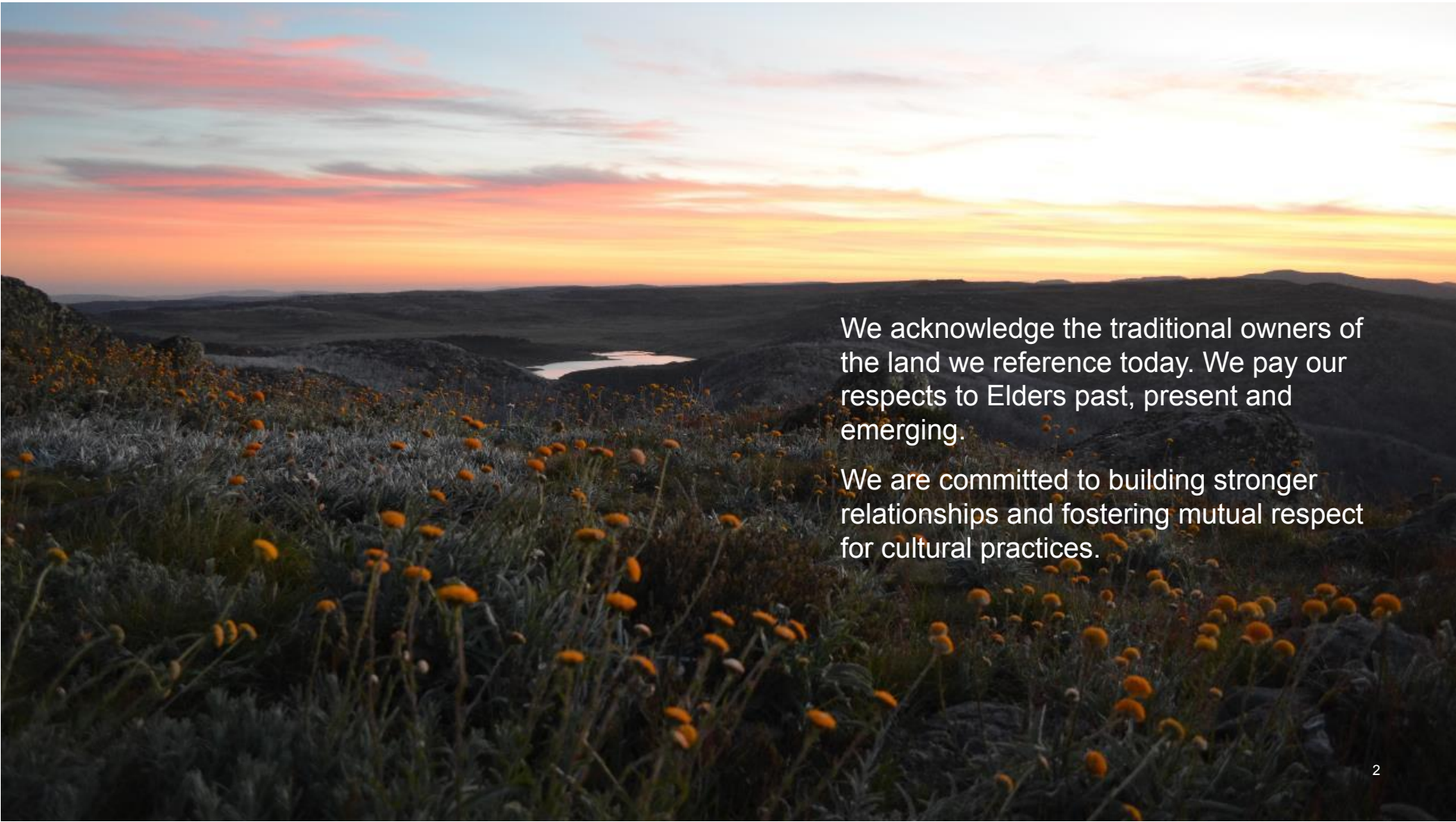




**TOURISM
NORTH
EAST**

Quarterly Report, Q2 Mansfield Shire Council

2021/22 Quarterly TNE Report
February 2022

A landscape photograph showing a sunset over a valley. The foreground is filled with numerous yellow wildflowers on thin stems. The middle ground shows a valley with a small body of water, surrounded by rolling hills. The sky is a mix of orange, pink, and blue, with some clouds. The text is overlaid on the right side of the image.

We acknowledge the traditional owners of the land we reference today. We pay our respects to Elders past, present and emerging.

We are committed to building stronger relationships and fostering mutual respect for cultural practices.

Victoria's High Country



Our location – North East VIC



From Melbourne head north via the M31 Hume Fwy



Train from Southern Cross Station to Benalla or Wangaratta or Wodonga



Fly Sydney to Albury Airport



Melbourne to Kinglake
– 1 hour 30 mins

Melbourne to the King Valley
– 3 hours 10 mins

Melbourne to Bright
– 3 hours 40 mins

Melbourne to Corryong via the Great River Road – 4 hours 50 mins

Melbourne to Falls Creek Resort
– 4 hours 40 mins



General Activity - Q2 Snapshot



The second quarter of the 2021/22 FY was another tough quarter for the tourism industry. Lockdowns continued to plague the State and unfortunately, small businesses were the front line, managing the particularly challenging operating conditions and tricky customers.

Staff Shortages

Unfortunately, in addition to the anxiety caused by the ever changing restrictions to trade, a large number of businesses across the region spent the majority of Q2 focussing on the summer months and planning for severe staff shortages. Based on anecdotal feedback from industry operators, attracting and retaining key workers under the current conditions is proving to be extremely difficult and is being further compounded by the lack of appropriate and available housing for key workers.

