

OFFICIAL VISITOR GUIDE

# MELBOURNE NARRM AND VICTORIA

OFFICIAL VISITOR PRODUCTS  
PARTNERSHIP KIT



MELBOURNE

# ACKNOWLEDGEMENT OF COUNTRY

Visit Victoria acknowledges the First Peoples throughout Victoria and their ongoing connection to the land and waters. For over 60,000 years they have cared for Country and preserved our beautiful landscapes.

We pay our respects to Elders, past and present. We are grateful for their custodianship, their knowledge and their resilience.

We would also like to acknowledge our First Peoples as Australia's original storytellers. Their rich storytelling inspires us to share how special Melbourne and Victoria are with the world.



# ABOUT VISIT VICTORIA

Visit Victoria is the State's tourism and events organisation.

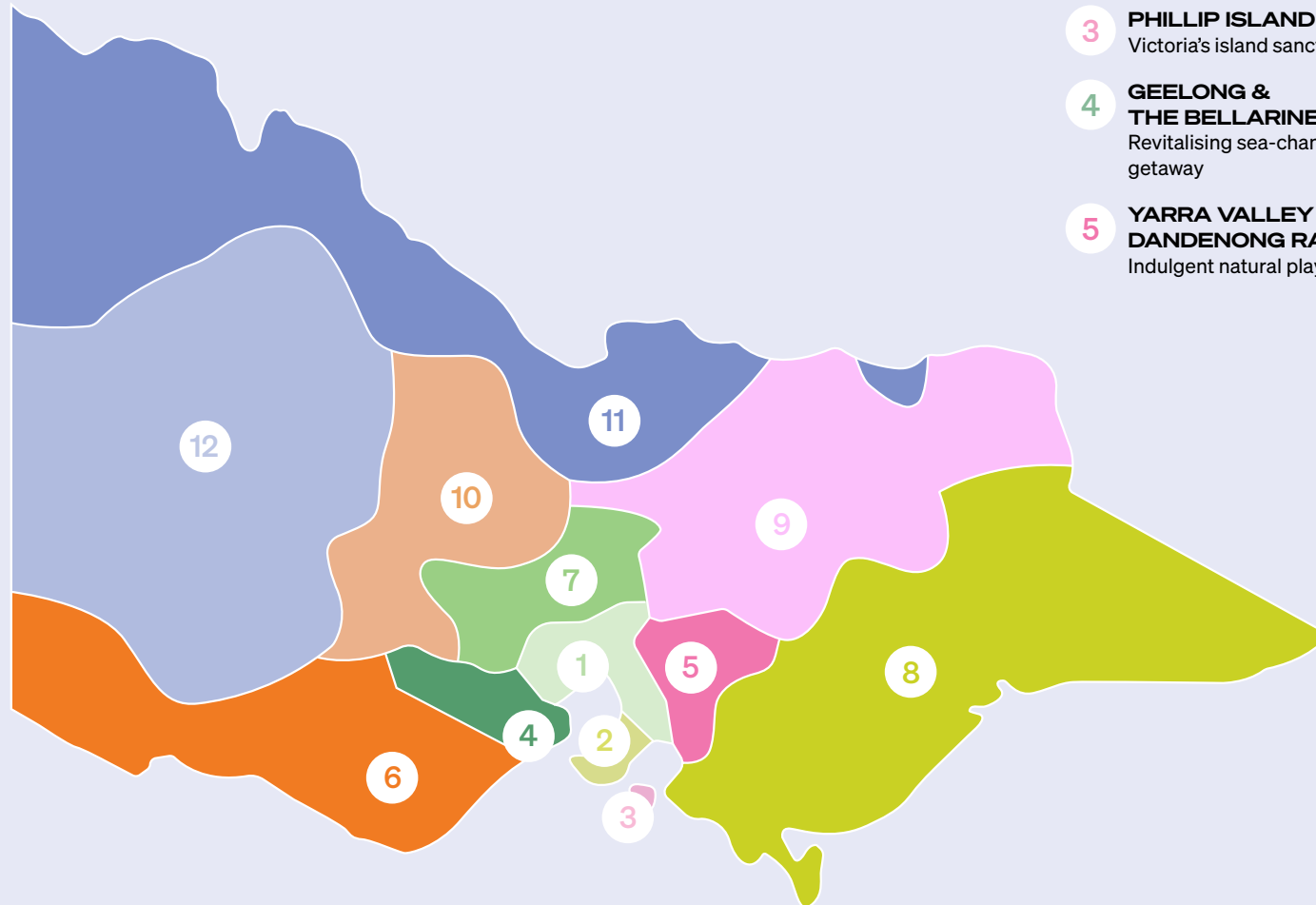
We inspire people to visit Melbourne and Victoria through creative storytelling and enriching events. Our role is to drive visitation and expenditure through destination marketing and a strong pipeline of major, regional and business events to support the visitor economy. We aim to build Melbourne and Victoria into Australia's number one tourism destination by delivering strong and sustainable growth across priority markets.

