

Destination Marketing Online

Challenges and opportunities in 2010

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Group Manager Online Marketing, Tourism Victoria



Tourism in Victoria



- Over of 5 % GSP (\$15B)
- Employs around 165,000 people
- Around 1.5 million international visitors pa
- 2nd largest export industry after education
- 5 million interstate visitors pa

Regions



GOLDFIELDS
Leave a little richer.



THE MURRAY
Wind down.



DAYLESFORD
Live happily ever after.



VICTORIA'S HIGH COUNTRY
Adventures happen.



GRAMPIANS
Space to breathe.



YARRA VALLEY
You'll never want to leave.



GREAT OCEAN ROAD
Nature's invigorating journey.



DANDENONG RANGES
Visit make believe.



GEE LONG & THE BELLARINE
Come back down to earth.



MELBOURNE
It's easy to lose yourself.



MORNINGTON PENINSULA
Seriously. It's in Australia.



PHILLIP ISLAND
Real entertainment.



GIPPSLAND
Inspired by Gippsland.

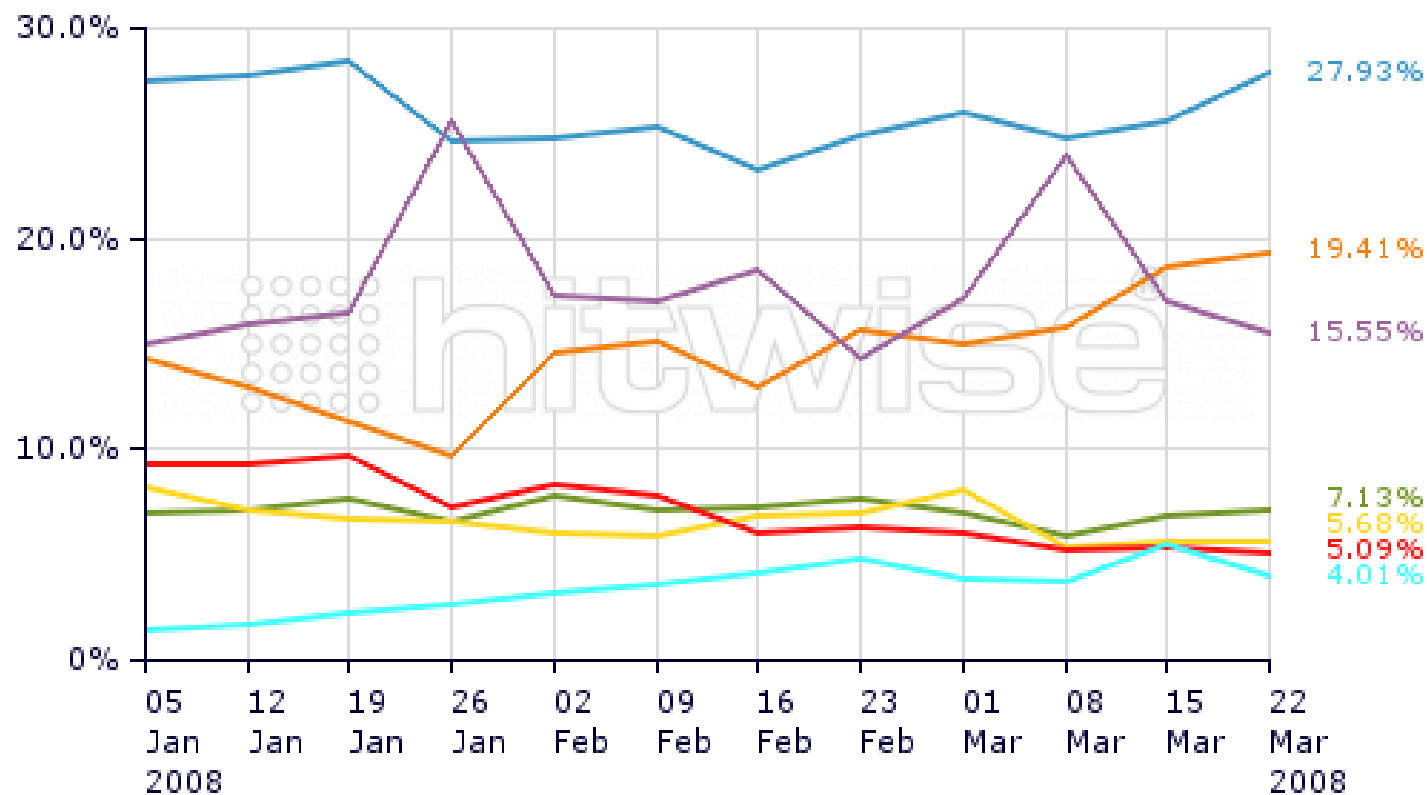


Tourism Victoria: Online Snapshot



- visitvictoria.com, visitmelbourne.com, backpackvictoria.com, skivic.com etc
- 8 language variants
- 6.4 million visitors per year, 28 million page views
- 3000 accommodation, attraction, tours and events listings
- Self authoring model for accommodation, attractions, tours, events
- Australian Tourism Data Warehouse & Tourism Exchange Australia
- Bars and restaurants
- 2500 pages of destination information
- Range of regional, national and international online marketing campaigns and activities
- User generated content
- Active partnership with Tourism Australia

