

ECHUCA MOAMA TOURISM INDUSTRY PARTNERSHIP PROGRAM

2019 PROSPECTUS

*Because Tourism
means Business*



Echuca Moama
The Murray's living legend

WELCOME

2019 – a year to build on our successes!

Echuca Moama Tourism is the peak tourism membership body for the region, working closely with Murray Regional Tourism, the Shire of Campaspe and Murray River Council, industry organisations such as Echuca Moama Accommodation Association (EMAA) and communities of common interest in the smaller surrounding townships.

Being a member of Echuca Moama will provide many opportunities to grow your business.

2018 saw the development of a new strategy for tourism which clearly defines the priorities, milestones and measures for the next 5 years.

Marketing was put on a new footing with the development of a new website with increased functionality, increased opportunities to market your business in a number of local, regional, national and international markets.

The Board has established a number of sub committees to enable the industry to directly input into marketing strategies, marketing campaigns and packaging and promotional opportunities.

Membership provides tourism businesses with the opportunity to come together to contribute to co-operative seasonal campaigns, meet industry partners at the major networking nights throughout the year as well enjoy training and industry enrichment programs.

Businesses are provided with a range of exclusive marketing opportunities across local, regional, national and international markets as well as digital and social media access.

Echuca Moama Tourism has worked with event organisers to promote key events, support events with ticketing facilities and promote events through the online websites as well as distribution of the Weekly What's On to all industry partners and visitors.

Membership opportunities provide access to visitors promoting the destination online or in person at the Visitor Centre 7 days per week, 364 days per year. Other key services are the accommodation booking service; ticketing services; tour booking opportunities as well as the opportunity to showcase your business in the centre. Familiarisation tours are available to Members to showcase their business to staff and volunteers providing a first-hand experience.

Tourism Membership in 2019 will continue to build on the services offered and provide more opportunities for Members. Digital is still the buzz word for the new membership year. Curated online campaigns, connecting tourism business to powerful marketing opportunities, will be evident in 2019.

I urge all Members to become actively involved with the Echuca Moama Tourism team to ensure you maximise the value of your membership.

Echuca Moama Tourism is an essential business investment regardless of which sector you belong to. More than ever before Echuca Moama Tourism provides a great number of opportunities to grow your business and ensure the industry and region as a whole thrives.

Dick Phillips
Chair Echuca Moama & District Tourism Association

We support tourism 2019

MEET YOUR BOARD

THE CURRENT BOARD DIRECTORS ARE:



Dick Phillips
Chair



Renee Oberin
The American Hotel



Andrew Wright
Lockwood Partners Chartered Accountants



Rohan Burgess
Murray River Paddlesteamers



Hugh Melville
Dawes & Vary Riordan Lawyers



Cr Chris Bilkey
Mayor, Murray River Council



Cr Vicki Neele
Shire of Campaspe



Carolyn Nunan
Moama on The Murray

The Directors bring a broad range of skills and experiences to Echuca Moama Tourism. Directors are elected to the Board by the industry while Councillors are appointees from their respective Shires.

ECHUCA MOAMA TOURISM TEAM



Kathryn Mackenzie
CEO



Sarah Ryan
Marketing & Membership



Karen Colvin
Visitor Information Services Manager



Jenn Rendle
Visitors Services Officer



Fran Martin
Visitors Services Officer (Part time)



Di Kelly
Visitors Services Officer (Part time)



Andrea Velt
Finance (Part time)



Pauline Sleeman
Visitors Services Officer (Casual)

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Echuca Moama
The Murray's living legend

echucamoama.com





HOW MANY PEOPLE HAVE WE REACHED

snapshot of tourism in Echuca Moama and region

OUR ACTIVITIES ARE GUIDED BY THE 5 YEAR STRATEGIC PLAN 2018-2022.