*Every bit different* is Visit Victoria's current global tourism campaign, bringing together Melbourne and Victoria's regions under a single unifying brand. The campaign reaches audiences through television, broadcast and event partnerships, print, out-of-home, social media, public relations and culturally and linguistically diverse marketing.



# VICTORIA'S REGIONAL FRAMEWORK

VICTORIA IS A PORTFOLIO OF MUST VISIT DESTINATIONS, EACH WITH THEIR OWN UNIQUE POINT OF DIFFERENCE.



- 1 MELBOURNE**  
Australia's cultural heart
- 2 MORNINGTON PENINSULA**  
Alluring seaside escape
- 3 PHILLIP ISLAND**  
Victoria's island sanctuary
- 4 GEELONG & THE BELLARINE**  
Revitalising sea-change getaway
- 5 YARRA VALLEY & DANDENONG RANGES**  
Indulgent natural playground
- 6 GREAT OCEAN ROAD**  
Wild coastal freedom
- 7 DAYLESFORD & THE MACEDON RANGES**  
Rejuvenating hill hideaway
- 8 GIPPSLAND**  
Boundless natural wonders
- 9 HIGH COUNTRY**  
Adventure above and beyond
- 10 GOLDFIELDS**  
Victoria's rich heartland
- 11 THE MURRAY**  
Soulful river journeys
- 12 GRAMPIANS**  
Ancient mountain grandeur

# OFFICIAL VISITOR PRODUCTS

A fundamental channel of Visit Victoria are the Official Visitor Products – a suite of accessible print publications that provide comprehensive information to assist visitors planning their visit to Melbourne and Victoria and inspire itinerary planning. These products provide an opportunity for industry to connect directly with high-yield audiences through content partnerships. The Official Visitor Guide, endorsed by Melbourne Airport, City of Melbourne and other key industry bodies, offers the most flexible and diverse distribution network which can be leveraged by tourism operators to reach its intended target audiences through advertising and editorial opportunities, along with featuring seasonal campaigns and tactical sales promotions (special offers).



# PARTNERING WITH THE OFFICIAL VISITOR PRODUCTS

The Official Visitor Products are a direct consumer marketing tool for the state, providing a comprehensive seasonal overview of things to see and do in Melbourne and Victoria. The products are targeted towards Melburnians, Victorians, interstate, and international visitors who are intently planning their visit. Over one million copies are produced per annum in both English and Chinese.

