



**TOURISM
NORTH
EAST**

**Quarterly
Report, Q3**
Mansfield Shire Council


2021/22 Quarterly TNE Report
April 2022


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 | Q3 SNAPSHOT

The third quarter of the 2021/22 financial year has been nothing short of challenging. Despite the State Government *opening the state for business* in late October 2021, the introduction of the Omicron COVID-19 variant in mid-December presented enormous challenges for the region's residents and business community.

Due to the highly infectious nature of the virus and isolation requirements for those infected, several businesses that support the visitor economy were forced to close their doors over the peak summer months or significantly change their delivery model and reduce their operating hours.

The inability to trade for many, has impacted the quality visitor experience across the High Country over the 2021/22 summer and has been another blow for place-based businesses who are running low on cash reserves and already struggling to find good quality staff.

Tourism North East continues to be concerned for the mental health of operators and the level of fatigue felt by many, together with the ability to weather any further major interruptions to the general operating environment.

However, more positively, visitors have returned to the region in droves and accommodation providers have reported a strong start to the year as have hospitality providers.



Top-line Visitor Statistics for Victoria's High Country



The below visitation statistics are for the period January 2021 to December 2021.

CY2019 is the last full data-set pre bushfires and COVID, comparisons to this period are for recovery rate considerations.

	Visitor Numbers CY2021	Variation YoY	Variation CY2019	Visitor Spend CY2021	Variation YoY	Variation CY2019
Total Visitation	3,651,000	+46%	-29%	\$1.137B	+106.6%	-18%
Domestic Day	1,794,000	+17.8%	-36%	\$202M	+56.1%	-26%
Domestic Overnight	1,857,000	+89.9%	-21%	\$935M	+122.1%	-16%
International	N/A	N/A	N/A	N/A	N/A	N/A

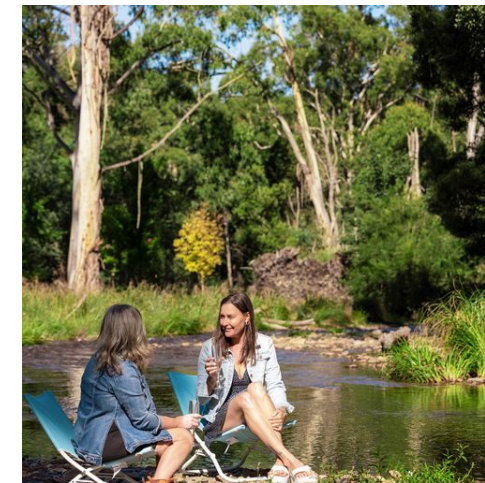
Mansfield Shire – Q3 Snapshot

INDUSTRY AND PRODUCT DEVELOPMENT

- Across the High Country, TNE delivered 193 sessions across 125 businesses (in Mansfield, 33 sessions to 19 businesses) in Q3 via Zoom and F2F, primarily supporting tourism business operators with digital skills and business development opportunities

Including in Mansfield:

- February Industry Forum Maximising Opportunities in '22' (10 Feb) attended by 11 operators
- Mansfield specific Tourism Training & Development Mentor Program continued with 19 businesses across the Shire, with focus areas in Q3 to complete photoshoots with 4 operators, and the Facebook social campaign starting with 9 operators (remaining 10 to be set up in Q4). **Refer to the Social update which outlines increased total reach as a result.*
- 'Developing Tourism Packages and Experiences' 3 part workshop attended by 5 operators
- 'Digital Marketing Intensive Series' 3 part workshop attended by 2 operators
- Numerous letters of support provided for Regional Tourism Infrastructure Fund, Enabling Tourism Fund and Regional Events Fund