795,000 Average Domestic Overnight Visitors

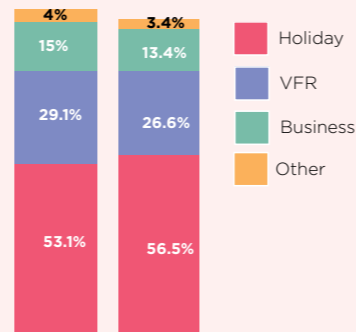
- Echuca Moama received **795,000 domestic overnight visitors** - **↑ up by 12.3%**;
- Visitors spent over **2 million nights in the region** - **↑ up by 4%**;
- 65 years and over continues to be the biggest age group** of visitors to the region (**22.7%**) followed by **45-54 (21.2%)**;
- Eating out, dining at a restaurant or café is the most popular activity** undertaken by visitors to the region (**58.6%**) followed by visiting friends and relatives (**36%**);

\$293 MILLION Domestic overnight visitors spent \$293 million in the region, an average of **\$146 per night**;

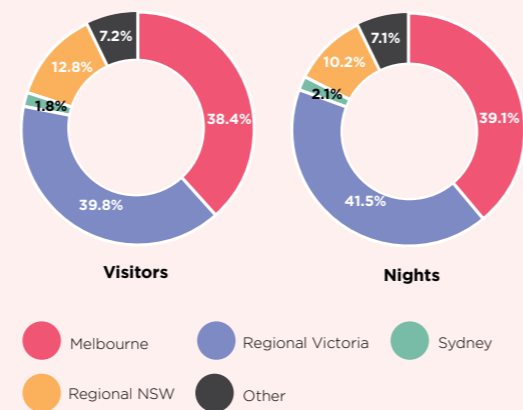
\$103 MILLION 857,000 domestic day trip visitors spending over \$103 million in the region, an average of **\$120 per visitor**;

TOTAL SPEND \$396 MILLION

DOMESTIC OVERNIGHT TRAVEL Purpose of visit to Echuca Moama



Origin



DESTINATION MARKETING

bringing visitors to our region

We are the Destination Experts! First and foremost we market Echuca Moama and region to domestic and international visitors.

Our activities directly target the customer who spends money in your business.

Experience Echuca Moama is our umbrella brand campaign promoting the physical and emotional attractions of the region. Echuca Moama & District Tourism Association market the region in partnership with you the industry, building brand awareness of Echuca Moama and the surrounding region, leveraging collective marketing initiatives with all our stakeholders.

Strategically our work is focused on attracting visitors to all parts of our region, during peak, low season and mid-week.

Our PR activity links your business to ongoing PR opportunities through traditional and digital media and through our partnerships with Murray Regional Tourism, Destination NSW & Visit Victoria:-

- We inspire, inform and encourage visitors to Echuca Moama and region;
- We encourage visitor advocacy;
- We encourage visitors to stay longer;
- We encourage visitors to do more, experience more and spend more.

One of our key strategies is to host media in the region to generate stories promoting our core product strengths of:-

1. Activities in nature;
2. Attractions;
3. Accommodation;
4. Food and Wine;
5. History and Heritage;
6. Arts and Culture.

Targeting media with reach to our target market segments is a cost effective way to gain awareness of our region and the experiences that we offer. We host influencers such as bloggers, instagrammers, television crews and print media and we encourage the industry to work with us helping host them.

Our shared leadership with our partners aims to:-

- Increase total visitor numbers (through yield and length of stay);
- Increase visitor dispersal within the region;
- Develop new products that convert new and repeat visitation;
- Advocate for new infrastructure that supports the visitor experience.



#experienceechucamoama

SOCIAL MEDIA PLATFORMS

We have actively built a strong social media presence for the region to promote and engage the visitor. We love sharing meaningful content, beautiful images and experiences.

Link and leverage your business with Experience Echuca Moama on Facebook, Instagram and Twitter. Tag us for promotional opportunities or email us your content:

Opportunities; -

- **Access to Facebook promotions.** Offer prizes for our competitions to increase exposure for your business;*
- **Boost your post.** Feature your business and events on Experience Echuca Moama via a paid post;*

*Investment minimums apply.

FACEBOOK LIKES

12,225

Impressions: 632.5k
Engagements: 9682
Video: 23.4k views

INSTAGRAM FOLLOWERS

3,926

Impressions: 333,605k
Engagements: 4688
Story Impressions: 87,415

TWITTER FOLLOWERS

1,605

Reporting Stats from 1st January 2018

EXPERIENCE ECHUCA MOAMA BLOG

Featuring inspiring stories, experiences and ideas from the region. Our blog is written by locals about local experiences:-

- **Exclusive access*** to feature in a blog. 350 word article and up to 3 images featured on Experience Echuca Moama website and promoted via our social media channels. *additional fees apply.

MARKETING OPPORTUNITIES

— how we promote our partners and the region

DIGITAL EXPOSURE

We manage and host the official tourism website for Echuca Moama and region which consistently ranks in organic search results. Echucamoama.com provides visitors with up to date information on events, experiences, things to see and do, accommodation and packages.

