



# YOUR Happy Space VICTORIA

## ABOUT YOUR HAPPY SPACE - KEY MESSAGES

- Regional Victoria is the ideal place to slow down, disconnect and experience a range of events and experiences that are worth leaving Melbourne for.
- 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.
- *Your Happy Space* builds on the success of *Wander Victoria* with a strong focus on the diverse and compelling food, art, music, nature, events and cultural experiences.
- 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.
- Regional Victoria's natural landscapes and quality experiences provide the perfect opportunity to disconnect from everyday busy lives.
- 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.
- Culinary, wellness, music and culture - whatever your passion - there is an event in Victoria to experience.
- The new campaign invites Victorians to personalise and dream what kind of Happy Space they need in their lives.
- Victorians can visit [yourhappyspace.com.au](http://yourhappyspace.com.au) to see Visit Victoria's latest *Your Happy Space* television commercial and research their next short break trip to regional Victoria.