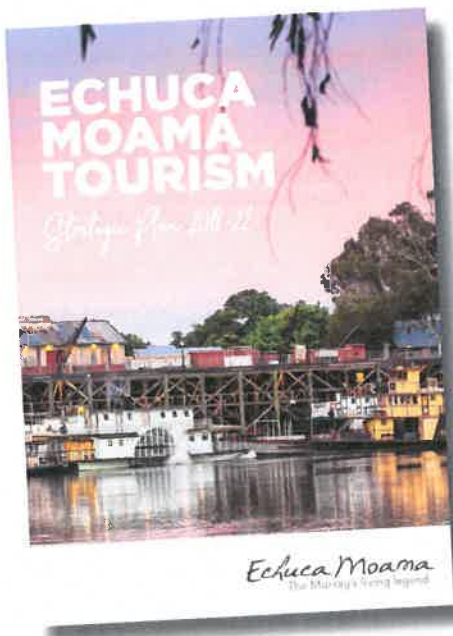


HIGHLIGHTS OF THE

# 2017/18

*tourism year*

## WORKING IN *Partnerships*



## OUR NEW STRATEGY *2018*

Echuca Moama Tourism developed a new Strategic Plan in 2017. This Plan will guide the work of EMT over the next 5 years, clearly defining the priorities, milestones and measures to show the organisation is on track.

Building this dream is a shared vision - we work in partnership with our local Councils, the tourism community, locals and visitors which is mutually beneficial for all our members.

**VISION:** Echuca Moama Tourism will play a key role in building an inclusive, high performing tourism industry. The industry will work cohesively in engaging and embracing visitors and locals with the unique stories which showcase our region's assets.

**Strategy 1:** Echuca Moama Tourism will lead and advocate on behalf of our membership.

**Strategy 2:** Echuca Moama Tourism will build our tourism community.

**Strategy 3:** Echuca Moama Tourism will focus on our visitors - the experience & servicing of their needs.

**Strategy 4:** Echuca Moama Tourism will market the destination in conjunction with Murray Regional Tourism, the State (Visit Victoria & Destination NSW) & our major event organisers.



## PRINT PUBLICATIONS



New Visitor Guide

# 70,000 COPIES

- 88 pages plus cover
- 88 advertisers.

### Distributed in

- Melbourne hotels;
- Melbourne Visitor Centre;
- Melbourne Airport;

- Melbourne based hire cars;
- Visitor Centres across Victoria and regional NSW.



Victorian State Publication - Cultural Tourism Guide Victoria



Out & About (Bendigo & Ballarat) - Regional

### Melbourne publications such as

- Melbourne Visitor Guide – Autumn & Winter editions
- Melbourne WHERE magazine (in major hotels across Melbourne)
- Cultural Tourism Victoria Guide – includes regions



Jetstar inflight magazine - National



Melbourne Metro - Where Melbourne

### Regional publications

- Out and About – Bendigo / Ballarat (4 x seasonal)
- Grey Nomad newspaper (4 x seasonal)

## TOTAL ECONOMIC IMPACT

# \$385 MILLION\*

\* Sources Tourism Research – March 2018

2 Highlights of the 2017/18 Tourism year

## WEBSITE



### New look Echuca Moama Website

- Accommodation tour and ticketing
- Campaign, packages, hot deals facility
- Visitor Review function

# 101,585

Visits to date

Visits to date: 101,585  
Average per day 1372

43% of visits from mobile devices\*  
64% female\*

## SOCIAL MEDIA MARKETING

 **12,098\***  
Followers on Facebook

Impressions: 453.1k  
Engagements: 5,916  
Video: 17.4k views

 **3,816\***  
Followers on Instagram

Impressions: 281.3k  
Engagements: 3,928  
Story Impressions: 48,319

 **1,617\***  
Followers on Twitter

## ECHUCA MOAMA VISITORS

### Domestic Visitors

Received **809,000 day trip visitors\***  
Received **789,000 domestic overnight visitors\***

### International Visitors

**11,700 overnight visitors\***

\* Source Google Analytics 2018

## A YEAR OF PUBLICITY



- Echuca Moama was placed in **Australia's Top 10 regional destinations** to experience 2017;
- Echuca Moama featured on the Seven Network's **Sunrise** with Sam Mac's A-Z of Australia Tour showcasing local operators;
- Also featured on Network Ten's **What's Up Down Under**; Channel 9's **Today Show, Wet & Wild, Postcards & Getaway** and ABC's **Comedy Series Get Krackin**;
- **Sydney Melbourne Heritage Drive Route** featured in **Go Holidays** (HelloWorld group) brochure NZ;
- Echuca Moama hosted 30 of **Melbourne's top concierge** (Les Clefs D'or) touring with **AAT Kings**;
- **Lola Berry** Nutritionist, Author, Business Owner and speaker presenter at ITP conference and extended her stay to promote Echuca Moama via her **social media channels**;
- Digital Marketing Agency and **social media influencers The Vibe Tribe** featured Echuca Moama as the perfect destination for a girls weekend away.