Tourism Victoria: Competitor Analysis

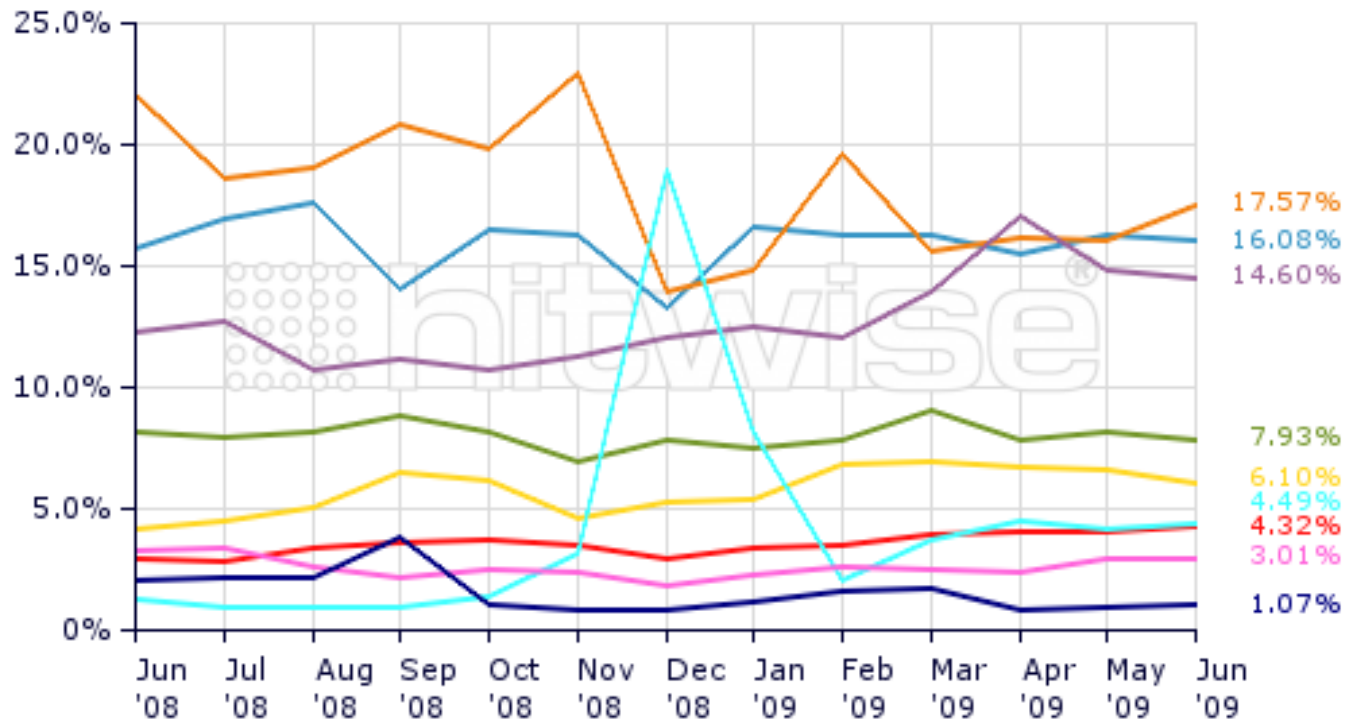


- www.visitvictoria.com.au ■ www.visitnsw.com.au
- www.queenslandholidays.com.au ■ www.southaustralia.com
- www.westernaustralia.com ■ www.discovertasmania.com.au
- www.travelnt.com

Weekly market share in 'GTO Websites' (Cust. Cat.) of channels, measured by visits, based on Australian usage.

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Tourism Victoria: Competitor Analysis



■ www.visitvictoria.com.au ■ www.queenslandholidays.com.au
■ www.visitnsw.com.au ■ www.southaustralia.com
■ www.westernaustralia.com ■ www.discovertasmania.com.au
■ www.australia.com ■ www.travelnt.com ■ www.visitcanberra.com.au

Monthly market share in 'GTO Websites' (Cust. Cat.), measured by visits, based on Australian usage.