Hume House, Merrijig, photoshoot with talent

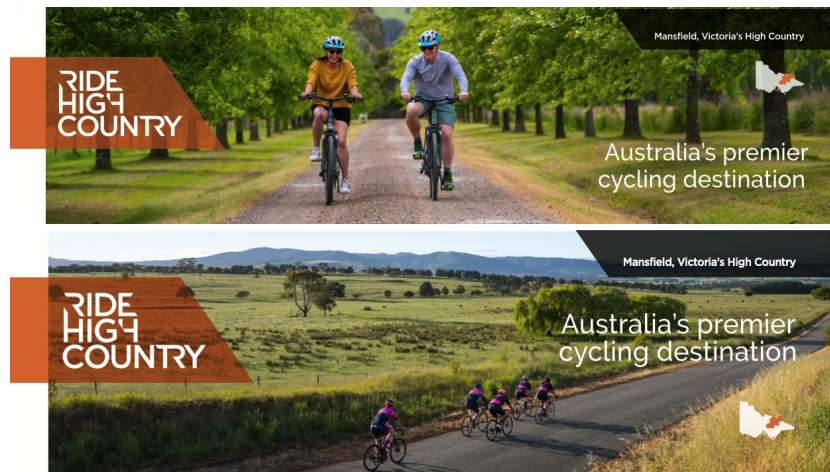
**TOURISM
NORTH
EAST**

RHC Marketing – Mansfield Shire

Ride High Country activity overall was relatively low in Q3, working on the theory that summer and autumn demand would be high following the pre-Christmas lifting of lockdown restrictions. Surplus RHC budget will be held over to FY23.

Remaining OOH and SEN radio activity from FY21 was completed, and brand-building magazine partnership activity continued to run as part of the always-on strategy.

- The Highline MTB event partnership included brand presence at the event and Ride High Country sponsorship of the live video stream.
- OOH summer/autumn activity included static billboards on Citylink and Airport Drive.



PR + VHC Marketing – Mansfield

Media coverage during this quarter on behalf of High Country tourism stakeholders (for all of region) achieved a minimum ASR value of **\$233,593**, with a cumulative potential reach of **1,042,224**.

PUBLICITY

Coverage included publicity in lead metropolitan, regional and national media, and a range of other travel, food and cycling features including: The Guardian, Sydney Morning Herald, Escape, UCI Online, Bicycling Australia, Men's Health, Wanderer, Weekly Times, Sunday Mail, Border Mail, Triple MMM Radio

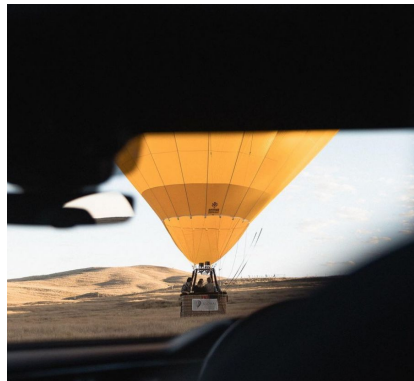
MANSFIELD ACTIVITY

February - Polestar and Audi photoshoots with Swiftcrest Distillery, Bullerloo, Delatite Winery and Global Ballooning

March - Tourism Australia National Experience Content Initiative (NECI) photoshoot with Bullerloo and High Country Hiking Tours to promote the 'Evening at Craigs' experience to domestic and international tourists



Mansfield Audi shoots



NECI shoot

Social – Mansfield Shire

Victoria's High Country continued to perform very strongly across Facebook and Instagram, with very high Reach, Growth and Engagement, on track to achieve our the goal to be the #1 Vic RTB social accounts by June 2023.

Q3 content was heavily aligned to the VHC "Festival of Walks" campaign, and included 3 x Mansfield region Instagram Reels showcasing the Plain Creek walk, Stringybark Creek Historic Area walk and the new "An Evening At Craig's" walk product.