## INTERNATIONAL HIGHLIGHTS



- Echuca Moama along with Murray Regional Tourism, Murray River Paddlesteamers were represented at the **Australian Tourism Exchange (ATE)** in Adelaide, meeting with 96 travel wholesalers, promoting Echuca Moama as an international destination.
- Echuca Moama was represented on a **sales mission to New Zealand** to meet with key wholesalers and retailers. The sales missions was part of the Sydney Melbourne International Drive Route.
- Echuca Moama in conjunction with Visit Victoria and Sydney Melbourne Touring **hosted 30 travel agents** for a **famil tour** of the twin towns.
- 22 operators join Sydney Melbourne Touring Route marketing program
- **International Forum** hosted at Radcliffe's and attended by 30 operators;

## PARTNERSHIPS



We attended Motorclassica with support of both shires.

## BUILD BRAND IN KEY MARKETS

- Melbourne Official Visitor Guide (Autumn & Winter)
- WHERE Magazine - Melbourne Metro hotel
- Out & About - Fairfax (Ballarat and Bendigo) seasonal
- Advertising on Melbourne's City Circle Trams
- Promoting experiences and attractions through School Holiday Programs
- Promotion of local events - Wedding Expo - TV - Prime and Win
- Holiday with Kids - circulated to all Victorian schools
- TV - WIN - Winter & Spring Campaign
- Cultural Tourism Guide Victoria
- PR through key media - The Age, Riverine Herald, Sunrise, What's Up Down Under; Wet & Wild, Postcards & Getaway;
- Jetstar Inflight Magazine;

## INDUSTRY TRAINING & UPSKILLING

- Echuca Moama Tourism partnered with EMTA to deliver **social media/ digital training** to the industry. Two sessions were held with 20x member businesses attending.
- Book Easy website industry training took place over a week to ensure all operators were familiar with the site.
- Murray Regional Tourism provided a series of Social Media Webinars for tourism operators.

## AWARD WINNERS - CONGRATULATIONS!

- River Boats Music Festival won **GOLD** at the Australian Tourism Awards.
- Moama on the Murray won **SILVER** at the Australian Tourism Awards.
- Echuca Racing Club Country Club of the Year;
- **2018 Riverina Murray Regional Tourism Awards category winners**
- **Tourism Wineries, Distilleries and Breweries Gold:** Shiraz Republic, Cornella
- **Tourist Attractions Gold:** Rich River Golf Club Ltd, Moama

## EMT BOARD SUB - COMMITTEES

- Marketing Round Table
- Membership
- Event/Product Development

EMT have set up the subcommittees - these working groups provide an excellent forum to build capacity and feed back to the EMT Board for action and endorsement.



# VISITOR CENTRE *highlights*



## WEBSITE

- EMT's major project for 2017/18 was the rebuild of the website **www.echucamoama.com** which commenced in December 2018 and was launched in June 2018.

- The new website has added functionality allowing us to book event tickets online, streamline attractions ticket sales and develop and sell packages and campaigns online.
- Total turnover: \$392,000 (accommodation, ticketing, tours & merchandise).

## VOLUNTEER AMBASSADORS

- In 2017/18 we welcomed 4 new ambassadors to our team: Lorraine Healey; Kerry Robbins, Julie Charlton and Paul Roache.
- Our Ambassadors provided 3584 hours of assistance to visitors and events during 2017/18.
- Roaming Ambassadors featured in the Port Precinct during Dec/January Holiday Period as well as during the Riverboats Music Festival and Winter Blues Festival periods.

## FAMILIARISATION PROGRAM

- In 2017/18 our familiarization program for staff and ambassadors was redeveloped into 2 separate programs with Booking Staff undertaking visits to bookable product on a weekly basis and Staff and Ambassadors undertaking visits to attractions and events on a regular basis (once per month as a minimum).

## VISITOR NUMBERS AND STATISTICS

- Visitation to the Echuca Moama Visitor Centre was up 5.1% in 2017/18, with 62,462 people through the doors in this period.

**62,462** ↑

- Merchandise Sales through the Centre were up 17.9% in 2017/18 and Attractions Ticket Sales were up 5.1%

## EVENT TICKETING

- Echuca Moama Visitor Centre again offered ticketing services for Riverboats Music Festival with ticket sales of \$49,735.00 for the event in February 2018. A further \$14,934.00 worth of accommodation was booked by the festival on behalf of their performers/staff.
- During 2018, EMT has been undertaking sales of tickets to The Phantom of the Opera – at total of \$6,942.00 worth of tickets were sold on behalf of the Echuca Moama Theatre Company.

## ASSISTANCE TO EVENTS

Echuca Moama Visitor Centre provided assistance in the form of information packs/showbags for the following events in 2017/18

- Richfield Retirement Group
- Echuca Moama Bus Tours
- Campaspe Shire – State Government Representatives
- Australian Beer Can Collector's Association
- Croyden Park Probus Club
- Cricket Tournament Participants March 2018
- Vietnam Unit Reunion
- Chambers Flat Car Club
- Southern 80 Competitors
- Rich River Rod Run
- Ballarat Southern Cross Probus Group
- Geelong Probus Group
- Vintage Austin Register Australia
- BVR Association
- Buckland Family Reunion
- Expedition Tagalong Tours Chevrolet Convention
- Buick Car Club of Australia
- Institute of Surveyors Victoria Regional Conference

## POP UP VIC

- During the period 27th December 2017 to 28th January 2018 the Echuca Moama Visitor Centre operated a Pop-Up VIC from the port precinct in the old port gift shop building.
- The Pop-Up VIC operated daily, excluding New Year's Day and during this time serviced 5773 visitors.
- 7 new ambassadors were inducted for the Pop Up VIC's duration.