The COVID-19 pandemic has created significant demand within the regional real estate market, forcing prices up. In some instances, house prices have increased over 25% in the past 12 months, excluding those on lower to medium incomes from entering the market. Metro-based investors purchasing homes for short-term rental have also caused a shortage of long-term rentals across the region, and the issue is especially prevalent in tourist towns such as Beechworth, Bright, Mansfield and the King Valley.

High Country Jobs

Although there is no comprehensive short-term fix to the housing challenges, Tourism North East launched High Country Jobs in November. High Country Jobs was a job attraction campaign aimed at connecting the right people to the right jobs, focused on those in metro-Melbourne and across the region to consider a High Country job over the 2021/22 summer. Tourism businesses from across the region were invited to submit available jobs to be advertised on www.tourismnortheast.com.au.

Employers were asked to nominate the housing status as part of any job listing and all participants are prompted to complete a short survey in order to evaluate the success of the program. The campaign ran from early November until late December. Results of the activity are yet to be finalised, however due to industry demand Tourism North East may reactivate the campaign to serve the Easter and Winter seasons.

Visitor Statistics



The below visitation statistics are for the period October 2020 to September 2021. The COVID-19 pandemic continues to impact intrastate, interstate and international visitation.

	Visitor Numbers	Variation YoY	Visitor Spend	Variation YoY
Total Visitation	3,626,000	+27.1%	\$1.068B	+76.9%
Domestic Day	1,836,000	+8.3%	\$182M	-27.4%
Domestic Overnight	1,790,000	+54.8%	\$886M	+92.2%
International	N/A	N/A	N/A	N/A

Mansfield Shire – Q2 Snapshot



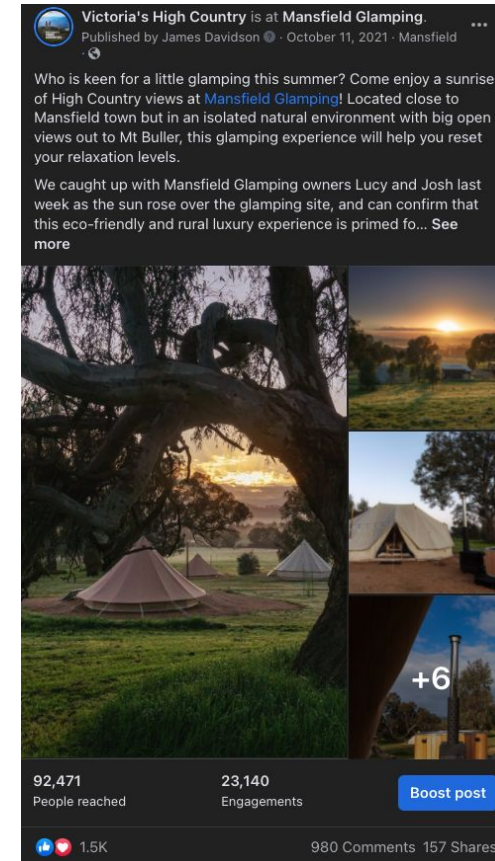
INDUSTRY AND PRODUCT DEVELOPMENT

- TNE delivered 63 sessions across 26 businesses in Q2 via Zoom and F2F, primarily supporting tourism business operators with digital skills and business development opportunities
- Mansfield specific Tourism Training & Development Mentor Program continued with 19 businesses across the Shire, with focus areas in Q2 being photographic assets (workshop and professional photography) and Google Analytics
- 21 October network event at Jamieson Caravan Park (kayaking) with 10 operators
- October Industry Forum 'The road to opening up' (26 Oct) attended by 12 operators
- December Industry Forum 'Together Again' (14 Dec) attended by 10 operators
- Extensive event mentoring provided to Delatite Winery (Harvest Moon Festival) and Walker Events (Mansfield Lantern Festival)

DIGITAL

- Face to face delivery of 9 x Google Analytics sessions for business participating in the Mentor Program

Social – Mansfield Shire



**TOURISM
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EAST**

Marketing

**TOURISM
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EAST**

Despite Melbourne remaining in lockdown into November, insights obtained from Visit Victoria showed that consumer sentiment was on the up, and, despite the possibility that strong demand for travel would arguably negate the need for substantial marketing, with competitor regions already in market in October **it became increasingly important for us to be present** with activity of our own. Thus, various components of our original, previously-shelved marketing plans for VHC and RHC were reactivated and sent live, alongside the asset capture activity we'd already planned.

Victoria's High Country

Summer Peaks

- A targeted digital content partnership in Concrete Playground ran alongside our own social activity during late November/December. The Yin/Yang concept originally conceived for the postponed Spring Walking campaign was employed in creative.

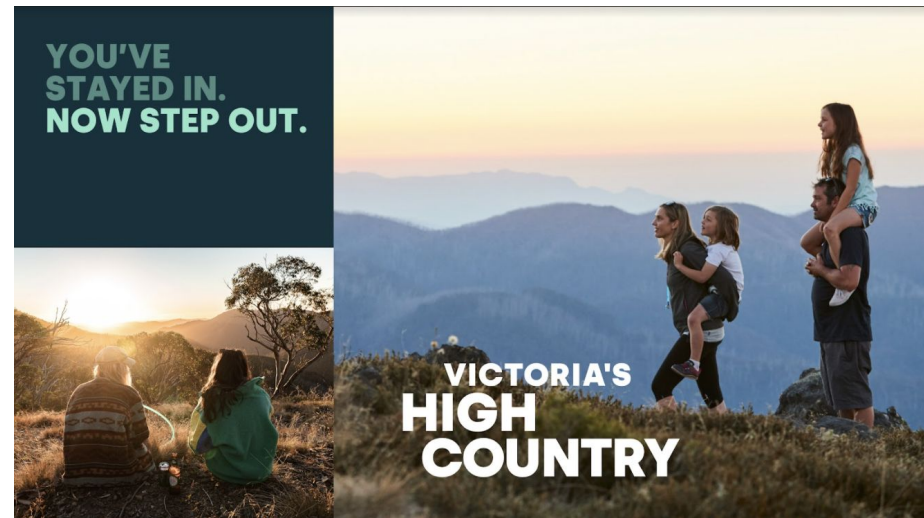
Walk Kickstart Program

- Photoshoots across the Kickstart program recipients.