## PARTNER BENEFITS

- 

Convert consumer travel plans to bookings through early engagement with the most popular visitor publication
- 

Reach lifestyle leaders in the mindset to spend on travel and convert consumers who are itinerary planning, delivering a guaranteed distribution of 250,000 copies seasonally
- 

Collaborate with Visit Victoria, sharing new and upcoming content to be considered across other channels
- 

Access to a unique and highly visible channel, amplified across digital and social platforms and utilise the largest print circulation of tourism product in the region
- 

Growing visibility via distribution, reaching over 800 locations across inner-Melbourne, city-fringe neighbourhoods, regional Victoria, border towns and metro Sydney
- 

Content amplification by strategic partners in Department of Transport, City of Melbourne, SkyBus, Melbourne Airport and university partners
- 

General industry support – access and support from the broader Visit Victoria team, with opportunities to leverage internal relationships and be front-of-mind for ad-hoc opportunities across internal industry networks

The products are endorsed and supported by:



# WHO ARE WE TALKING TO?

The Official Visitors Guide is a premium print publication, conveniently custom sized (152 × 192m) and weighted for easy handling and tactically distributed to reach audiences at the right time, in the right place, with the right content. Content is curated to inspire many types of consumers; families, individuals, groups, special interests and 'lifestyle leaders' – there is something different for everyone.



**Intrastate** – we speak to Victorians in their homes and over 800 locations across the state, showcasing the breadth and depth of experiences and sharing emotionally evoking content that encourages cross-regional travel.



**Interstate** – we speak to interstate audiences, reaching them across print and digital to drive preference to visit Victoria and uncover unique experiences.



**International** – we speak to international audiences who engage with the publication online, amplified by promotion across paid social and direct email marketing.

## THE KEY ROLE OF THE OFFICIAL VISITOR PRODUCTS ARE:

- To increase visitation and expenditure to Victoria
- Inspire audiences through emotional and inspiring content, highlighting seasonal experiences across all of Victoria's regions
- To support Victorian tourism operators and drive conversion with a unifying, consistent and coordinated approach, profiling over 300 per edition

# RIGHT TIME, RIGHT PLACE - OUR DISTRIBUTION STRATEGY

Visit Victoria provide tactical and strategic marketing solutions across all channels, including print.

## PUSH-PULL STRATEGY



A push-pull distribution features both push and pull marketing tactics to distribute the publication to our intended audience. Push tactics include maintaining a volume of residential deliveries, direct to consumers in high-yield areas within Melbourne and metro-Sydney. Those that receive the publication via residential drop have been sourced from a data-sharing arrangement that recognises them as consumers that have leisure habits aligned to travel and experience. Pull tactics are supported by the 800+ locations throughout Melbourne, inner-Melbourne, border towns and regional Victoria.

## STRATEGIC PARTNERS



Through established relationships across transport, aviation and education the publication reaches key audiences. Department of Transport and Planning, Skybus, Melbourne, City of Melbourne and RMIT are aligned partners who support distribution of the publication across their networks.

## REACTIVITY AND PRO-ACTIVITY



Visit Victoria and the Melbourne Convention Bureau support the Official Visitor Products by establishing distribution opportunities at major and business events in Victoria – including the Australian Open, Formula 1 Australian Grand Prix and RISING.



# FOR READERS

Content produced for the publication is a culmination of industry insight, invited from collaborative partners and internal knowledge sharing within Visit Victoria. This inside-access approach provides consumers the seasonal best information that can only be accessed through these channels.

## THE OFFICIAL VISITOR GUIDE

- Influences travelers at consideration and planning stage, assisting by offering suggested itineraries, travel insights and information, practical tips and recommended experiences
- Helps visitors with in-destination navigation and itinerary planning, consolidating essential seasonal information in a convenient and digestible way
- Connects readers directly with comprehensive information on attractions, accommodation, dining, events and activities – offering local insights and insider knowledge to allow visitors to discover hidden and authentic experiences
- Provides exclusive discounts and special offers to support travel budgeting and unique opportunities with tourism products
- Serves as a tangible keepsake as visitors return home



# WHAT READERS SAY

The Official Visitor Guide undertook comprehensive research in 2022 to understand the performance of the publication to consumers, in partnership with Medium Rare Content Agency. Respondents from key audience segments intrastate, interstate and international were surveyed, to understand the effectiveness of the publication as an inspirational and practical travel tool for Melbourne and Victoria.