Victoria's High Country	Reach	Growth	Vic RTB Average Growth
Facebook	2,235,552	9.5%	3.3%
Instagram	561,574	7.3%	5.1%

Top performing posts featuring Mansfield related content:

The collage displays four key pieces of social media content related to Mansfield:

- Landscape Photo:** A scenic view of a kangaroo in a grassy field with mountains in the background.
- Instagram Post:** A post from @seehighcountry with several replies from users like @gracieglee and @nimmie9669.
- Post Insights:** A dashboard showing performance metrics for a post, including 25,763 People Reached and 51,624 Impressions.
- Facebook Post:** A post titled "Victoria's High Country is in Sawmill Settlement" featuring a photo of a wooden walkway through a forest. The performance summary shows 97,066 People Reached, 1,724 Likes, and 10,759 Post clicks.

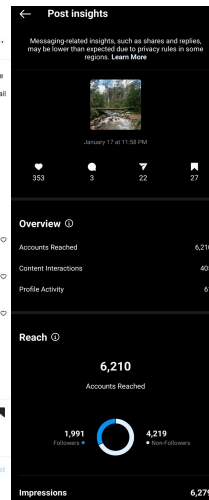
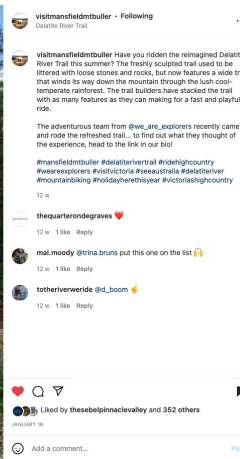
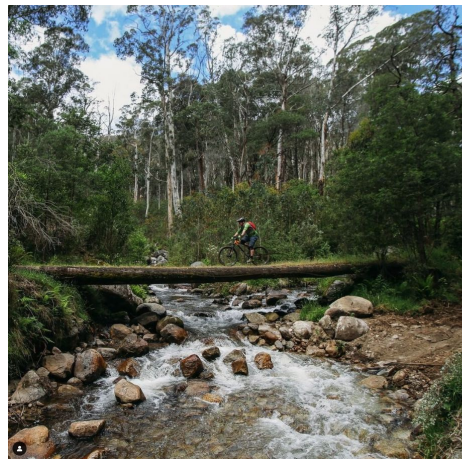
Social – Visit Mansfield Mt Buller

During Q3 the Mansfield Mt Buller channels grew to 7800 followers on Facebook and 5600 followers on Facebook, which is in the top tier for growth rate of the social accounts for the 10 LGA/RMB in the High Country.

The combined total Reach was up 415% on Q3 last year, supported by the paid campaigns run for businesses participating in the Mansfield Tourism Mentor Program, along with the increase in original content created by TNE rather than relying on reposting User Generated Content.

Mansfield Mt Buller	Reach	Growth	High Country LGAs Average Growth
Facebook	360,517	4.9%	2.3%
Instagram	54,183	4.7%	2.2%

Top performing posts:



Visit Mansfield Mt Buller is in Howqua Hills
Published by James Davidson · January 22 · 45

If you're a keen bushwalker or hiker, we reckon you'll love the Howqua river and Mt Buller views that you'll experience when hiking through the Howqua Hills from Eight Mile Flat to Ritchie's Hut. It's a 120m return hike with several beautiful river crossings, and the opportunity to create wonderful lasting memories deep in the High Country bush. https://www.mansfieldmtbuller.com.au/_/ritchies-hut.../

Photo credits: Sarah Arnsden (@highcountryhands)

3,776 People reached 678 Engagements [Boost post](#)

143 9 Comments 2 Shares

Performance for your post

3776 People reached

171 Likes, comments & shares

507 Post clicks

389 Photo views **29** Link clicks **89** Other clicks

[View more details](#)

Negative feedback

0 Hide all posts 0 Hide post

0 Report as spam 0 Unlike Page

171 Likes, comments & shares

Branded content distribution [View breakdown](#)