All members receive a dedicated website profile listing. This is an asset to our region and a key platform for the promotion of our industry partners.



WEBSITE



New look Echuca Moama Website

- Accommodation tours and ticketing;
- Campaign, packages, hot deals facility;
- Visitor Review function.

160,594	1,434	111,995
Total page views*	Visits per day*	Total Unique visits

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

SOCIAL MEDIA EXAMPLES



Facebook Example

Instagram Example

VISITOR NEWSLETTER

Electronic mail outs provide an excellent opportunity for greater reach:-

- **Access exclusive*** space in Echuca Moama Tourism's Visitor eNews. *additional fees apply.

AUSTRALIAN TOURISM DATA WAREHOUSE LISTING

The Australian Tourism Data Warehouse (ATDW) is Australia's national platform for digital tourism information on Australia. An ATDW listing gives your business a presence on one of the most visited sites in Australia and provides you a cost effective solution to increasing your digital distribution and online exposure allowing you to attract and facilitate more online bookings. Further, your business will be listed on your State or Territory Tourism Organisation's (STO) consumer website, the Australia.com website and through ATDW's extensive network of over 200 tourism distributors. Cost: \$295.00.

SCHOOL HOLIDAY PROGRAM

Echuca Moama Tourism will work closely with our partners to collate comprehensive holiday activity guides to showcase your events, products and experiences. We will seek opportunities for ongoing PR opportunities to promote these programs. If your event, product or experience is not currently bookable via our website, www.echucamoama.com please consider. This is a valuable tool for Echuca Moama Tourism to promote your business.

PRINT

Echuca Moama Tourism will seek opportunities to promote and feature Echuca Moama and surrounding region in key print publications. Businesses will be given the opportunity to purchase advertising listings to complement Echuca Moama editorial features.

ECHUCA MOAMA & REGION OFFICIAL VISITOR GUIDE



70,000 COPIES

- 88 pages plus cover
- 88 advertisers.

70,000 copies have been printed and are being distributed across Melbourne, Melbourne Hotels, Melbourne Airport, Melbourne Town Hall and Regional Visitor Centres in Victoria and New South Wales. The visitor guide is also distributed internationally into New Zealand, Singapore and Malaysia through Visitor Victoria international offices.



Victorian State Publication - Cultural Tourism Guide Victoria



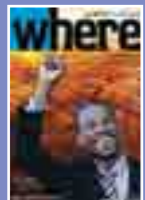
Out & About (Bendigo & Ballarat) - Regional

Melbourne publications such as

- Melbourne Visitor Guide;
- Melbourne WHERE magazine;
- Cultural Tourism Victoria Guide;
- This Week in Melbourne;



Jetstar inflight magazine - National



Melbourne Metro - Where Melbourne

Regional publications

- Out and About - Bendigo / Ballarat;
- Grey Nomad newspaper;

National

- Jet Star;
- Caravan World.

INTERNATIONAL MARKETING OPPORTUNITIES

International Tourism is one of the fastest growing segments in the Australian tourism market. Echuca Moama Tourism is keen to grow this market attracting visitors from New Zealand, South East Asia, UK and Europe. Opportunities; -

- Sydney - Melbourne Touring Route Heritage Drive - join this route and market your experience online and be represented at international trade shows
- Be profiled for famils, international trade and media visits

- Opportunity to be involved in the Visit Victoria International Mentoring Program
- Be represented at the 2019 Australian Tourism Exchange (largest trade show in the Southern hemisphere)

NEW OPPORTUNITIES FOR 2019*

*additional fees apply.

ECHUCA MOAMA SHOPPING & DINING GUIDE

Echuca Moama Tourism offers you the opportunity to participate in the brand-new Shopping & Dining Guide, produced in partnership with the Riverine Herald. This guide will showcase popular dining and shopping precincts and will act as a planning tool for visitors and local residents to explore Echuca Moama and region:-

- **ECHUCA MOAMA TOURISM MEMBERS SPECIAL**
Full page \$450 | Half page \$300 | Quarter page \$200
Launch March 2019.

IMAGE LIBRARY

Echuca Moama Tourism has an extensive image library which is available to all members for their use in their own business.

ILLUSTRATED TRAIL MAPS/POSTCARDS

Nominate your business to be on one of our popular themed trail maps. Includes:-

- Illustrated icon of your property;
- Promotion of the trail to media outlets;
- Copy of digital trail for your own use;
- Dedicated social media promotion including a dedicated blog;
- Copies for distribution at your place of business.