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EXPERIENCE MELBOURNE

 SEARCH

HOME | MELBOURNE | VICTORIA'S REGIONS | ACCOMMODATION | FOOD & WINE | ACTIVITIES & ATTRACTIONS | EVENTS | TRAVEL INFO

EXPERIENCE

Melbourne
Fashion & Fun
Cultural Discovery
Luxury & Indulgence
Cool Hunting

IN MELBOURNE

Food & Wine
Art & Culture
Lost & Found
Theatre & Musicals
Events
Shopping
Accommodation
Activities & Attractions
Touring Routes

THE RED THREAD

Within its labyrinth of laneways and beyond, Melbourne holds untold treasures. The Red Thread is a creative forum that unearths these experiences. It doesn't matter if you're a local or from out of town, let the world know about your Melbourne experiences by leaving your very own thread using text, images or video.

FEATURED THREAD

Featuring Melbourne

contributed by **Ruge**, 1 August 2007

VIEW >>

Melbourne is an ever evolving cosmopolitan blend of fashion, food, art and style. It's a city that offers a taste of many cultures, combining old and new to give it the individuality it exudes.

1 comments **387 views** **more >**

한국어 日本語 中文简体 中文繁體

SUBMIT A THREAD

SUBMIT

FIND A THREAD

What type of Melbourne experience are you after?

- Art & Design (30)
- Beyond the CBD (36)
- Indulge (37)
- Laneways & Arcades (35)
- Lost & Found (21)
- Stage Door (9)
- Stay out Late (23)
- Take me Shopping (48)
- What's On (10)
- Wine & Dine (72)
- With the Kids (18)

SEARCH FOR **GO**

THE RED THREAD

Search Results

'Indulge' returned 37 results

 **20 Hours In Melbourne**

contributed by **texas00**, 22 August 2007

One of my best Melbourne experiences was completely unplanned and unexpected - which may be why it was so memorable.

We were on our way to Melbourne (from Sydney via Canberra) when the friend we we...

 **0 comments**  243 views

[more >](#)

 **Fitzroy great place**

contributed by **gabby**, 10 July 2007

my thread starts at my work place in Gertrude st Fitzroy, from there its a short walk to the Fitzroy Gardens its breathtaking scenery & wildlife are abundant i truly love to spend my lunch hour here s...

 **0 comments**  588 views

[more >](#)

 **Fiery Love at the Casino**

contributed by **dverbem**, 9 July 2007

It was a balmy summer evening at Southbank with my lovely girlfriend Amanda.

I was out with my girl celebrating having bought a new house, and the food and drinks that we had at Crown were magic.

SUBMIT A THREAD












\$10k worth of prizes to be won in *Mission: Is Possible*



SUBMIT

FIND A THREAD

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SEARCH FOR

GO

ON THE RED THREAD



Feeling the man recession in Sydney?

Melbourne-Match

Emma-Kate Dobbin Blogs for Melbourne



I'm here to help my Sydney sisters find dates in Melbourne this winter



No public Twitter messages.



Cultural Discovery in Melbourne

Thu, Jul 16, 2009

0 Comments



YouTube

0:00 / 0:00

Laurisa & James



Widgets



skidget Tourism Victoria

skivic.com

Conditions | What's On | Snow Cams

Mt Buller

Overnight Min:	-3.1°C
Forecast Max:	-1°C
New Snow:	17cm
Snow Depth:	31cm
Snow Condition:	Fair
Snow Surface:	Soft
Lifts Open:	0

Last Updated: 09-06-2009 07:32

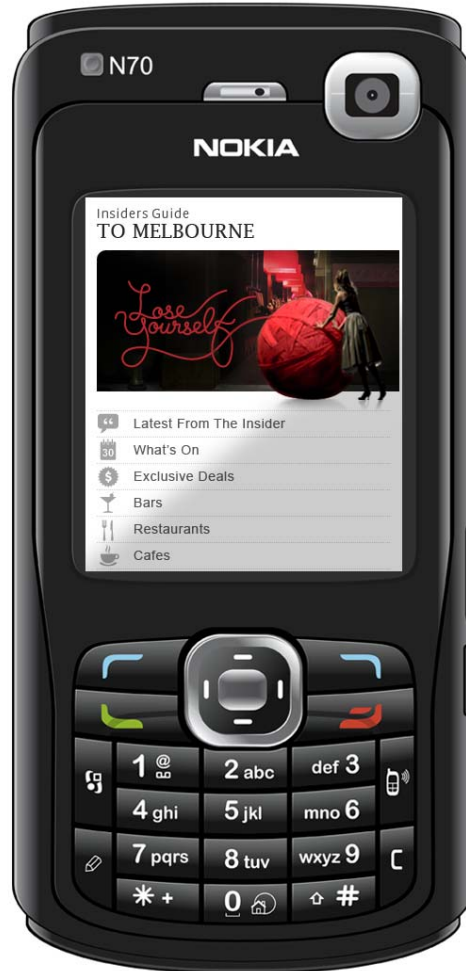
Hotham

Overnight Min:	-4.7°C
Forecast Max:	-3°C
New Snow:	15cm
Snow Depth:	25cm
Snow Condition:	Poor

