

## CAMPAIGN SUMMARY

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***Your Happy Space is regional Victoria's new intrastate destination marketing campaign.***

*The campaign builds on the success of Wander Victoria and aims to position regional Victoria as the perfect place for a short-break to slow down, disconnect and experience JOMO (the joy of missing out) within a short trip from Melbourne.*

*Stunning natural beauty provides the backdrop to world-class culinary experiences; the most exciting and innovative regional art and culture in Australia; and indulgent and rejuvenating spa and well-being destinations.*

*The new campaign invites Victorians to personalise and dream up what kind of Happy Space they need in their lives.*

### WHY THE NEW CAMPAIGN?

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Intrastate is the largest source of tourism for regional Victoria, accounting for 82% of overnight visitors and 71% of overnight expenditure to regional Victoria.

*Your Happy Space* builds on the success of *Wander Victoria*, leveraging the momentum gained but with a refined focus to drive short-term visitation harder, by profiling regional Victoria's many compelling products and experiences.

*Wander Victoria* was the first dedicated regional campaign launched in 2016 to address limited intrastate visitor growth and profile destinations located more than two hours from Melbourne.

*Wander Victoria* played a key role in boosting awareness of regional Victoria and has since seen sustained and significant growth in visitation and expenditure.

Research tells us that 53% of Melburnians did not take an overnight trip into regional Victoria over a 12-month period. The new *Your Happy Space* campaign will have a strong focus on conversion by highlighting compelling reasons to consider a short-break trip into regional Victoria.

### WHAT IS THE OBJECTIVE OF THE CAMPAIGN?

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Visit Victoria has developed an intrastate marketing strategy based on extensive consumer research and in close collaboration with Regional Tourism Boards.

The intrastate campaign strategy identifies three key objectives:

- **Generate awareness:** continue to build desire for 'getting out of town' for Melburnians;
- **Promote consideration:** build inspiration by improving knowledge of regional Victoria's experiences;
- **Drive conversion:** turn existing desire into action by focusing on the compelling, specific experiences and key travel drivers e.g. unique and quality accommodation, regional restaurants, festivals and events.



## WHO ARE WE TALKING TO?

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The campaign targets Victorians, with its primary focus being on Melbourne based 'lifestyle leaders'. They represent 35% of the total Greater Melbourne population (aged 18+) which equates to 1.2 million people.

Intrastate travel (Victorian's travelling within Victoria) makes up for 82% of all travel within the state, with the majority coming from Melbourne.

*Your Happy Space* will seek to motivate Melburnians to explore regional Victoria; take more frequent trips; and remind audiences of the many compelling experiences in regional Victoria.

The campaign will also target regional Victorians to promote region-to-region short breaks.

## WHAT IS THE CONCEPT BEHIND THE CAMPAIGN?

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Space. It's why people escape the city. Because everyone needs a bit of space to break free from the confines of their everyday routine and the constraints of city life. And that's a good thing, because regional Victoria has all kinds of spaces where you'll find a variety of sights, sounds, tastes and experiences. Think of regional Victoria as your happy space.

*Tagline:* Your Happy Space. Victoria

## WHAT ARE THE KEY MESSAGES?

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- Regional Victoria has all kinds of spaces where you'll find a variety of sights, sounds, tastes and experiences within a short trip from Melbourne.
- A short break to regional Victoria will make you happier according to a Visit Victoria survey (2016), which found that 88 per cent of people were happier and 81 per cent felt more relaxed after an intrastate holiday.
- Stunning natural beauty provides the backdrop to world-class culinary experiences; the most exciting and innovative regional art and culture in Australia; and indulgent and rejuvenating spa and well-being destinations.
- A trip to regional Victoria will leave you feeling relaxed, rejuvenated and enriched.
- Regional Victoria allows you to find your own Happy Space – whether that be walking in a national park, enjoying local produce or experiencing a regional event.
- Victorians can visit [yourhappyspace.com.au](http://yourhappyspace.com.au) to see Visit Victoria's latest television commercial and research their next short break trip to regional Victoria.



## HOW WILL THE CAMPAIGN BE IMPLEMENTED?

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The new marketing campaign will be implemented across television, cinema, digital and social media channels, with further promotion through public relations and partnership activity with travel organisations, media publishers and non-travel associations.

There will also be a dedicated [yourhappyspace.com.au](http://yourhappyspace.com.au) site which will include information on destinations, experiences and make it easy for consumers to book with operators listed on the site.

In addition, Regional Tourism Boards will implement marketing activities that support the *Your Happy Space* campaign and encourage Melburnians and neighbouring regional towns to visit their patch of regional Victoria.



## HOW CAN INDUSTRY ENGAGE WITH THE CAMPAIGN?

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Visit Victoria has worked in close consultation with the Regional Tourism Boards to develop opportunities for the industry to leverage the campaign:

- Work with your Regional Tourism Board to be involved in initiatives that will leverage the campaign.
- Join the campaign by using #visitvictoria and #yourhappyspace as well as your Regional Tourism Boards handle and hashtags, when sharing posts and images on social media (Facebook, Instagram and Twitter). And more importantly, encourage your customers to do the same.
- List your business and events via the Australian Tourism Data Warehouse (ATDW) on our Visit Victoria consumer website, which receives 9.2 million visitors annually. Visit our [corporate website](http://corporate.visitvictoria.com/marketing/intrastate) for more details.

- Support communication elements of the campaign, including familiarisation programs and content requests.

For more information on how industry can engage with the campaign visit:

[corporate.visitvictoria.com/marketing/intrastate](http://corporate.visitvictoria.com/marketing/intrastate)