COMMERCIAL PHOTOGRAPHY PACKAGE

Every business needs to regularly update their images. We can assist you with a commercial photography package including:-

- Professional photographer;
- Portfolio of images for your use in print and via your digital channels.

KICK START YOUR FITNESS GOALS

Corporate fitness package - exclusive to EMT members

WEDDINGS

Nominate your business to be included in our digital wedding registry. Includes:-

- Dedicated business profile on Experience Echuca Moama website (including images and video);
- Inbound links provided to your website;
- Opportunity to present what is new in your wedding business to local media, bloggers and industry;
- Online and phone visitor wedding enquiries and referrals to your business;
- Dedicated concierge service for wedding accommodation bookings;
- Opportunity for social media inclusion when you supply wedding content;
- Submit a wedding blog post for promotion via our digital channels.

CAMPAIGNS

Echuca Moama Tourism markets key events, products and experiences throughout the year to attract visitors from Melbourne, regional Victoria, interstate and internationally. We promote stories of our region to build our brand profile and work closely with Murray Regional Tourism, Visit Victoria and Destination NSW to:-

- Gain media exposure - marketing Echuca Moama and region through PR activity;
- Hosting media familiarisations to visit, write, blog and post about the region's competitive strengths;
- Advertising and editorial features through digital and print media;
- Distributing regular story leads to journalists, influencers and tv;
- Curate weekly "Whats On" for visitors and industry;
- Keep operators up to date through newsletters & industry networking nights.
- Marketing the regions international ready products to global markets and the inbound travel trade industry.

Every marketing partner has the opportunity to promote their business stories and events through these channels.

2018/2019 SEASONAL MARKETING CAMPAIGNS

* Each seasonal campaign creates an opportunity to offer theme based experiences ie pamper packages, accommodation packages etc.

Summer

Themes: *Experience River Cruising, Memorable Holidays & Balmy Evenings*

Events:

- Kyabram RV Country Music Corral November 2019;
- Gigarre Moosic Muster - 10-13 January 2019;
- Multi Sports Festival Echuca - 18-20 January 2019;
- Southern 80 - 8-10 February 2019;
- Riverboats Music Festival - 15-17 February 2019;

Autumn

Themes: *Experience Cruise Days, Local Produce & Arts & Culture*

Events:

- Kyabram Rodeo - 8 March 2019;
- Echuca United Fishing Extravaganza;
- Kyabram Engine & Machinery Rally - 16-17 March 2019;
- Echuca Harness Racing Twilight Easter Cup - 21 April 2019;
- Echuca Lawn Tennis Club Annual Easter Tournament - 19-22 April 2019;
- Rushworth Easter Fair - 20-21 April 2019;

- Lockington & District Vintage Tractor & Stationary Engine Rally;
- Flavours of Echuca Moama Events;
- Echuca Moama Wedding Expo

Winter

Theme: *Experience Winter Blues, Rekindled Fire & Food & Wine*

- Vic Par 3 Amateur Championships (Kyabram) - 6-10 June 2019;
- Steam Rally Echuca - 8-9 June 2019;
- Waranga Winter Film Festival - 28-30 June 2019;
- Winter Blues Festival - 25-28 July 2019.

Spring

Theme: *Experience Local Produce, River Cruising & Nature*

- American Iron Echuca Heritage Display;
- Elmore Field Days;
- Sweat v Steam;
- Rushworth Spring Garden Festival;
- Cup Eve carnival;
- Melbourne Cup Day at Echuca Races;
- Echuca Show;
- Barrie Beehag;
- Massive Murray Paddle;
- Perricoota Pop & Pour Festival.

Annual

- Farmers Markets (regular markets Echuca, Moama, Kyabram, Rochester & Gigarre);
- Arts / Cultural exhibitions across the region (Echuca, Moama, Kyabram, Rochester & Gigarre).

We will also provide workshops and mentoring to individual operators in the program to ensure that members have the skills and experiences suited to the international visitor.

VISITING FRIENDS AND RELATIVES

VFR market contributes to more than one third of our visitor economy and locals play a vital role in influencing the travel experiences of their visitors to Echuca Moama and surrounding region. Our strategy is to encourage local residents to invite their family and friends to experience our destination with the long-term benefit of business growth. We encourage accommodation operators, attraction owners, restaurants and other businesses to provide 'Special Offers' or value add incentives to locals to encourage them to actively showcase our region to their family and friends.



