

OFFICIAL GUIDE

# MELBOURNE

## AND VICTORIA



PARTNERSHIP  
PROSPECTUS 2021  
Spring Edition



# About us

The Official Visitor Guide is the pre-eminent source of information for visitors. It provides the most comprehensive overview of things to see and do across Melbourne and Victoria each season and is recognised as the most effective direct marketing tool for reaching high yield audiences.

Melbourne Official Visitor Guide is designed for time-poor visitors and residents seeking ideas for travel, leisure and entertainment and presents curated information through captivating narrative and practical recommendations.

Endorsed by State Government of Victoria, City of Melbourne, Melbourne Airport, Melbourne Convention and Exhibition Centre, Victoria Tourism Industry Council and the Australian Hotels Association, the Melbourne Official Visitor guide is published quarterly in English and Chinese and is designed to enhance visitor experience.



*Our purpose is to ignite  
and challenge any  
imagination*

# Editorial Pillars

**Welcome to Country** presents information on the extraordinary indigenous heritage – culture, people, places and unique experiences of Aboriginal Victoria.

**What's On Calendar of Events** and **Top 10** highlights cover key sporting, cultural, fashion and culinary events that we believe will appeal strongly to our readership.

**Extended editorial features** present the City's rich cultural, culinary and entertainment scenes, diverse shopping experiences and unique tourist and leisure attractions.

A comprehensive **Melbourne's Neighbourhoods** section featuring authentic experiences beyond the CBD.

**Victoria's Regions** section presents some of the best nature-based experiences and inspires our readers to uncover diversity and natural beauty of Victoria.

We share our knowledge and passion through tailored seasonal **Itineraries** and **Tours** to minimize planning hassle and help readers see and do more in their free time.

**Useful Information, detailed maps** and **coupons** with special offers help our readers to navigate easily, discover more on their way, save time and money and simply enjoy their time in Melbourne.





# Insights on Print

HARVARD BUSINESS REVIEW, 5 MARCH 2020

- + Consumers' response rates from travel catalogues have increased by 170% from 2004 to 2018.
- + Print enhances consumer's ability to visualize and imagine product usage experiences.
- + Direct mail increases product awareness as it lingers in consumers' households long after emails are deleted.
- + The average household gets only 2 pieces of direct mail a day compared to 157 emails.

## TRIGGERING SENSES

- + The digital world is sensed with only one out of five main human senses - sight. Print adds two more senses, touch and smell making it more tangible and experiential.

## A MORE HUMAN RESPONSE

- + In comparative analysis of the difference in human response to physical vs digital media and its subsequent effect in the consumer purchase intent, print ranked higher than digital on all these factors: Review Time, Engagement, Stimulation, Memory Retrieval Accuracy, Memory Speed and Confidence, Purchase and Willingness to Pay, Desirability, Valuation





# What Readers Say

*September 2020 online survey revealed that almost 40% of website visitors prefer to receive print publications from Visit Victoria*

- Easy to navigate
- Impressive choice of products
- Comprehensive geographic coverage
- Trustworthy information
- Vivid imagery and creative presentation
- A tangible piece full of useful information
- Worth keeping for future reference on travel ideas
- Requested to receive free copies at home
- High engagement through digital platforms

# Strategy 2021

*We pivoted towards domestic and trans-Tasman audiences with a new distribution and reader engagement model*



- **A state wide approach** covering greater Melbourne and regional Victoria with a stronger focus on intrastate and interstate markets
- **Expanded editorial content** on Melbourne's CBD, suburbs and regions of Victoria
- **New distribution model** integrating precise targeting methodology through residential letterbox deliveries, visitor hubs and online to reach high yield consumer audiences
- **Targeted circulation** through a comprehensive network of visitor hubs
- **Digital engagement** through Visit Victoria's online channels, including website, eDM, paid social media campaigns and other channels
- Integration with **Visit Victoria's seasonal marketing campaigns** to enhance destination brand experience



# Objectives

- Inspire Victorians to (re)discover their own backyard, try new tourism products and experiences across Greater Melbourne and prompt a trip within the State.
- Give Australians and emerging international travelers reasons to travel to Melbourne and explore regional Victoria.
- Build travel confidence, encourage consideration and prompt itinerary planning.
- Build awareness of Melbourne's current and future event calendar.
- Maximize tourism spend and encourage sales activations across the industry.