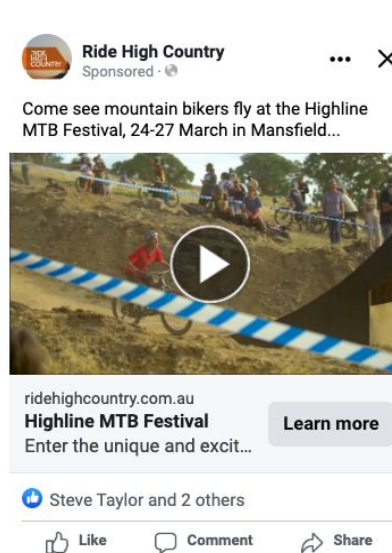
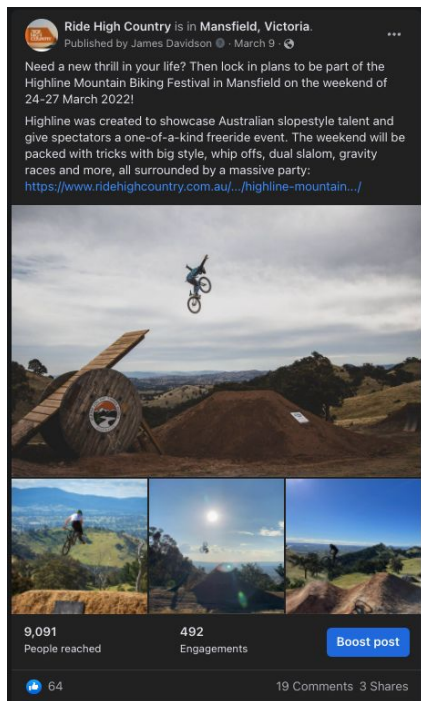
3776 Total reach	3776 Organic reach	0 Paid reach
3887 Total impressions	3887 Organic impressions	0 Paid impressions

Social – Ride High Country - Highline paid content

The Highline event was promoted on both the Ride High Country and Visit Mansfield Mt Buller channels, including dark (paid) content published via Ride High Country.

Highline event	Reach	Clicks to Event listing	CTR
Facebook dark content	130,767	3,584	3.38%

Ad examples:





**VICTORIA'S
HIGH
COUNTRY**

Festival of Walking

Campaign Overview
and Results

Overview & Objectives



- Integrated campaign to promote walking in the High Country.
- Funding received from Bushfire Recovery to aid in recovery of regional tourism economy.
- Campaign seeks to attract walkers to the region to participate in a guided or self guided walking experiences.
- **Dates: 16 Jan - 31 March 2022.**

	TARGET	MEASUREMENT
BUSINESS	Attract walkers to the region and increase yield opportunities to assist with the recovery of the regional tourism economy	4,500 visitors during February and March who will spend a combined \$1.8m
MARKETING	Reposition the High Country as the #1 “must walk” destination in Victoria	Increase top of mind awareness of the High Country as Victoria’s walking destination. Measured via brand tracking.
MEDIA	Drive awareness of the High Country as a must walk destination.	Cost efficient reach
	Drive research into visiting the High Country	Quality campaign microsite traffic with page views >3pg per session

YEAR ONE FOCUSES ON DRIVING AWARENESS TO INJECT THE HIGH COUNTRY INTO THE CONSIDERATION SET AND BUILD FAMILIARITY WITH OUR AUDIENCE THROUGH FREQUENCY. IN TURN, THIS WILL DRIVE RESEARCH AND VISITATION TO THE REGION

Target audiences

DESTINATION EXPLORERS

- More often younger (under 40s)
- Couples and young families.
- Make walking the main activity of their day.
- Look for stand-out walks with points of interest.
- Prefer a controlled interaction with nature - well formed paths, signage, fine weather.
- Seek to be social, adventurous and have fun.
- Motivated to explore new destinations.

COMMITTED HIKERS

- From mid 20s into middle-age, but tend to skew older.
- Often travelling as family with kids of all ages.
- Engage with a range of walking, including day walks and overnight. Likely to seek a personal challenge.
- Enjoy the process of the walk / hike as much as the scenery and destination.
- Highly engaged with walk tourism - keep a list of place to walk, and look for new places to add.