VISITOR SERVICES

exceptional customer service for our visitors and industry members

ACCOMMODATION BOOKING SERVICE

This service is a benefit offered to all members without additional joining fees. An accommodation booking service is offered using the BookEasy Online System for bookings made online via Experience Echuca Moama website and for face to face booking enquiries. A 10% commission is charged on all bookings.

TOURISM & EVENTS TICKETING AGENCY

This service is a benefit offered to all members with no upfront costs to use this ticketing platform. We offer competitive rates and keep money locally. Feature on our website to increase your event ticketing sales. We offer online, face to face and phone ticketing services for local community events.

OTHER BENEFITS

- Partners can display their brochure within the Visitor centre;
- Promotion of your attraction or event on the large screen in the Visitor Centre;
- Inclusion of your event in the weekly What's on;
- One on one website training for new businesses within the Experience Echuca Moama booking system.

Available for accommodation, tours, attractions, events and experiences;

- Participation in Echuca Moama Tourism familiarisation/product awareness programs;
- Opportunity to host an industry event and present your business to industry peers;
- Opportunity to sell your products via the Visitor Centre retail outlet;

63,000 Walk in visitors per year



INDUSTRY DEVELOPMENT OPPORTUNITIES

- Receive Industry email communications;
- Stay up to date with key industry email communications regarding updates on industry news, opportunities, research and marketing;
- Access to tourism research information and resources;
- Invitations to grow your business by networking at industry events;
- Participate in industry workshops and seminars;

CALENDAR

Professional Development and Networking Calendar

Summer 2019	6 February	Facebook fundamentals Murray Regional Tourism
	13 February	Facebook content 101 Murray Regional Tourism
	20 February	Advertising on Facebook Murray Regional Tourism
	February	Shire of Campaspe Time Management / Starting your Business / Marketing your Business
	March	Launch Echuca Moama Shopping & Dining Guide
	19 March	Industry Networking Night
	March	Shire of Campaspe Finance Fundamentals / Taking your Business online
Autumn 2019	March	Shire of Campaspe Small Business Bus. Lockington - Echuca - Kyabram
	April	Shire of Campaspe Facebook for your Business
	April	EMT International Masterclass
	6 - 9 April	Australian Tourism Exchange, Perth
	1 May	Instagram Foundations Murray Regional Tourism
	7 May	Digital Bootcamp, Moama Murray Regional Tourism
	8 May	Your Instagram Game Plan Murray Regional Tourism
	15 May	Advertising and Influencers Murray Regional Tourism
Winter 2019	May	Shire of Campaspe Advanced Marketing
	May	Victorian Tourism Awards Workshop
	18 June	Industry Networking Night
	June	Shire of Campaspe Business Planning Essentials
	June	Murray River Council Visual Merchandising
Spring 2019	July	Victoria Tourism Industry Council Annual Conference
	October	AGM and Industry Networking Night
	October	Launch of OVG
Summer 2019	November	State Tourism Awards (NSW & VIC)
	10 December	Industry Networking Night

In addition to the above, members may be invited to other business development and networking opportunities as they arise.



MEMBER CHECKLIST

Membership

- Read the Echuca Moama Tourism Partnership Program – discover opportunities to grow your business;
- ATDW Listing – ensure you have a listing and keep this updated;
- Elevator pitch – work on a persuasive speech to use at every opportunity to spark interest in what your business does!;
- Proudly display your 2019 “We support tourism” membership sticker in a prominent position at your place of business.

Marketing

- List your events – use ATDW to list your upcoming events and create event pages on your business facebook page;
- Update your contact details – to ensure you receive our email communications;
- OVG – advertise in visitor information guide and stock these at your place of business;
- Get featured – share your news, stories and content and highlight it with a paid digital feature;

Visitor services

- Brochures – create DL Sized brochures to distribute via the visitor centre;
- Familiarisation tours – let our visitor services team know you would like the volunteers to visit your place of business;

- Drop in to our Visitor Centre – get to know our friendly team who help promote your business;

Industry development

- Book in for training sessions – register for opportunities when they are advertised throughout the year;
- Echuca Moama Tourism Networking events – pop these dates in your diary and book yourself in for some networking fun;

Connect

- Connect with us on social – like comment and subscribe to our social channels;
- Use #experienceechucamoama on all your social activity and encourage your customers to use this tag;
- Keep in touch – we love to chat and hear how your business is growing;
- Ensure your business is on Trip Advisor.



PARTNERSHIPS

