



YOUR Happy Space VICTORIA

July
2018

HAPPY TO GET INVOLVED?
HERE'S HOW INDUSTRY CAN BE
PART OF YOUR HAPPY SPACE.

JOIN US IN GETTING MORE MELBURNIANS TO EXPERIENCE REGIONAL VICTORIA

Visit Victoria invites the tourism industry to get involved in our new intrastate marketing campaign *Your Happy Space* targeting Melburnians to travel to regional Victoria and be 'Happy Space' champions.

Visit Victoria is working closely with the Regional Tourism Boards (RTBs) on the implementation of the *Your Happy Space* campaign to ensure local attributes are authentically highlighted in creative executions to inspire and convert Melburnians to experience their own backyard.

Local operators are encouraged to work with their RTB to ensure they too can benefit from the broader marketing communications activity and drive consumer change.

Happy to get involved? Here's how...

- Familiarise yourself with your local RTB and work with them to explore marketing initiatives that leverage campaign activity and strengthen market cut-through. All Regional Tourism Board information can be located on the Visit Victoria Corporate Website – [Regional Insights](#) pages.
- Join the campaign by using #visitvictoria and #yourhappyspace hashtags, as well as your RTB 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.
- Share your own story. Melburnians are increasingly interested in experiencing regional Victoria, like the locals do – authenticity is key. Tell us about your region and your own personal happy space story via photos and videos. Be sure to tag #visitvictoria and #yourhappyspace.

- Support communication elements of the campaign, including familiarisation programs and content requests. Consult with your local RTB for more details.
- Develop a 'deal' or 'offer' on visitvictoria.com to encourage consideration and visitor conversion. Consult with your local RTB for more details.
- Extend your business promotions by registering, renewing or updating your Australian Tourism Data Warehouse membership. Visit Victoria has updated online resource tools to help you maximise your ATDW listing including digital guides and webinars. The ATDW collects, stores and distributes tourism business and event information across National, State and local consumer websites, including the official tourism website for Victoria, visitvictoria.com. It is the most essential digital marketing tool for tourism and event operators in Australia with over 5,000 operators utilising the service. For more information view ATDW information via our corporate website.
- Stay up-to-date with Visit Victoria's announcements and please share relevant news associated to the campaign via the below channels:

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

[YouTube](https://www.youtube.com/tourvic) @tourvic

[Twitter](https://twitter.com/visitvictoria) @visitvictoria

[Facebook](https://www.facebook.com/visitvic) @visitvic

[LinkedIn](https://www.linkedin.com/company/visitvictoria) /visitvictoria

We thank you for your interest and continued support in developing marketing outcomes that build the profile of the State of Victoria and drive conversion of Melburnians to regional Victoria.

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

<https://corporate.visitvictoria.com/marketing/intrastate>