Border Region Support Initiative (grant)

- Rutherglen photo and video shoots: nature & outdoors, recreational cycling, wineries, cafes & restaurants, produce, breweries & pubs, bakeries, accommodation.

VHC PR and Social activity is detailed separately in this report.



Concrete Playground execution

Marketing

Ride High Country

Transit

- 4 weeks of bus back execution (+ 2 weeks of bonus) ran across December and into early January.
- 12 weeks of street furniture execution ran through Oct-Dec (rescheduled from 19/20 campaign).

Digital

- Display advertising on Flow MTB and Treadlie.
- *Ride High Country Test Sessions* video series on Flow MTB.
- YouTube 30s TVCs (*Paul's Ride Reports*).

SEN Radio

- Activations on key Melbourne cycling routes recommenced in November and ran through to the week before Christmas.
- *Off The Bench* Saturday morning segment aired weekly from end-Oct to mid-Dec, featuring a different town/region each week.
- Commercial advertising, live reads and on-air credits ran through the quarter to support the main activities.

Ride High Country Kickstart program

- Photo and video shoots across the 8 program recipients enabled us to capture a range of general RHC images alongside the product shots.

**TOURISM
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Print magazines

- Cyclist: Commercial advertising and famil-based editorial, plus a November famil with one of the Kickstart recipients (due to be published in March).
- AMB: Commercial advertising.
- [R]evolution MTB: Commercial advertising.



Girls, Gravel & Gourmet Tour famil, Cyclist magazine

Activity Schedule
2021/22 Financial Year

Activity Schedule



The value of the Local Government contribution to regional tourism is that it enables the Local Government Area to buy into activities of scale that encompass projects of regional significance, enables marketing reach that is only obtainable through collaborative spend and offers a unified voice to government on issues and opportunities impacting the region.

The below table and following pages provides a snapshot of the regional projects Tourism North East is undertaking in the 2021/22 FY and the participating organisations.

The progress of each project will be reported on against a traffic light system with a final long-form report at the end of Q4 or in some instances, on completion of the project.

2021/22 FY Tourism North East Activity Schedule											
	Status	Murrindindi Shire	Mansfield Shire	Benalla Rural City	Rural City of Wangaratta	Indigo Shire	Alpine Shire	Towong Shire	Mt Buller/ Mt Stirling RMB	Mt Hotham RMB	Falls Creek RMB
Industry & Product Development		✓	✓	✓	✓	✓	✓	✓	-	✓	✓
Tourism North East assumes a leadership role in training industry, keeping tourism businesses abreast of current trends and working with operators to improve, enhance and diversify their businesses in an effective and sustainable manner. Further to the general program of work, TNE's Industry Development team is on-hand to assist industry operators as needed. i.e grant writing											

Activity Schedule

2021/22 FY Tourism North East Activity Schedule											
	Status	Murrindindi Shire	Mansfield Shire	Benalla Rural City	Rural City of Wangaratta	Indigo Shire	Alpine Shire	Towong Shire	Mt Buller/ Mt Stirling RMB	Mt Hotham RMB	Falls Creek RMB
Ride High Country Marketing		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
The development and execution of the Ride High Country Marketing campaign. The marketing activity for Ride High Country has been extended until 2024 due to the interruptions in travel due to the 2020 bushfires and COVID-19 pandemic.											
Group Marketing	Will recommence in Q3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Group marketing refers to the collective marketing efforts that span the food & drink, arts & culture and nature based pillars. Executed leveraging the Victoria's High Country masterbrand, campaign activity will be focused on seasonal content across owned, earned and paid channels.											
Snow Marketing	Completed	-	-	-	-	-	-	-	✓	✓	✓
A collaborative winter / snow campaign aimed at driving visitation to the Victorian Alps over winter. A full post-implementation report will be distributed to all relevant stakeholders.											

Activity Schedule

2021/22 FY Tourism North East Activity Schedule											
	Status	Murrindindi Shire	Mansfield Shire	Benalla Rural City	Rural City of Wangaratta	Indigo Shire	Alpine Shire	Towong Shire	Mt Buller/ Mt Stirling RMB	Mt Hotham RMB	Falls Creek RMB
Regional Digital Platform (RDP)		✓	✓	✓	-	✓	✓	✓	-	-	✓
The hosting and general maintenance of destination websites underpinned by the Regional Digital Platform, however the destination websites themselves are owned and managed by Council unless otherwise agreed. *Proactive enhancements to improve the optimisation of the site and SEO performance.											
Website Content Management		-	✓	-	-	-	-	-	-	-	-
The development, execution and management of web content for the purposes of website management.											
Social Content Management		-	✓	-	-	-	-	-	-	-	-
The development, execution and management of social content to optimize a designated channel.											

