$12.8 billion at June 2021 – a 60.7 per cent decline since December 2019 according to Tourism Research Australia.

This fully integrated campaign welcomes all Australians back to our great state. **Visit Melbourne** showcases the best of our city, its surrounding neighbourhoods and regions.

The **Visit Melbourne** concept is a unifying proposition aimed at engaging Australians with Melbourne and Victoria's key experiences, as well as listing key attractions, restaurants, bars, laneways, neighbourhoods and road trips they can enjoy.

The campaign has a national reach promoting both Melbourne and parts of regional Victoria. It is being rolled out across television, cinema, broadcast integration, digital display, search engine marketing, online video and social media channels, while also being supported by public relations, and trade and industry partnerships.



## HOW DOES THE VISIT MELBOURNE CAMPAIGN WORK?

The **Visit Melbourne** campaign highlights the state's experiences in a playful and witty series of films that shares the story of a couple's trip to Melbourne and Victoria and their search for the new, unique, interesting, and fun family friendly experiences on offer.

The campaign takes a humorous, confident, energetic, and optimistic tone in the approach to communicate Melbourne and Victoria's reopening to all Australians.

This phase of the campaign focuses on the reopening of the greater Melbourne region, with each element of the campaign connecting back to the notion that Melbourne and Victoria offers something new and compelling for consumers to enjoy as dining, theatre, and retail reopen, and major events, live music and sports recommence.

The campaign name is also the call to action, **Visit Melbourne**, and leads consumers to the Visit Melbourne website, which features extensive additional information on the experiences, events and locations available in Victoria.





## HOW IS THE CAMPAIGN BEING IMPLEMENTED?

The **Visit Melbourne** campaign is being implemented through an integrated marketing strategy across paid, owned and earned channels. This encompasses activity throughout television, cinema, broadcast integration, digital display, search engine marketing, online video and social media channels.

Visit Victoria's owned channels also play a critical role. Our flagship website [visitmelbourne.com](https://www.visitmelbourne.com) and email marketing/newsletters showcase our compelling experiences to help consumers navigate the state.

Public relations initiatives and trade and industry partnerships further expand the reach of this campaign.

In addition, a call to action drives consumers to [visitmelbourne.com/melbourne](https://www.visitmelbourne.com/melbourne).

## WHAT ARE THE CAMPAIGN STRATEGIES FOR VISIT MELBOURNE?

**Visit Melbourne** is a broad reaching campaign using the most appropriate channels to move our target market through the travel funnel.

- 1. Consideration:** Drive consideration by introducing new, distinct and compelling Melbourne and Victorian experiences to all audiences 18 years and over;
- 2. Conversion:** Drive conversion through partnerships and cooperative marketing initiatives.

## WHO IS THE CAMPAIGN TARGETING AND WHY?

This campaign has a broad approach focused on the travel category, reaching a large audience to stimulate economic recovery.

The primary target audience for this campaign is all Australians 18 years and over with a focus on couples and families which have been identified as an opportunity for growth.

The campaign targets the typical Australian family who balances work, family, leisure and travel as much as time and money permits. This campaign is a prompt for them to consider Melbourne and Victoria when they start thinking about that next trip - whether it be a day trip, staycation, or holiday.

Emphasising the positive family experiences available in Melbourne and Victoria – including activities targeted to both couples and children/teenagers – is key to tapping into this audience.

## WHICH PARTS OF VICTORIA WILL THE CAMPAIGN PROMOTE?

**Visit Melbourne** is a campaign that is focused on promoting the Melbourne CBD, our neighbourhoods, and the inner regional areas.

### What happens if travel restrictions change due to COVID-19?

In the event of changes to travel restrictions, campaign activity will be assessed and aligned with health messaging from the Victorian Government.

