



Stay close, go further.

VISIT VICTORIA

FREQUENTLY ASKED QUESTIONS

CAMPAIGN OVERVIEW

1. What is *Stay close, go further*?

Stay close, go further is Visit Victoria's new drive tourism marketing campaign designed to help rebuild Victoria's visitor economy by promoting visitation and expenditure within the state, following the easing of travel restrictions designed to slow the spread of COVID-19.

Pre-COVID (2018/19), tourism directly and indirectly contributed 6.5% of total gross state product and 7.8% of employment for Victoria. The estimated impact on visitor expenditure in Victoria for 2020 is \$21.7 billion. This includes impacts from the coronavirus (COVID 19) outbreak and the preceding bushfires.

This fully integrated campaign is set to help rebuild the visitor economy by generating a 'call-to-arms' to get Victorians moving again by reigniting their passion for their home state. The campaign will also target visitors from bordering regions of New South Wales and South Australia once practical.

Stay close, go further follows the successful *Click for Vic* campaign, which encourages Victorians to buy Victorian and support our makers, creators, growers and producers while travel was restricted throughout Victoria. It forms the next step to revive Victoria's visitor economy and will be followed by subsequent campaigns and initiatives into interstate and international markets, when the time is right.

The '*Stay close, go further*' concept is a unifying proposition that encourages Victorians to take a 'new view' of our state. The creative concept showcases the creativity, culture and beauty of Victoria through its people.

This multi-million-dollar campaign will promote both Melbourne and regional Victoria and will be rolled out across television, print, radio, digital and social media channels, supported by public relations and industry partnerships.

2. How does the *Stay close, go further* campaign work?

The campaign uses Victoria's creative and talented makers and creators as a vehicle to tell stories about the products and compelling experiences we have in our own backyard.

The makers and creators act as the creative device for us to build an emotional connection and position Victoria as a creative and progressive destination.

These makers and creators showcase Victoria's key strengths; nature, food and drink, arts, culture, indigenous experiences and how the natural, urban, or multicultural environment has inspired them.

Each element of the campaign connects back to the idea of '**Staying close**' (traveling within our great state of Victoria), and the opportunities it affords us, to '**go further**' discovering the unexplored, inspiring ourselves, experiencing a truly unique adventure.

3. How will the campaign be implemented?

The *Stay close, go further* campaign will be implemented through an integrated marketing strategy across paid, owned and earned channels. This encompasses activity throughout the following advertising channels: television, catch-up television, online video, radio, out of home, newspapers, seasonally printed magazines, social media, content partnerships, digital display advertising, search engine marketing.

Visit Victoria's owned channels will play a critical role: our flagship website visitvictoria.com (and visitvictoria.com/stayclosegofurther) and email marketing/newsletters will showcase our compelling experiences to help consumers navigate the state.

Public relations initiatives and trade and industry partnerships will further expand the reach of this campaign.

In addition to showcasing some of Victoria's finest makers and creators, destinations and experiences, a call to action will drive consumers to visitvictoria.com where all operators are listed for potential bookings.



CAMPAIGN BACKGROUND

4. Why has Visit Victoria created this campaign?

Following the devastating impacts of bushfires and the global coronavirus pandemic, visitor expenditure in Victoria is down by \$21.7 billion in 2020. This equates to 67% less in visitor expenditure than the pre-crisis period (2019). \$7.7bn of this loss is for regional Victoria.

Stay close, go further is Visit Victoria's new drive campaign developed to get Victorians moving around their beloved state, to help rebuild the visitor economy.

5. What are the campaign objectives for Stay Close, Go Further?

The core objective of the *Stay close, go further campaign* is to deliver the strongest intrastate recovery out of all major states.

(National Visitor Survey, Tourism Research Australia) (Dec 2021)

This is measured by:

- Highest levels of consideration for a Regional trip
- Highest trip rates
- Highest total expenditure

Versus other states

6. What are the campaign strategies for Stay close, go further?

Stay close, go further will be a broad-reaching campaign, supported by tactical 'pulses' to support the different sectors as they reopen.

The campaign will use the most appropriate channel to move our target market through the travel funnel.

1. Intention: Build an emotional connection and drive intention by positioning Melbourne and Victoria as a creative, cultural, and progressive destination.

2. Consideration: Build consideration by showcasing Melbourne and Victoria's compelling experiences

3. Conversion: Drive conversion through partnerships and cooperative marketing initiatives



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7. Which parts of Victoria will the campaign promote?

Stay close, go further is a state-wide campaign promoting the entire state: all 12 of its diverse regions: Melbourne, Yarra Valley & Dandenong Ranges, Daylesford & the Macedon Ranges, Mornington Peninsula, Phillip Island, Geelong & the Bellarine, Great Ocean Road, Goldfields, Grampians, The Murray, High Country, Gippsland.