Program

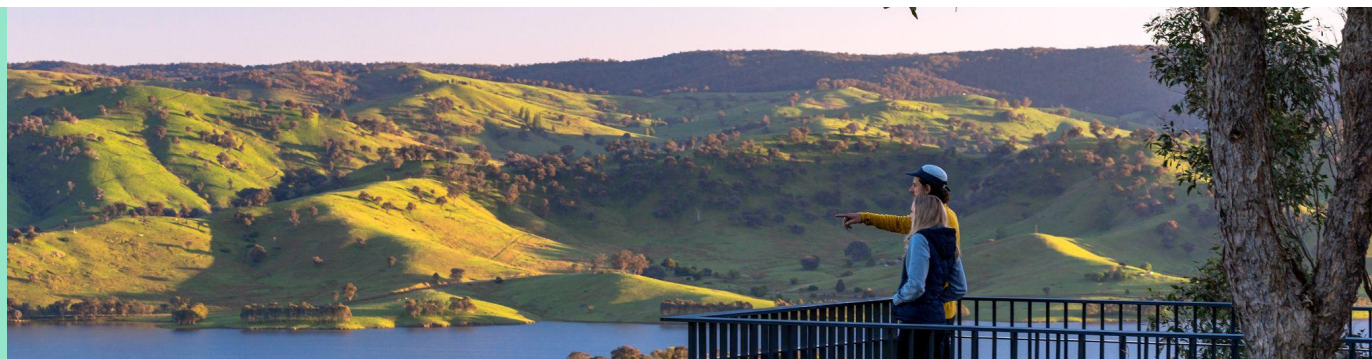
CURATED PROGRAM OF WALKING FROM ACROSS THE REGION

Guided/bookable walks:

- New bookable walks developed as part of the KickStart program.
- Existing bookable walk products from current operators.

Self-guided walks:

- 60+ self guided walks of varying difficulty (~6 per LGA/RMB).
- Curated into program material to simplify choice and drive motivation.





An Evening at Craig's



Hike 'n' Feast



Secluded Adventure Picnic



Cheeky Fox

New experiences

An Evening at Craig's by BullerRoo & High Country Hiking Tours

Hike 'n' Feast by Alpine Nature Experience

Where There's a Grill, There's a Way by All Terrain BBQ and Alpine Nature Experience

Walk, Wine & Wellness by Belmont at Beechworth, Sole to Soul Walking and The Space

Secluded Adventure Picnic by Lake Moodemere Estate

Not Another Ned Kelly Tour by Benalla Escapes

Cheeky Fox Trail by Cheeky Fox Retreat

Walk the High Life by Diana Lodge & YMCA Howmans Gap

The Mitta Valley Pack Light Hike by Mitta Valley Inc.

Tallangatta Rock Around the Town Tour by Tallangatta Neighbourhood House

Preliminary Activity Results



	TARGET	MEASUREMENT	RESULTS
BUSINESS	Attract walkers to the region and increase yield opportunities to assist with the recovery of the regional tourism economy	4,500 visitors during February and March who will spend a combined \$1.8m	<p>The activity attracted an estimated 25,193 visitors who spent an average of \$563 per trip which equates to an additional visitor spend of \$14.2 million over the course of the event.</p> <p>The level of expenditure is estimated to generate an additional economic output of \$18.6 million.</p>
MARKETING	Reposition the High Country as the #1 “must walk” destination in Victoria	Increase top of mind awareness of the High Country as Victoria’s walking destination. Measured via brand tracking.	The brand tracking results will not be known until the next dip in Q1 2022/23FY.
MEDIA	<p>Drive awareness of the High Country as a must walk destination.</p> <p>Drive research into visiting the High Country</p>	<p>Cost efficient reach</p> <p>Quality campaign microsite traffic with page views >3pg per session</p>	<p>YouTube</p> <ul style="list-style-type: none"> • 506K video views • Cost per view \$0.02 (the benchmark was \$0.05) <p>BVOD</p> <ul style="list-style-type: none"> • 876K video completions • Cost per Completed Video \$0.05 • 10 Play contributing to 64% of total clicks <p>Content Partnerships</p> <ul style="list-style-type: none"> • Concrete Playground was the best performing content partnership across both content and amplification <p>Website Performance</p> <p>VHC performance was incredibly strong, with visitation up 72% and pageviews up 70% on YoY.</p> <p>*Detailed campaign reporting will be provided in the formal campaign PIR.</p>