Activity Schedule

2021/22 FY Tourism North East Activity Schedule											
	Status	Murrindindi Shire	Mansfield Shire	Benalla Rural City	Rural City of Wangaratta	Indigo Shire	Alpine Shire	Towong Shire	Mt Buller/ Mt Stirling RMB	Mt Hotham RMB	Falls Creek RMB
Ride High Country Kickstart	Completed	✓	✓	✓	✓	✓	✓	✓	-	✓	✓
<p>Kickstart, is a program managed by Tourism North East (TNE) designed to accelerate the delivery of tourism products by private operators in Victoria's High Country. Specifically, new products that meet the needs of the most engaged segments as determined by our extensive research.</p> <p>In the 2021/22 FY, the kickstart program will be focused on Ride High Country, developing packaged cycle products across the High Country.</p>											
Ride High Country Shop		✓	-	-	✓	-	✓	✓	-	-	-
<p>The development of a Ride High Country online shop. Designed to sell premium cycling merchandise, further embedding the Ride High Country brand in the culture of the High Country.</p>											
Regional Waterway Activation Strategy Development		-	-	✓	✓	✓	✓	✓	-	-	-
<p>The development of a regional waterway activation strategy that will guide the regional development of water based precincts to support the nature based offering of the High Country.</p> <p>NOTE: TNE will actively pursue additional co-funding for this project.</p>											

Activity Schedule

2021/22 FY Tourism North East Activity Schedule											
	Status	Murrindindi Shire	Mansfield Shire	Benalla Rural City	Rural City of Wangaratta	Indigo Shire	Alpine Shire	Towong Shire	Mt Buller/ Mt Stirling RMB	Mt Hotham RMB	Falls Creek RMB
Creative Industries Strategy		✓	-	✓	✓	✓	✓	✓	-	✓	✓
The development of a regional creative industries strategy in collaboration with Regional Arts Victoria that will guide the development of creative product and experiences across the High Country. NOTE: TNE will actively pursue additional co-funding for this project.											
Digital Upskilling Program		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
The digital skills program provides industry partners with personalised training supported by sustained digital assistance, which will ensure that they have the skills required to optimise online opportunities for both their business and the broader region.											
PR / Famils		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Proactive PR support to generate destination specific earned media coverage.											

Special Projects

High Country at Home 3.0 [31 August - 27 September 2021]

**TOURISM
NORTH
EAST**

Due to the ongoing lockdowns and subsequent restriction on visitation and trade, Tourism North East re-launched the successful High Country at Home for the third time, providing support to businesses when we cannot drive physical visitation.

Campaign approach:

- Connect past and potential visitors with High Country businesses that they can't currently visit, generating purchase opportunities and driving awareness and consideration to visit when travel resumes.
- Provide tangible support to High Country businesses by connecting them with engaged target audiences.
- HC@H was a TNE funded activity.

We needed to move **FAST** so instead of reinventing the wheel, we leveraged something we already had in our back pocket.

HCaH 2020



HCaH 2021



High Country at Home 3.0 Results

**TOURISM
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The High Country at Home campaign successfully drove immediate income for businesses whilst also driving long term consideration for future visitation.

- Launched ten online experiences within three weeks. This included five previous experiences and the development of five new experiences.
- Milawa Cheese Tasting and Bridge Road Brewers Sour Tasting were the most popular in paid media channels. Sixpence Coffee was also a stand out experience as it sold out twice before we could even get advertising into market.
- 74% of survey respondents said they “absolutely loved their experience” while the remaining 26% said they “really liked it”.
- 100% of survey respondents said they are more likely to visit the business in person after their experience.
- **Social media click through rates was 1.5X benchmark**, indicating concept and creative was engaging.
- The Buy Online platform was the second highest visited page (after the homepage) and delivered a 30% CTR to listed businesses. This platform resonates well with our audience and is something that could be expanded on, particularly leading into Xmas.

325
tickets sold

Over \$32K
in revenue

1.5M views
on social media

74% of
participants
absolutely loved
their experience

64% of
participants are
extremely likely
to visit in the next
year

100% of
participants are
more likely to visit
this business in
person following
their experience

Ride High Country Kickstart - Overview



What is Kickstart?

Kickstart, is a program managed by Tourism North East (TNE) designed to accelerate the delivery of new and exciting, tailored bookable experiences that hero Victoria's High Country. Specifically, in this round, new cycle products that meet the needs of the most engaged segments as determined by our extensive cycle research. Successful applicants to the program will be led and supported through a mandatory process of product development, testing and refinement that will include group and individual workshops. Each of these workshops must be attended to receive funding.

Each successful product can apply for up to a \$3000 contribution matched 2:1 (representing a business buy-in of up to \$1500) to use toward branding, marketing services and equipment to develop appropriate assets for the product. Successful products will be integrated into the Ride High Country marketing campaign through all existing channels.

TNE is looking to continue leading the cycle tourism category with a strong and engaging offering that encompasses a range of varying cycle related products. Ranging from short family orientated cycle produce tours, through to multi day, 'stay-and-play' mountain bike adventures.

What new tourism products are we looking for?

Products in the following categories are sought for the program, with a few simple examples. Please note: collaboration between businesses is encouraged and will be looked at favourably by the selection panel.

- Experiences featuring cycling connected to food and wine: a produce cycle tour, or cooking class.
- Guided tours or transport: shuttle and ride package, gravel tour with pub lunch/dining component.
- Bespoke accommodation and ride package: weekender with accommodation, meals and bike shuttle tickets.
- Arts or cultural heritage based ride experience: Indigenous art cycle tour or cycle and art class.
- Unique ride/nature experiences: alpine wildflower ride, gravel farm experience, hike 'n bike.
- Multi night and location cycle adventures; Buller to Hotham eBike adventure or similar.

Who is eligible to apply?

Any existing business/s with a proven track record planning to operate within the TNE LGA/RMB area is eligible to apply for RHC Kickstart funding and support.

- The business/s must have, or be willing to take out, an ATDW listing.
- Concepts must represent new tourism product or significant changes and improvements to existing product.
- Product must meet the demands of the identified Ride High Country market segments outlined in the research.
- Product must be of a quality that aligns with the Ride High Country brand as Australia's Premier Cycling Destination. •
- Applications are not limited to businesses conducting cycling tours but include the broader tourism community - especially, accommodation, restaurants and transport who can partner with a cycle operator.