# Key themes

## Spring 2021



### MELBOURNE

- Exciting calendar of creative and sporting events
- Theatre, live music and art exhibitions
- Spring fashion and shopping precincts
- Outdoor experiences, such as al fresco dining, rooftop bars, outdoor cinema, parks and gardens, walks and trails, guided tours, markets.
- **Events**  
Harry Potter and the Cursed Child, Moulin Rouge! The Musical, AFL Grand Final, Melbourne Cup Carnival, Australian Grand Prix and other.

### REGIONAL VICTORIA

- Great outdoors, with natural landscapes and camping adventures
- Waterfalls, wild flowers and gardens
- Boutique accommodation and wine pop-ups
- **Events**  
Australian Motorcycle Grand Prix, MFWF Regional Edition, Australian International Airshow, White Night Bendigo and Geelong, Ballarat International Foto Bienale, Tesselaar Tulip Festival and other festivals.



# Omni-channel Distribution

*Reaching high yield audiences through precise targeting based on consumer behaviour and real spending habits*

*A direct way to inspire and inform travel choices during consideration and planning*

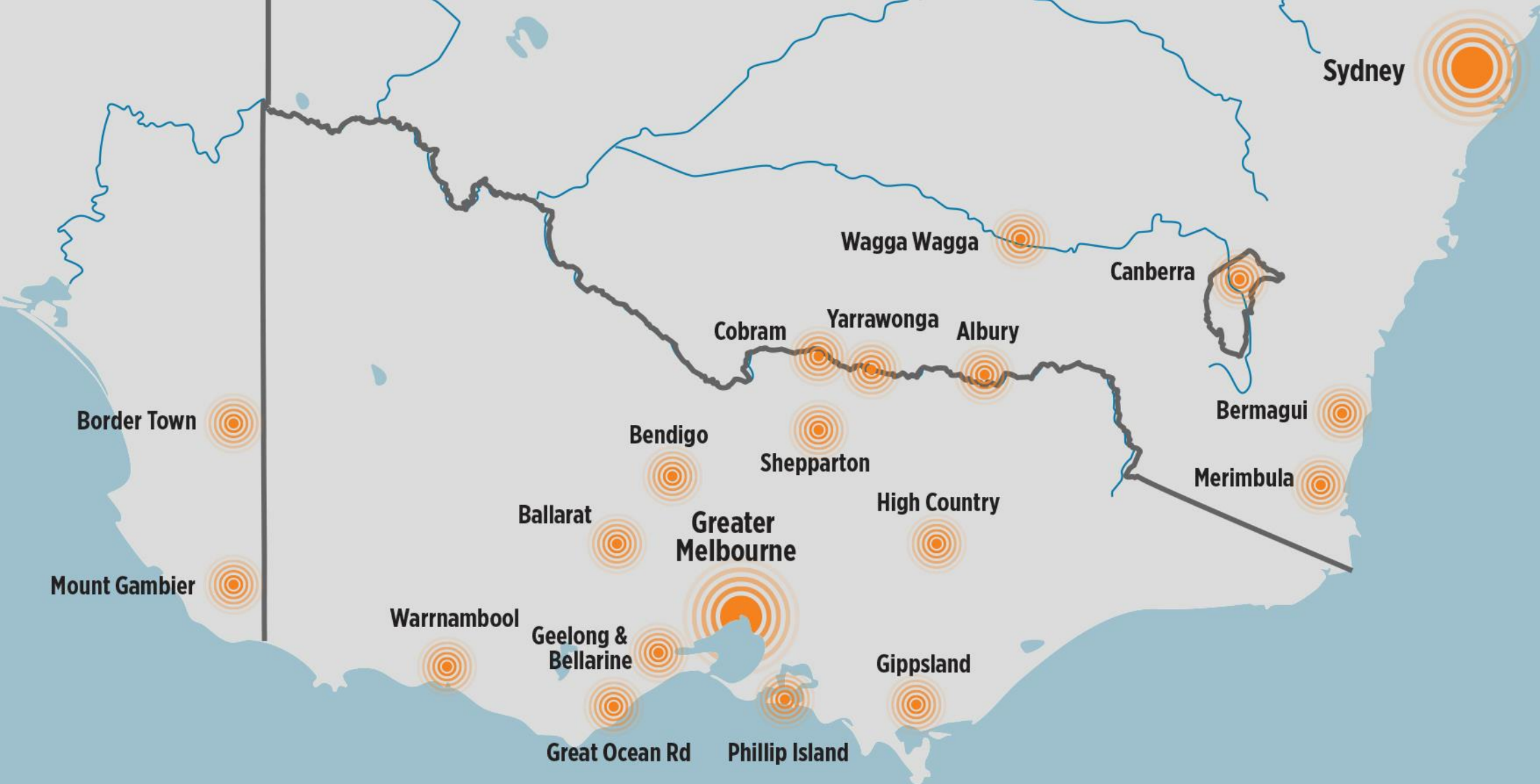
## Residential Deliveries

The database of banking transactions and supermarket brand preferences is utilised to identify consumers that consistently spend more on travel and lifestyle experiences beyond their primary residence area, as well as on international and cruise ship travel which has been restricted due to COVID-19 pandemic.