## TOP PERFORMING RESEARCH FOUND

- 81%** agreed that the Official Visitor Guide made them want to go out and explore regional Victoria
- 80%** agreed that the Official Visitor Guide provides a good variety of products and experiences
- 77%** agreed that Official Visitor Guide offered ideas that they hadn't thought of before
- 76%** agreed that Official Visitor Guide is useful to save time on research and planning of their trip



# REACH

The Official Visitor Guide is a unique and effective channel, underpinned with key performance indicators across print and digital mediums.

**1 million** copies printed annually

**250,000** copies printed seasonally

**50,000** addresses targeted in Victoria and Metro-Sydney

**800+** distribution locations including visitor information hubs, accommodation, hospitality, retail, transport hubs, universities and major events

Exclusive distribution on arrival at Melbourne Airport domestic and international terminals

Border Town

Mount Gambier

Warrnambool

Geelong & Bellarine

Great Ocean Rd

Ballarat

Bendigo

Greater Melbourne

Cobram

Yarrawonga

Albury

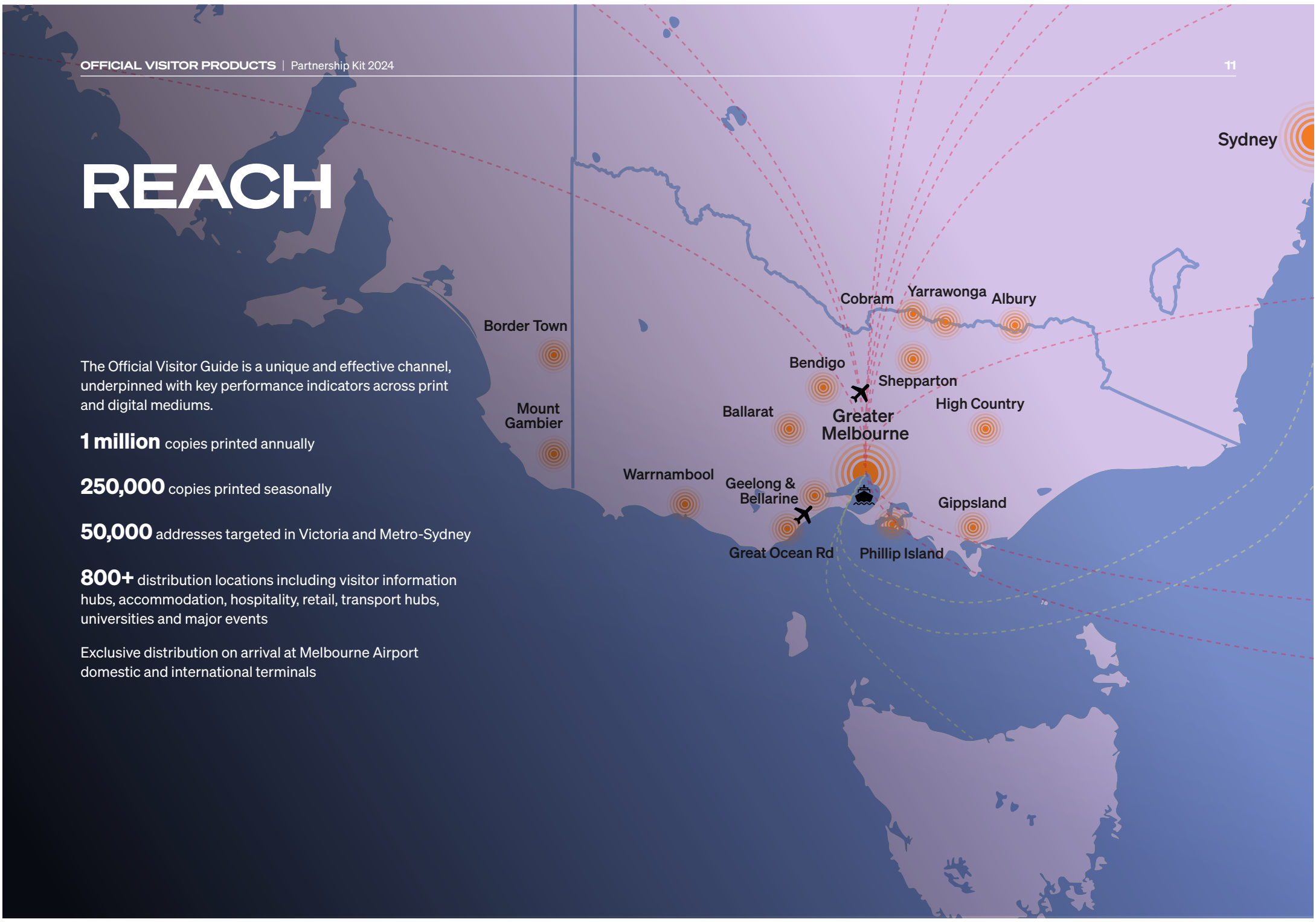
Shepparton

High Country

Gippsland

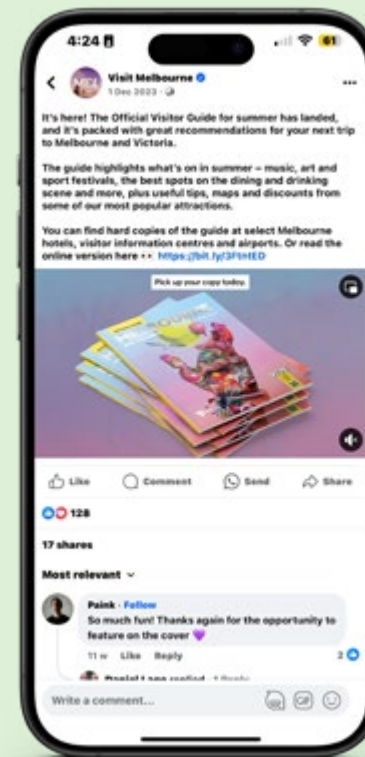
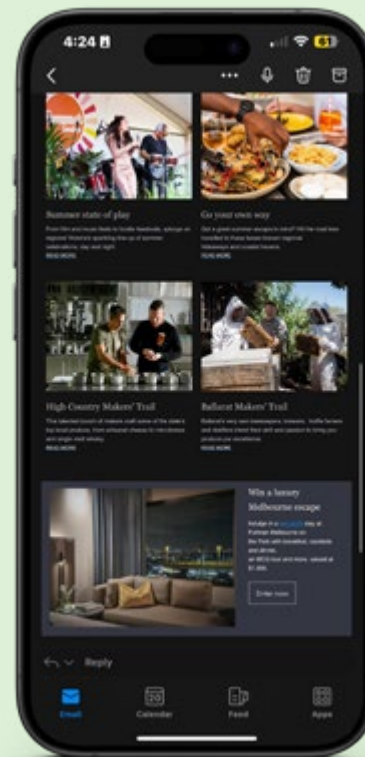
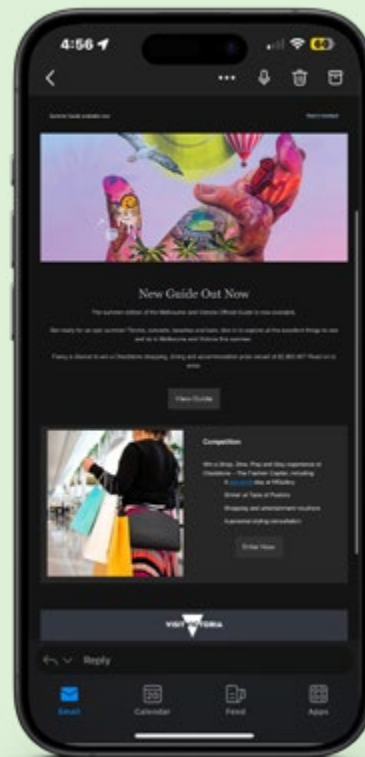
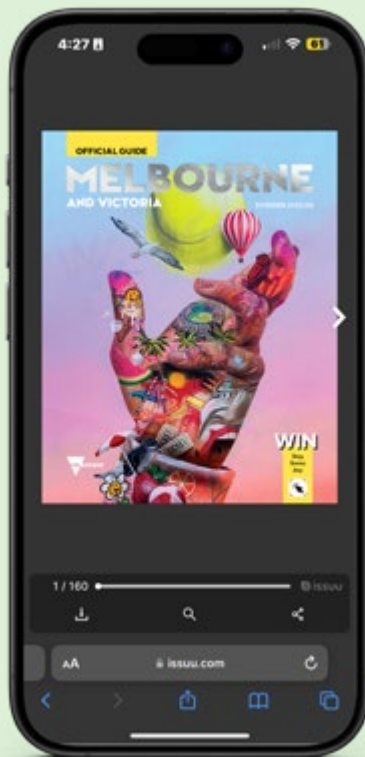
Phillip Island