8. Who is the campaign targeting and why?

This campaign primarily targets 'Lifestyle Leaders', with all Victorians 18+ as the secondary target.

The 'Lifestyle Leaders' segment has been developed in partnership with Roy Morgan Research and represents 30.1 per cent of the Australian population (1.66 million Victorians).

'Lifestyle Leaders' are more likely to be socially aware and they like to shop, particularly online. They are open to trying new things and believe that quality is more important than price.

Lifestyle Leaders are professionals or managers, belonging to AB quintile and have an average annual household income of \$130,160.

When they travel, they like to stay active, and the majority likes to experience the local culture and see nature. They like to plan for their trips and are less likely to prefer to have their trips organised for them.

They live a busy life, and because success is important to them, they consider themselves leaders more than followers.

They are more likely to travel within Australia for short and long trips compared to the average Australian population.



HOW TO GET INVOLVED

9. How can Victorian businesses and products get involved in the campaign?

There are numerous ways to get involved in the campaign:

- Join the campaign by using #stayclosegofurther, #visitvictoria and #visitmelbourne as well as your hashtags, when sharing posts and images on social media (Facebook, Instagram and Twitter). And more importantly, encourage your customers to do the same.
- If your business has a strong human element and makers and creators are part of your experience, be sure to share your news and stories with Visit Victoria via social@visitvictoria.com.au and pr@visitvictoria.com.au.
- Leverage the campaign messaging in your communications; for example your social post showing your visitor experiences could utilise the following words: *Stay close, go further this summer and discover nature trails and towering waterfalls with our 2 day Great Ocean Road tour.*
- List your business on visitvictoria.com - our Visit Victoria consumer website, which receives 9.2 million visitors annually. Qualifying businesses can [list via the Australian Tourism Data Warehouse \(ATDW\)](#).
- Send your news or stories, such as new products or exciting changes in your business to Visit Victoria's Public Relations team: pr@visitvictoria.com.au and Social Media team social@visitvictoria.com.au
- Support communication elements of the campaign, including familiarisation programs and content requests.
- Connect with your local [Regional Tourism Board](#) to leverage any promotional opportunities that arise and be sure to communicate exciting announcements and developments with them.
- For Melbourne based businesses, reach out to your local government tourism team or the Visit Victoria team via our social media team and PR team to share your news and stories via: pr@visitvictoria.com.au and Social Media team social@visitvictoria.com.au
- Keep up to date with the *Stay close, go further* campaign by [signing up to hear from Visit Victoria through our monthly e-news](#)



10. How do I list my business or event on the Visit Victoria website through ATDW?

[Click here](#) for information on creating or updating an ATDW listing.

Please note, to list on the ATDW, your business or event must meet the following criteria:

- Operate within Australia
- Provide a direct experience to the leisure tourist
- Have a physical premises where visitors can access your product or service
- Fit into one of the following listing categories: Accommodation; Attraction; Food and Drink; Event; Hire; Tour; Transport and General Service.

11. Can I access the campaign assets for use on my channels? Can I download your campaign images?

We encourage you to use #stayclosegofurther on your channels but the campaign imagery and videos are not currently available to download. Please feel free to share our posts across social media.

However, you may find the [Visit Victoria Content Hub](#) useful for a range of existing destination based photography subject to license and usage.



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CONSUMER MESSAGING

12. What are the campaign messages directed at consumers?

General key messages

As restrictions ease for Victorians, our beloved state springs back to life all around us. This is the perfect moment to reconnect with the incredible experiences, businesses and people that make Melbourne and Victoria so unique.

From city laneways and bustling outdoor dining precincts to rolling hills and cellar doors, there is something for everyone right here at home in Victoria

Rediscover what makes Melbourne the culinary capital of Australia or reclaim the open road on an adventure through regional Victoria.

Hear the stories behind the Victorian produce you love by connecting with the passionate makers and creators across the state.

Uncover unique treasures in your own backyard and get an all-new taste of Victoria.

Melbourne key messages

Our vibrant city's familiar rhythms are beginning to return.

Australia's culinary capital is reawakening, with pubs, bars, restaurants and cafes across the city throwing open their doors.

Arts and culture abound, with colourful inner-city laneways and vibrant neighbourhood galleries eager to welcome you back.

Your much-loved Melbourne rituals await; it's time to plan an inner-city break.

Revisit old favourites or be the first of your friends to discover and share something new. It's time to rediscover your city.

Regional Victoria key messages

Victoria's spectacular coastal roads and wide-open spaces are calling.

A short drive from Melbourne offers everything from award winning dining and wineries, breathtaking natural escapes and unique overnight stays to rival any global destination.

There's never been a better time to venture beyond the beaten track and discover a new favourite destination.



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Feel the sea breeze on your skin or go in-land to find forest trails and spectacular views upon mountain peaks.

Drink from the maker, dine at the source and learn from the passionate creators behind the Victorian produce you love.

Answer the call: Victoria awaits.



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