RHC Kickstart Program

The RHC Kickstart Program supported operators to develop robust, financially sustainable products over a four month period.

Each participating business attended sessions covering:

- Cycle Research
- Product Design
- Think Tank
- Customer Testing
- Product Pricing and Profitability
- 1:1 Mentoring
- Social Media
- RHC Campaign Briefing
- Photoshoot

Final products were showcased at a presentation to key stakeholders at Glenbosch Estate in Beechworth on Wednesday 8th December 2021.

**TOURISM
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RHC Kickstart - Final Product Overview

Business Name	Product Overview
Double Black Alpine	Best of GVRT - A 3 day, 2 night self-guided tour of the GVRT; riding into the towns of Mansfield, Yark, Alexandra and Yea. The ride is supported with rider and luggage shuttling services plus a little black book of everything to see and do along the GVRT.
Alpine Nature Experiences	The Big Blue Duck Ride, Give it a quack! - Accommodation and cycling package. Staying in the summer tree hung tents at Alpine Nature Experiences. Ride downhill from Hotham to the Blue Duck in Angler's rest on the Mitta Mitta river. Enjoy a fantastic pub lunch before being collected by your driver and returned to Mt Hotham where a sumptuous dinner awaits.
Bridge Road Brewers (Collaboration)	Roll to Indulge - Ride the new Rail Trail to Yack from Beechworth. An all inclusive day out with coffee/pastry from The Happy Baker and The Guard, guided spirit tasting at Backwoods Distilling, bikes from The Bike Hire Company, and once you're ready a shuttle back to Beechworth, where you'll head to Bridge Road Brewers for a well earned pizza and beer.
Falls Creek Guides	Breakfast at Wallace's - A family friendly, fully guided, e-bike experience that includes 15kms of aqueduct and easy double track riding. Arrive at Wallaces Hut to breakfast made especially for you, with fresh brewed coffee and stunning views.
High Country Women's Cycling	Girls Gravel & Gourmet Weekend - A 3 day package, starting and finishing in historic Beechworth. Riding on beautiful gravel roads, with gourmet lunches, wine tastings and plenty of local produce. This tour is fully supported with a vehicle and guides to look after riders.
Altitude 221	The Vine Cycle - Accommodation and E bike cycling package. Stay at resort style accommodation Altitude 221, enjoy a relaxing e-bike ride with views to Mt Timbertop and a picnic, featuring local produce and wines from the property, by the Delatite river.
Tour de Vines	Tour de Yackandandah - Ride the new rail trail from Beechworth to Yackandandah on either regular bicycles or on one of our new fleet of e-bikes. Enjoy the scenic views along the way and stop into Valente Wines in Yackandandah for a wine tasting and cheese platter before being driven back to Beechworth.
RIDE Holidays	Victorian High Country Cycling and Gourmet Getaway - 7 day all inclusive package riding the heights of the High Country. Your guides have selected some of the best accommodation and dining experiences to match some of the best riding the High Country has to offer. Summit Mt Buller, Falls Creek, Mt Buffalo and Mt Hotham, or just take an easy ride and finish with a wine tasting at the world class wineries.

Industry Development

Q2 Dashboard - High Country

Filter

Oct 1, 2021 - Dec 31, 202

Stakeholder

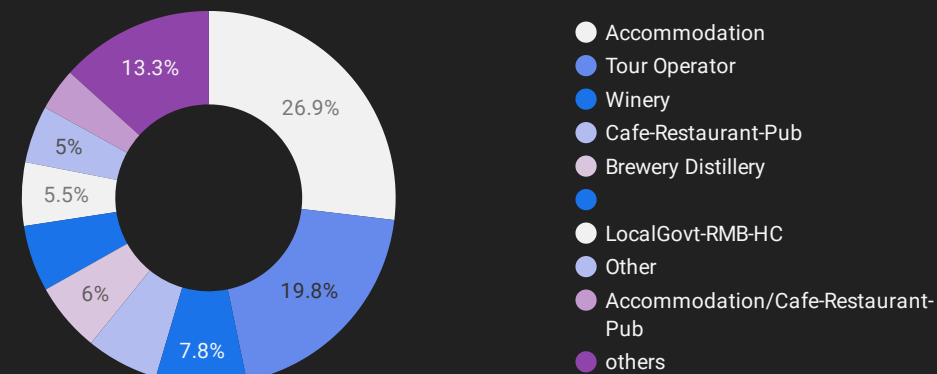
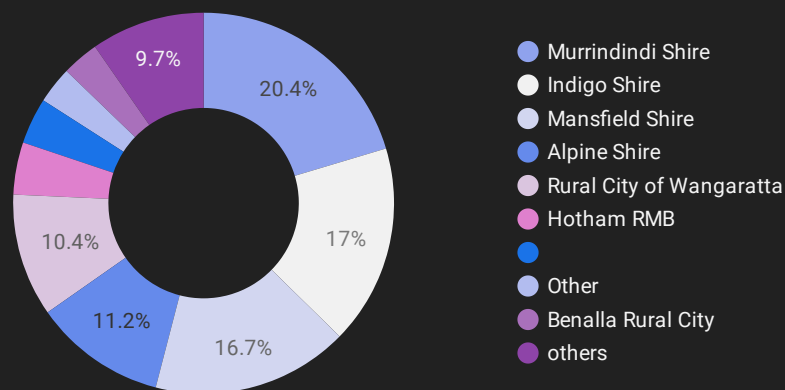
Total Sessions