## HOW CAN I GET INVOLVED?

### How can Victorian businesses and products get involved in the campaign?

There are numerous ways to get involved in the campaign:

- Join the campaign by using #visitmelbourne and #visitvictoria as well as your hashtags when sharing posts and images on social media (Facebook, Instagram, TikTok and Twitter) and encourage your customers to do the same.
- Leverage the campaign messaging in your communication. For example, a social post showing your visitor experiences could use the following words for your audience:
  - **Looking for an interesting neighbourhood?**
  - **Looking to rediscover your neighbourhood?**
  - **Thinking of exploring beyond Melbourne?**
  - **Thinking of rediscovering Melbourne?**
- List your business, or upload a package or offer on our consumer website. Our site receives 9.2 million visitors annually via the Australian Tourism Data Warehouse (ATDW).
- Send your news or stories, such as new products or exciting changes in your business to Visit Victoria's Public Relations team: [pr@visitvictoria.com.au](mailto:pr@visitvictoria.com.au), Social Media team [social@visitvictoria.com.au](mailto:social@visitvictoria.com.au) and Product team: [product@visitvictoria.com.au](mailto:product@visitvictoria.com.au).
- If you have existing or updated high resolution product imagery that you are willing to share, you can supply these to Visit Victoria for uploading on our content hub. Here, the images can be accessed by our media partners for many publicity purposes. Reach out to [contenthub@visitvictoria.com.au](mailto:contenthub@visitvictoria.com.au) for further information.
- Update your own marketing channels with high quality images, videos and stock footage of Melbourne and Victoria by visiting the Visit Victoria Content Hub.
- Connect with your local Regional Tourism Board to leverage any promotional opportunities that arise and be sure to communicate exciting announcements and developments with them.
- Keep up to date with the 'Visit Melbourne' campaign by signing up to hear from Visit Victoria through our monthly [e-news](#).
- For more information on how your business can engage with the campaign visit: [corporate.visitvictoria.com/visitmelbourne](https://corporate.visitvictoria.com/visitmelbourne).



## LIST YOUR BUSINESS

**How do I list my business or event on the Visit Victoria website through ATDW?**

[Click here](#) for information on creating or updating an ATDW listing.

Please note, to list on the ATDW, your business or event must meet the following criteria:

- Operate within Australia;
- Provide a direct experience to the leisure tourist;
- Have a physical premises where visitors can access your product or service; and
- Fit into one of the following listing categories: accommodation, attraction, food and drink, event, hire, tour, transport and general service.

**For further queries contact**  
[atdwsupport@visitvictoria.com.au](mailto:atdwsupport@visitvictoria.com.au)

## CAMPAIGN ASSETS

**Can I access the campaign assets for use on my channels? Can I download your campaign images?**

We encourage you to use #visitmelbourne on your channels. Please feel free to share our posts on across social media, or access our wide range of images available on the Visit Victoria Content Hub, subject to photography license and usage.





## CONSUMER MESSAGING

### What are the campaign messages directed at consumers?

Australians are familiar with the ‘idea’ of Melbourne and Victoria, but we want to offer a renewed experience of the destination by focusing on the unique and ever-evolving feeling of the state throughout the year.

Campaign messaging will focus on the depth and breadth of experiences on offer, by:

- Positioning Melbourne and Victoria as an open, energetic, vibrant and thriving place to visit.
- Promoting new experiences across Melbourne and Victoria showcasing to the Australian market – who may think they have experienced all there is to offer in Melbourne and Victoria - that there is an endless list of new and compelling experiences for them to return to and rediscover.
- Shifting attitudes and generate momentum to support the industry through short stay experiences.

## KEY MESSAGE

Get set for Melbourne. An undercurrent of creativity is pulsing, filling the city with energy. Get set to discover new art, new experiences and pop-up bars. Feel the energy stretch from the city neighbourhoods out to regional towns, along the rugged coast and through the mountains. We can't wait for you to find all the new things we've created. Are you ready?



## WANT TO FIND OUT MORE?

For more information about how you can engage with the campaign visit:

[corporate.visitvictoria.com](https://corporate.visitvictoria.com)