Preliminary Activity Results



	TARGET	MEASUREMENT	RESULTS
MEDIA	<p>Drive awareness of the High Country as a must walk destination.</p> <p>Drive research into visiting the High Country</p>	<p>Cost efficient reach</p> <p>Quality campaign microsite traffic with page views >3pg per session</p>	<p>Social</p> <ul style="list-style-type: none"> • Total Spend \$15K • Total reach 3,688,826 (target >1.5 million) • Av cost per result \$0.27 (KPI < \$0.30) • Av click through rate 3.91% (KPI >3.5%) • Link clicks 65,777 • Cost per click \$0.09 (KPI <\$0.25) <p><small>*Detailed campaign reporting will be provided in the formal campaign PIR.</small></p>



1435 Sydney Road, Broadmeadows

Activity Schedule
Victoria's High Country
2021/22 Financial Year

Activity Schedule Victoria's High Country



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		✓	✓	✓	✓	✓	✓	✓	-	✓	✓
<p>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.</p> <p>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</p>											

Activity Schedule

Victoria's High Country

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		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<p>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.</p>											
Group Marketing		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<p>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.</p>											
Snow Marketing	Completed	-	-	-	-	-	-	-	✓	✓	✓
<p>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.</p>											

Activity Schedule

Victoria's High Country

2021/22 FY Tourism North East Activity Schedule											
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Regional Digital Platform (RDP)		✓	✓	✓	-	✓	✓	✓	-	-	✓
<p>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.</p>											
Website Content Management		-	✓	-	-	-	-	-	-	-	-
<p>The development, execution and management of web content for the purposes of website management.</p>											
Social Content Management		-	✓	-	-	-	-	-	-	-	-
<p>The development, execution and management of social content to optimize a designated channel.</p>											

Activity Schedule

Victoria's High Country

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

Victoria's High Country

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		✓	-	✓	✓	✓	✓	✓	-	✓	✓
<p>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.</p>											
Digital Upskilling Program		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<p>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.</p>											
PR / Famils		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<p>Proactive PR support to generate destination specific earned media coverage.</p>											

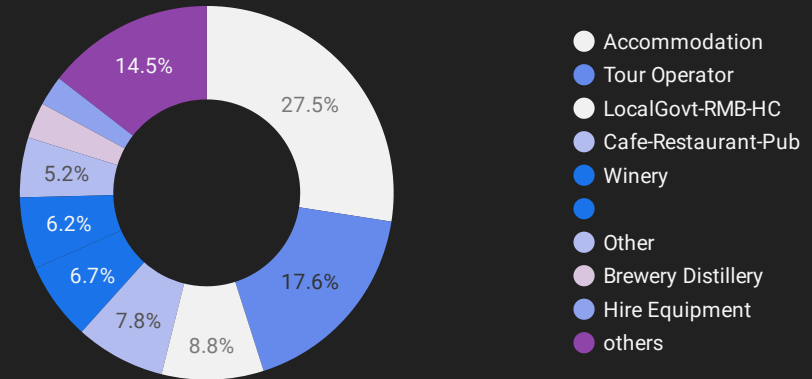
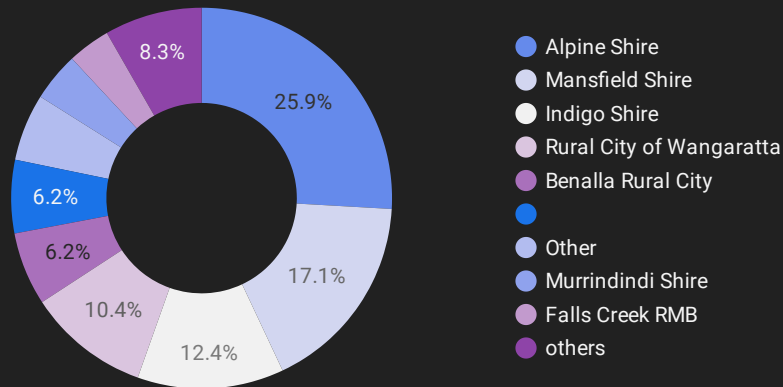
Industry Development