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Mobile – Insiders Guide Site




m.visitvictoria.com

Mobile – Insiders Guide Site



Insiders Guide
TO MELBOURNE



Latest from The Insider

30 What's On

Bars

Cafes

Restaurants

Insiders Guide
TO MELBOURNE



Find Melbourne's Bars

- ▶ Melbourne, CBD
- ▶ North
- ▶ East
- ▶ South
- ▶ West
- ▶ Around Me
- ▶ All

Home

Insiders Guide
TO MELBOURNE

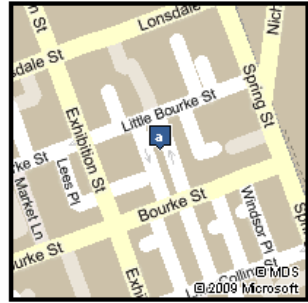
Double Happiness

With Chinese décor, Korean propaganda and Japanese bar snacks, Double Happiness is much better value than a Contiki tour. It's small, cosy and relaxed - and either has flattering lighting or very good-looking customers. Regulars can leave their unfinished bottles of expensive plonk in lockers behind the bar.

Opening Hours: Mon-Wed 5pm-1am, Thu-Sat 5pm-3am, Sun 6pm-1am

Address: 21 Liverpool Street, Melbourne, 3000

Phone: 0396504488



Zoom

Get Directions

Bars: Melbourne, CBD
Bars
Home

Official mobile site of visitvictoria.com

Things that I'm thinking about



- Implementing a new web design & CMS – dynamically profiling visitors, improved regional branding, better product display, better more integrated mapping, better booking experiences
- Social media – don't get me started!
- Cross government initiatives: New media strategies, Innovation industry and regional development Departmental web strategies, better use of intranets including “internal social media”
- The adoption of online booking by industry – how can I increase it, how can I engage smaller businesses, VIC's, regional and local tourism groups, how can I improve the consumer booking experience everywhere, not just on our own websites.

Things that I'm thinking about



- How can online marketing avoid becoming a roadblock for our marketing as the quantity of work overwhelms our capacity to deliver and how can I keep the team happy as more our their work involves the management of outsourced relationships
- Digital marketing is becoming so central to destination marketing – what does that mean for our team structure, our relationship with agencies and partners and ultimately my role in the organisation
- Surprisingly, Tourism Victoria does not have an IT department. “Boring” technology is supplied by the department, increasingly the organisation looks to my area to show leadership and create and management new business systems.

Things that I'm thinking about



- Online marketing is “people” intensive eg social media
- There is ever increasing numbers of potential relationships with a wide range of organisations that the online group plays a key role eg google, Fairfax and other large media groups, large numbers of online agencies –some niche, some broad, some international, some local, some start-ups, some coming from the traditional travel space.
- 3000 relationships with Victorian operator and 12 regions who we now help fund through listing fees and selling cooperative marketing opportunities. What future opportunities can be created in cooperative online marketing?

Cool stuff



- Augmented reality – layar.com in Holland
- Virtual experiences – tourism website of the future?
- QR codes? Not that new but still cool
- Its what other people do with your content that will count



Thank you

IFITT: what is it?



- Not-for-profit organisation aiming to promote international discussion about information and communication technologies and tourism
- Membership drawn from industry, government and academia .
- IFITT chapters in Japan, Australasia (incorporating New Zealand), Switzerland, Finland and North America
- Quarterly Journal of Information Technology and Tourism

IFITT: what is it?



- Incorporates Hospitality Information Technology Association (HITA)
- HITA aims advance the interaction between information technology educators, vendors and users in the global hospitality industry with the goal of improving both the quality of education and the technology itself
- In June 2006 HITA became a part of the IFITT federation and now functions as a semi-autonomous chapter
- IFITT's major event each year is the ENTER conference – this year it is in Lugano, Switzerland.



IFITT: What are its goals?

- To provide a lively forum for discussion, assessment and transfer of know-how and experience amongst its members
- To contribute to the process of research and development in this growing and most important field of international travel
- To promote the free interchange of information and ideas about this field both among specialists and amongst the consumers at large
- To develop and maintain the integrity and competence of individuals and organisations engaged in the practices and sciences of information and communication technologies and travel & tourism.