## Visitor Hubs

A comprehensive network of visitor hubs and high traffic locations is utilised to reach intended audiences and track consumer behaviour. The network covers airports, transportation hubs, accommodation, hospitality, retail, attractions, tourism information centres and Universities across Metro Melbourne, regional Victoria and interstate.



# Print Reach

**500,000+** TOTAL REACH  
**250,000+** PRINT RUN  
**200,000+** ADDRESSES

**200+** POSTCODES  
**20+** CITIES  
**500+** VISITOR HUBS



# Audiences - Lifestyle Leaders

## Intrastate

### *Reliable Rick and Rhonda*



A sizeable group, who are active and young at heart, with busy weekends full of entertaining, travelling and outdoor activities. They grew up in the 80's, going on regular road trips, have an adventurous streak with family being their #1 priority. Far more likely to have weekends away (53%) and to take daytrips in the car (64%). Future preferences have room for intrastate and interstate travel.

## Interstate and Intrastate

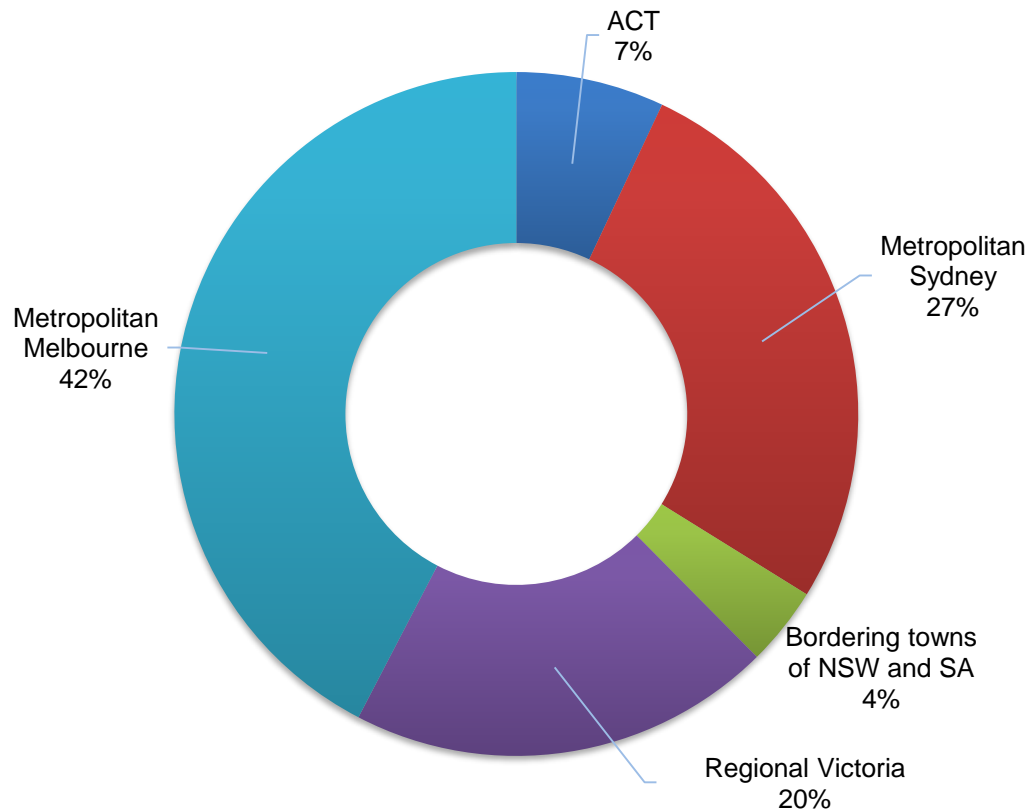
### *Life-styler Louis*



Melbourne feels like a second home to Louis who always likes to check out what is new, creatively and culturally. He lives a full and busy life, but utilises his spare time on eating and drinking out, shopping in Sydney's fashion districts or travelling regionally. 78% have made a domestic trip in the 12 months and 97% have a preference to in the next 24 months (pre-Covid-19)