383

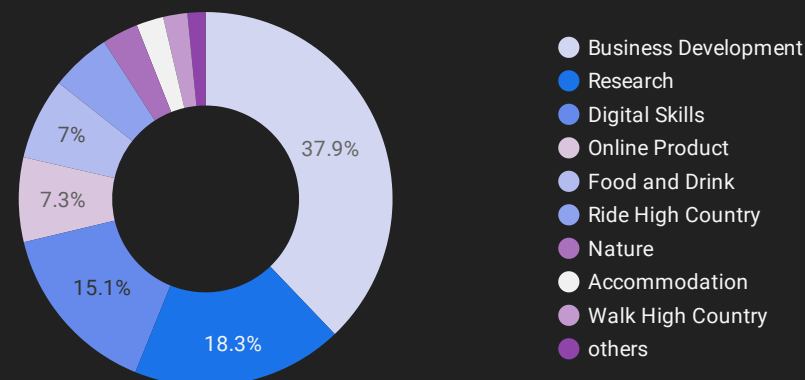
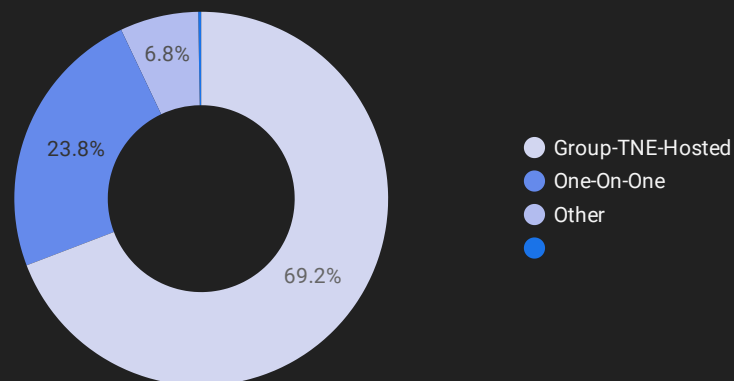
Businesses Engaged

188

Services delivered by business location and sector



Services delivered by engagement type and category



Note: Sessions are included based on the transaction 'Date completed' field, transaction records without a valid completed date are excluded.

Industry Development

Q2 Dashboard - Mansfield Shire Council

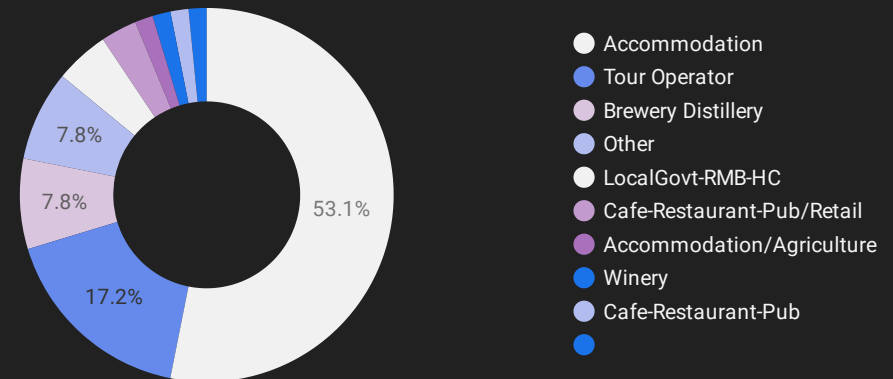
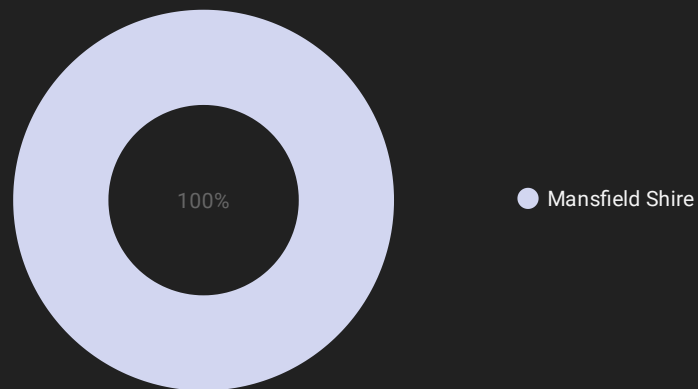
Total Sessions

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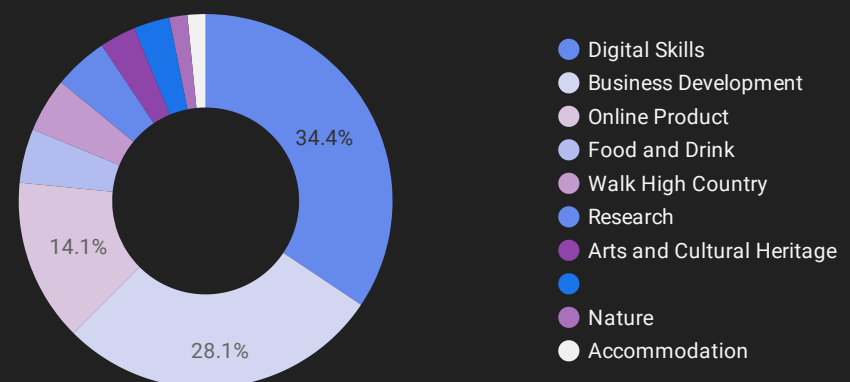
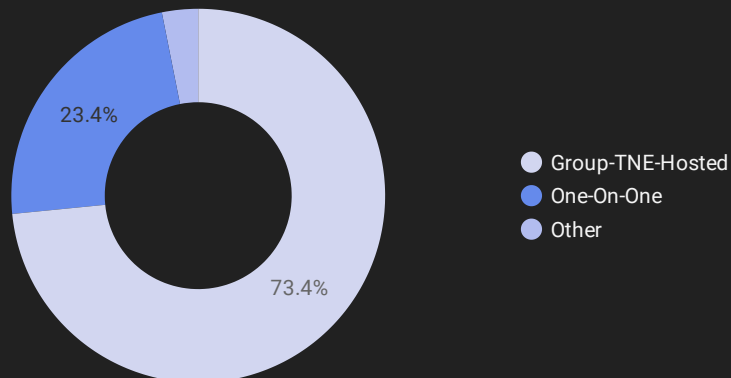
Businesses Engaged

26

Services delivered by business location and sector



Services delivered by engagement type and category



Note: Sessions are included based on the transaction 'Date completed' field, transaction records without a valid completed date are excluded.