Sydney



# NOT JUST PRINT

The Official Visitor Products digital footprint is amplified across website, paid social and direct email marketing to a growing database of exclusive subscribers to publication content.



# OFFICIAL VISITORS GUIDE - CHINESE

In-language print publications play a valuable role in servicing the needs of visitors, facilitating communication, enhancing cultural understanding and improving the overall experience for arriving tourists to Melbourne and Victoria. The Chinese-Official Visitors Guide (COVG) returned as a key Official Visitor Product in December 2023 as border closures relaxed from mainland China post-pandemic. China maintains its strong legacy as Victoria's strongest international source market, generating more than the next four markets combined.

Content generated for COVG is bespoke, targeted and considerate for this market – influencing consumer activity, travel habits and itinerary planning. Key experiences highlighted are attractions, shopping experiences, animal encounters, quality dining and accessibility.

The COVG features across two seasons, with 50,000 copies distributed throughout high-yield locations in Melbourne.

## THE ROLE OF THE COVG IS TO:

- Reach in-destination Chinese-speaking audience and influence travel habits and visitor expenditure
- Enhance visitor experience and satisfaction whilst in-destination by providing accessible and trusted tourism information to a high-yield audience
- Provide highly visible in-language travel and destination information in an accessible format
- Provide industry an in-language platform to engage in-language with consumers, and the opportunity to leverage a unique and targeted distribution strategy



# OFFICIAL VISITOR MAP

The Official Visitor Map (OVM) is another critical product produced for visitors, with 1 million produced annually.

Featuring a detailed map of Melbourne's city centre and inner Melbourne suburbs, the map includes valuable public transport information and Melbourne's key attractions and visitor experiences, making it a highly informative and popular resource for in destination visitors.



# TELL ME MORE

## Need more guides?

Send an email to [ovgorders@visitvictoria.com.au](mailto:ovgorders@visitvictoria.com.au) with your request to order the Official Visitor Products or be added onto the seasonal distribution list.

## Have an idea for content?

Send an email to the team to notify of any upcoming news or stories to be considered for a feature via [ovg@visitvictoria.com.au](mailto:ovg@visitvictoria.com.au).

## Resources

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

[corporate.visitvictoria.com/resources/marketing-opportunities/official-visitor-guide](https://corporate.visitvictoria.com/resources/marketing-opportunities/official-visitor-guide)

[Working with Visit Victoria Guide](#)

[Every Bit Different Industry Toolkit](#)

## Still want more?

Reach out to the team who produce the Official Visitor Products to explore other opportunities relating to the Official Visitor Guide's or Official Visitor Map via [ovg@visitvictoria.com.au](mailto:ovg@visitvictoria.com.au)