# Residential Deliveries

## Geographic Areas



## Affiliated Crowds

- Countryside elite
- Provincial wealth
- Golden days
- Prosperous families

- Affluent adventurers
- Aging comfortably
- Neighbours with kids
- Metro high flyers

- Life on the land
- Country living

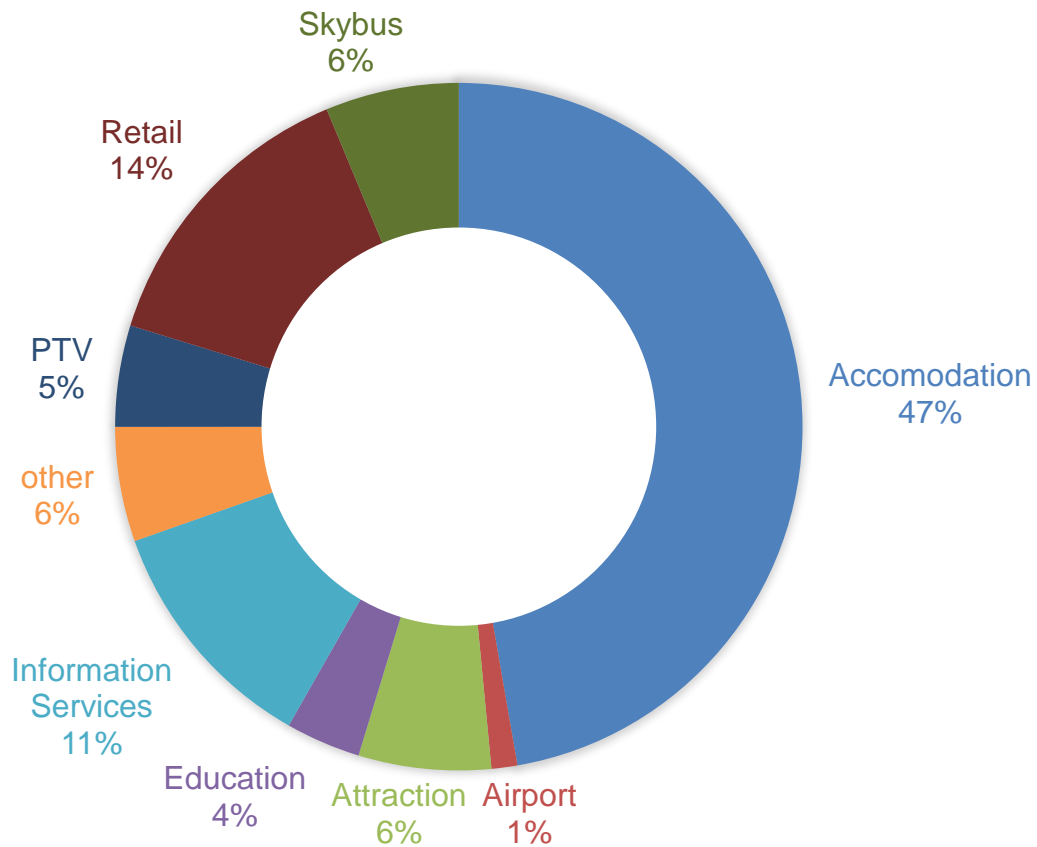
- Up and coming
- Prudent nostalgia
- Suburban thrift