Q3 Dashboard - Victoria's High Country

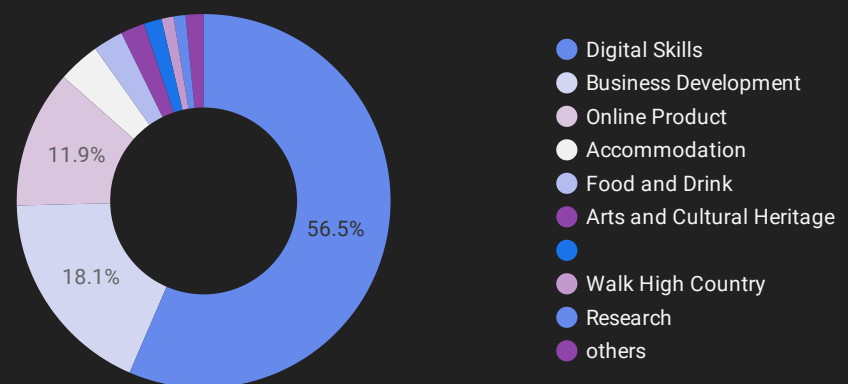
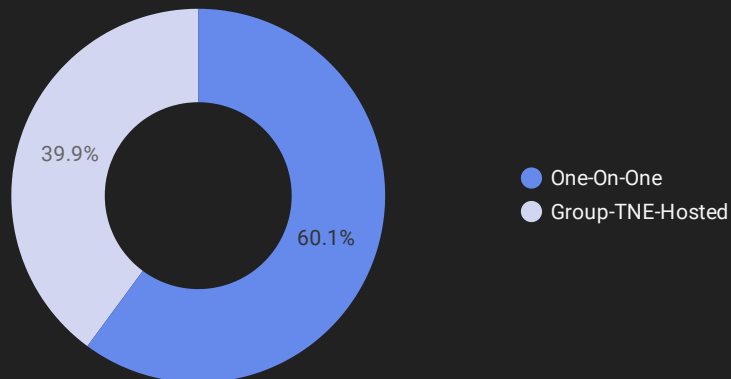
Total Sessions
193

Businesses Engaged
125

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.