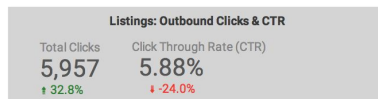
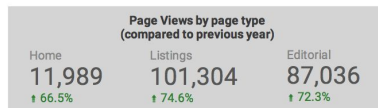
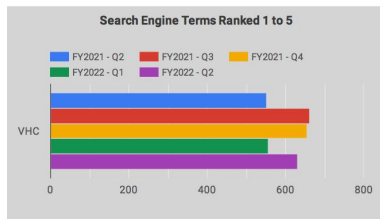
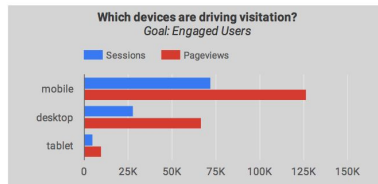
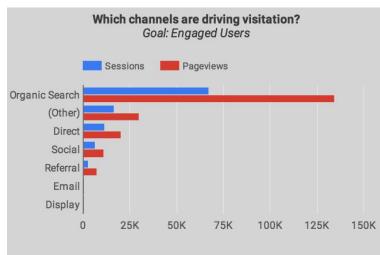
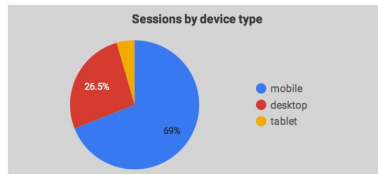
Digital Performance

Q2 Dashboards

Digital Dashboard victoriashighcountry.com.au

Oct 1, 2021 - Dec 31, 2021

TOURISM
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Top 10 pages

Page Title	Pageviews
1. North East Victoria Towns Be...	5,372
2. Accommodation Search Victo...	5,202
3. Alpine Peaks Summer Victori...	4,751
4. Dinner Plain Summer Victori...	4,442
5. Falls Creek Summer Victoria'...	4,032
6. Browse all walks - Victoria's Hig...	3,511
7. Mt Buller Summer Victoria's ...	3,428
8. Mt Hotham Summer Victoria'...	2,833
9. Farmers' Markets Local Produ...	2,528
10. Walk Hike Victoria's High Co...	2,424

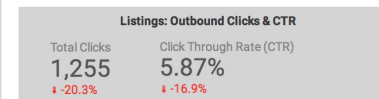
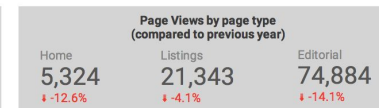
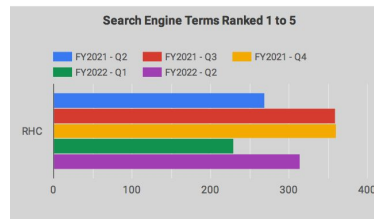
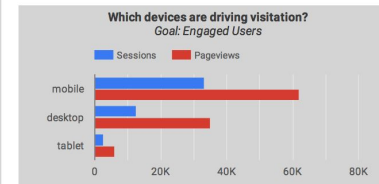
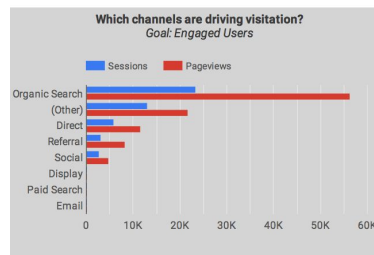
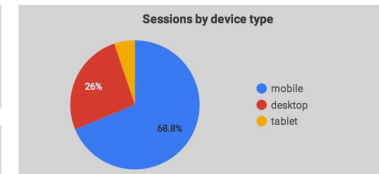
Top 10 listings

Page Title	Pageviews
1. Edi Cutting Reserve - Victoria's ...	4,603
2. Paradise Falls - Victoria's High ...	4,592
3. Mansfield Glamping - Victoria's ...	3,179
4. Ladies Bath Falls - Mount Buffal...	2,169
5. Bright Canyon Walk - Victoria's ...	1,972
6. Lake Catani Camping & Day Vis...	1,048
7. Sheepyard Flat - Victoria's High...	993
8. Gold Panning & Fossicking - Vic...	980
9. Lake William Hovell - Victoria's ...	940
10. Australian Alps Walking Track ...	925

Digital Dashboard ridehighcountry.com.au

Oct 1, 2021 - Dec 31, 2021

TOURISM
NORTH
EAST



Top 10 pages

Site Path	Pageviews
1. /rail-trails/	30,494
2. /mountain-biking/	13,516
3. /gravel/	9,136
4. /destinations/	7,923
5. /7-peaks/	5,797
6. /road-rides/	3,405
7. /bike-services/	757
8. /gravel-rides-highlights/	534
9. /gravel/	531
10. /road-cycling-highlights/	389