- Young & carefree
- Next generation

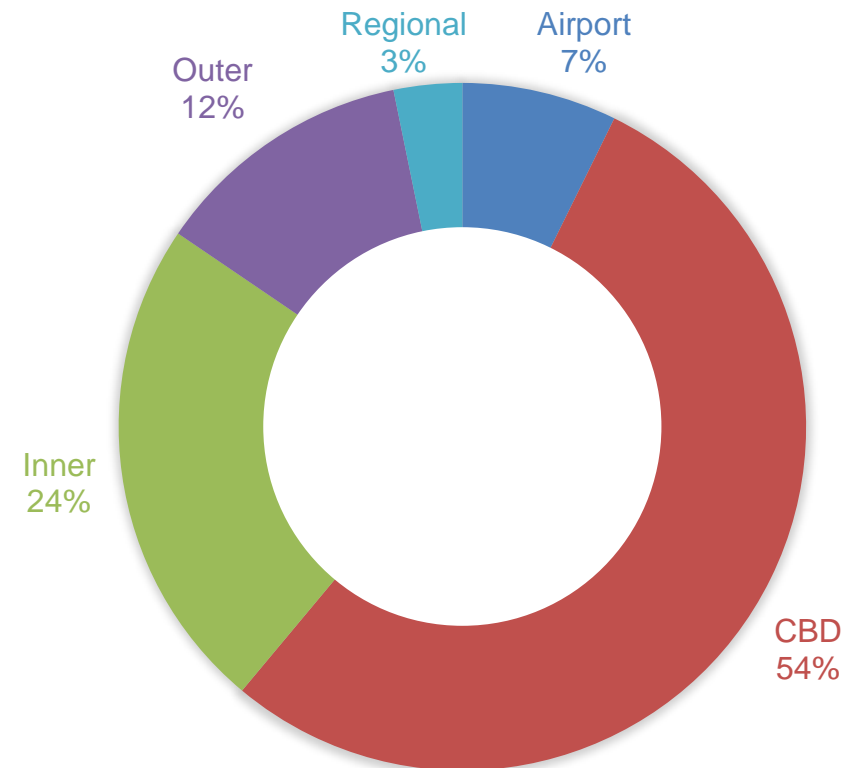


# Visitor Hub Distribution

## Geographic Areas



## Types of Outlets



# Digital Engagement

*Reaching over 250,000 engaged audiences online*

Print circulation is amplified through Visit Victoria's online channels, including official website which reaches over 9.2M visits per year, monthly intrastate and interstate eDMs, social media campaigns as well as paid campaigns on partner WIFI networks (Vicinity Centres) and other collaborative partnerships.



## Stay close, go further

Summer has arrived, and Victoria is calling. Embrace the warmer weather along Melbourne's east streets, as you dine at fresco outside bars, restaurants and cafes. Jump in the car and hit Victoria's open roads. Wind the windows down and drive along winding tracks, past sun-kissed beaches. Meet the makers, growers, crafters and creators who have made their mark in their own special part of Victoria.

GO EXPLORE

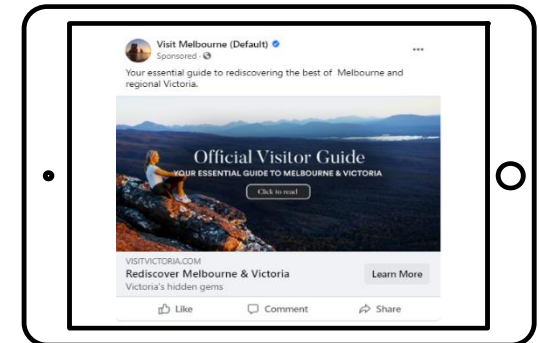


## Official Visitor's Guide

Discover the best things to do this season, with the latest edition of the Melbourne and Victoria Official Guide. Download a copy and see inside, for your chance to win the ultimate weekend away in Victoria.

DOWNLOAD YOUR COPY

The screenshot shows the 'Official Guide Competition' page. It features a header with navigation links: HOME, EXPERIENCE, VERSIONS, VIEW. Below the header is a large image of a building at night with the text 'Official Guide Competition'. The main content area is titled 'Win the ultimate weekend away' and includes a description of the competition, a list of prizes, and a form to enter. The form fields are: First name\*, Last name\*, Email\*, Date\*, and Phone select. There are also checkboxes for 'I would like to receive news and information about Melbourne and Victoria from Visit Victoria' and 'I consent to providing my details as a requirement of entry for the Official Visitor Guide competition and understand that I will be contacted via email during the promotion to update me every day. View terms and conditions.' A 'SUBMIT' button is at the bottom.







# Partner with us

## *Cut through the noise*

- Reach high yield intrastate and interstate consumers with greater potential to spend on travel and lifestyle experiences
- Influence consumers during consideration and planning stage of their journey
- Leverage Visit Victoria's comprehensive marketing platforms to reach engaged audiences
- Be part of the most credible source of visitor information
- Utilise the largest circulation in the region

### **PRINT RUN**

+ 250,000 English copies per season

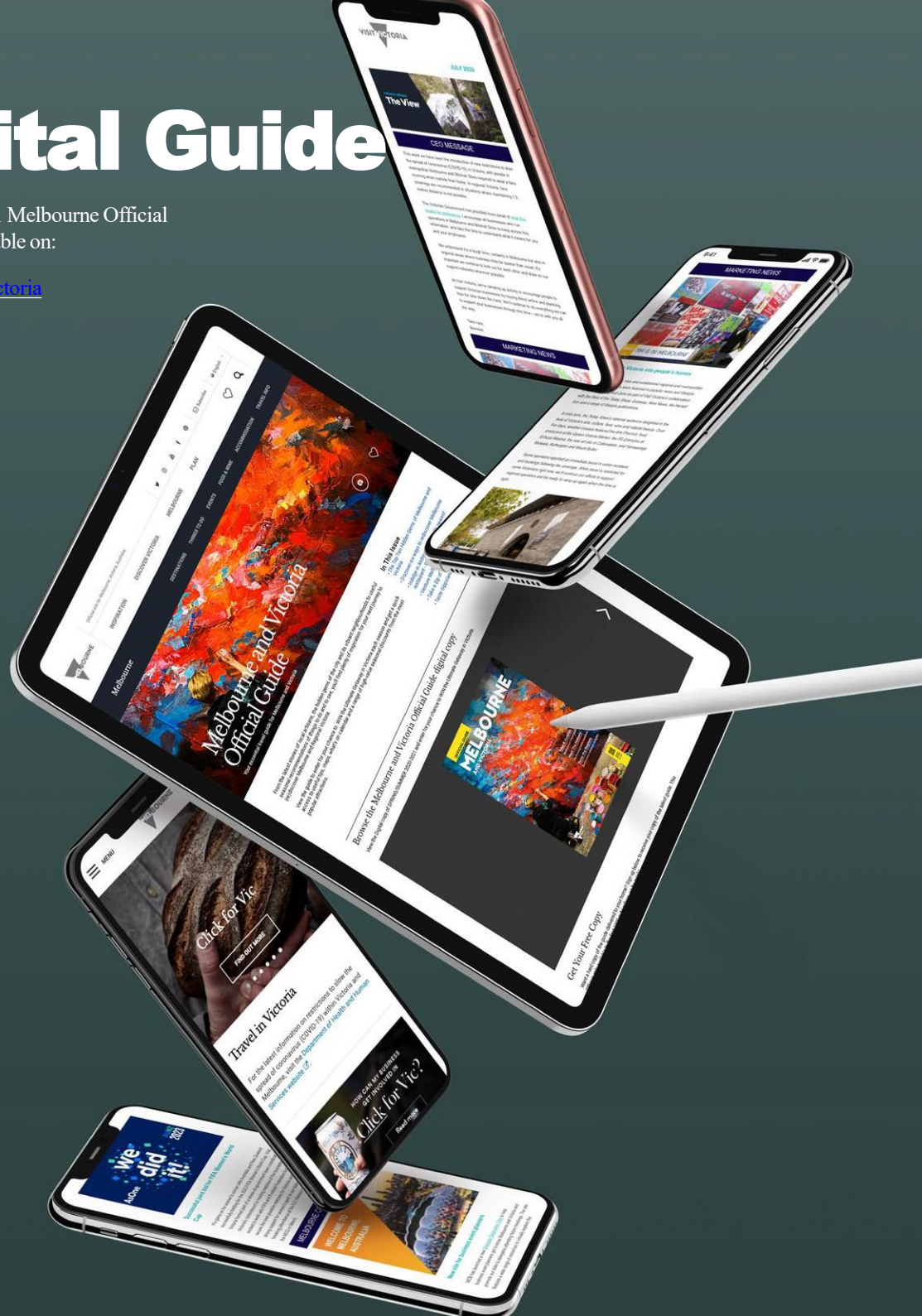
### **CUSTOM SIZE**

+ 152 x 192 mm

# Digital Guide

Interactive digital Melbourne Official Guides are available on:

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



# Contacts

## ORDERS AND ENQUIRIES

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## FIND OUT MORE

**Corporate**

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

**Consumer**

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

*Speak to our team to  
explore high-value  
collaborative marketing  
opportunities and  
Strategic Partnerships*