Top 10 listings

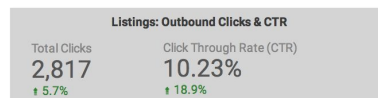
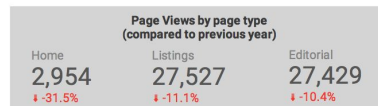
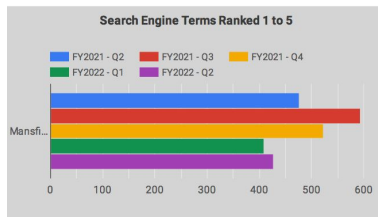
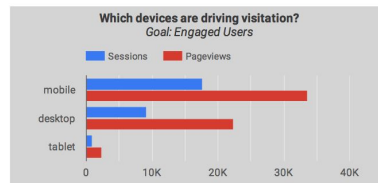
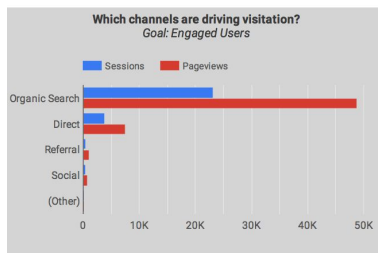
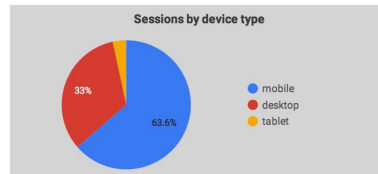
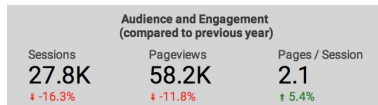
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1. The Myrtleford Monster - Ride High Country	1,333
2. Murray to Mountains Beechworth to Everton ...	809
3. Mt Porepunkah Gravel Loop - Ride High Country	517
4. Percorso Di Cruffin - Gravel Ride - Ride High Co...	500
5. Beechworth Gaol Break Ride - Ride High Country	440
6. Mt Battery Coombesberg and Long Lane - Ride...	402
7. Murray to Mountains Bright to Porepunkah ...	382
8. Mitta Valley Gravel Unravel - Ride High Country	381
9. 7 Peaks Ride - Dinner Plain - Ride High Country	368
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Top 10 pages

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2. Mansfield Mt Buller, Victoria - Official Tourism ...	3,014
3. Search accommodation in Mansfield Mt Buller, Victoria	2,515
4. Hiking & Walking - Mansfield Mt Buller, Victoria	2,146
5. Search festivals and events in Mansfield Mt Buller, Victoria	2,097
6. Camping - Mansfield Mt Buller, Victoria	1,805
7. Swimming - Mansfield Mt Buller, Victoria	1,629
8. Search things to do in Mansfield Mt Buller, Victoria	1,333
9. Eating & Drinking - Mansfield Mt Buller, Victoria	1,270
10. High Country Huts - Mansfield Mt Buller, Victoria	1,006

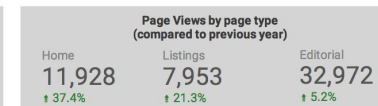
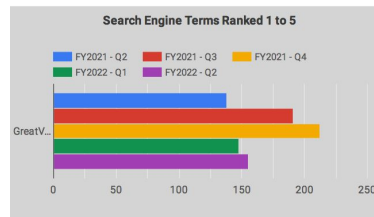
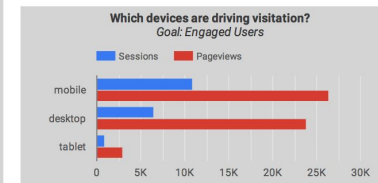
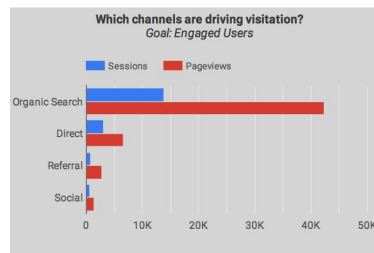
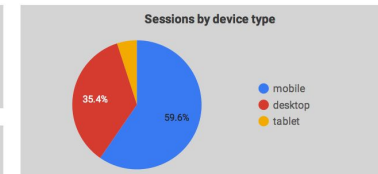
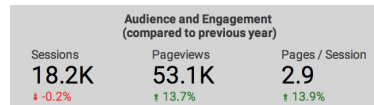
Top 10 listings

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2. Bindaree Falls - Mansfield Mt Buller	758
3. The Paps Lookout - Mansfield Mt Buller	696
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5. Plain Creek Loop - Mansfield Mt Buller	494
6. Howqua Hills Historic Area - Mansfield Mt Buller	480
7. Fry's Hut - Mansfield Mt Buller	475
8. Ritchie's Hut - Mansfield Mt Buller	425
9. Jamieson Caravan Park - Mansfield Mt Buller	413
10. Bracks Bridge - Mansfield Mt Buller	412

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1. Great Victorian Rail Trail Tallarook to Mansfield	12,194
2. Trail Map, Distance and Gradient - Great Victorian Rail Trail	9,024
3. Cycling the Trail - Great Victorian Rail Trail	5,257
4. Accommodation Search - Great Victorian Rail Trail	4,660
5. Popular Short Rides - Great Victorian Rail Trail	1,904
6. See & Do Search - Great Victorian Rail Trail	1,475
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8. Cheviot Tunnel - Great Victorian Rail Trail	1,058
9. Mansfield - Great Victorian Rail Trail	910
10. Yea - Great Victorian Rail Trail	878

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2. Tallarook General Store Shuttle Service - Great Victorian Rail Trail	393
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9. Yea Peppercorn Hotel - Great Victorian Rail Trail	151
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A man and a woman are standing on a balcony, looking out over a vast, green landscape. The man is on the left, wearing a dark blue t-shirt and sunglasses, holding a glass of champagne. The woman is on the right, wearing a grey t-shirt and sunglasses, also holding a glass of champagne. They are both smiling and looking at each other. The background is a wide expanse of green fields and trees, with a blue sky and scattered white clouds. The text "TOURISM NORTH EAST" is overlaid on the right side of the image.

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