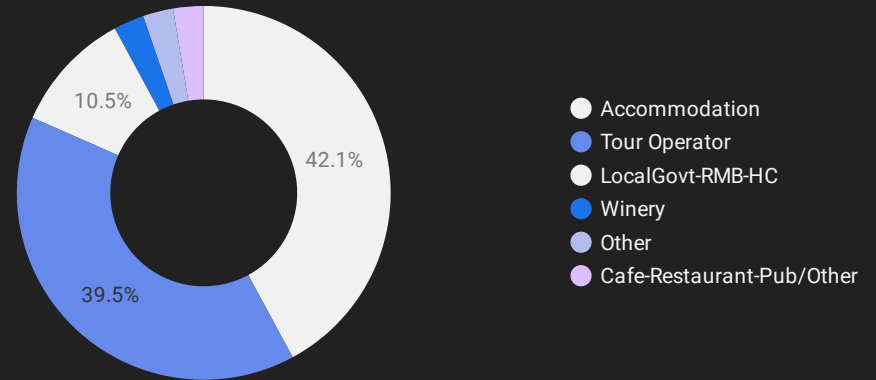
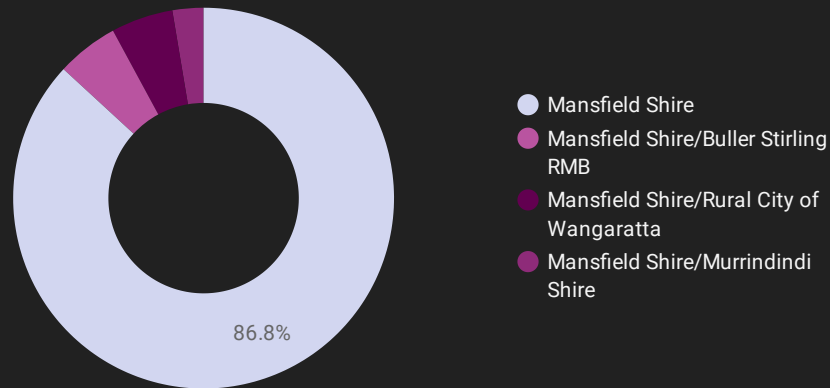
Industry Development

Q3 Dashboard - Mansfield Shire Council

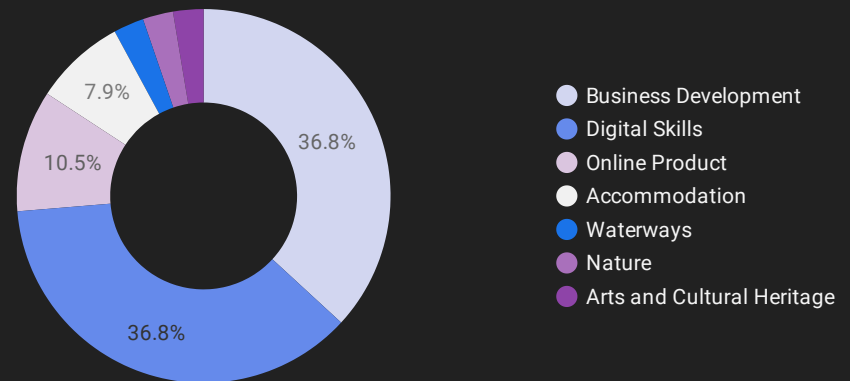
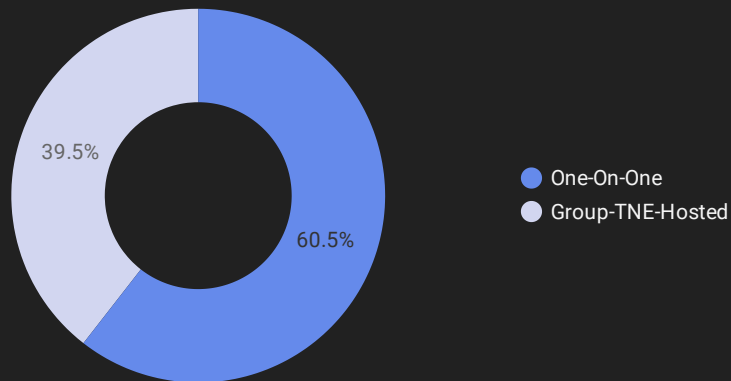
Total Sessions
38

Businesses Engaged
22

Services delivered by business location and sector



Services delivered by engagement type and category

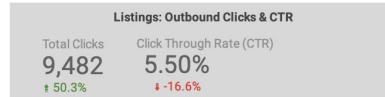
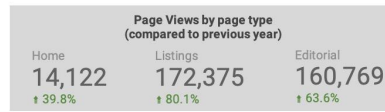
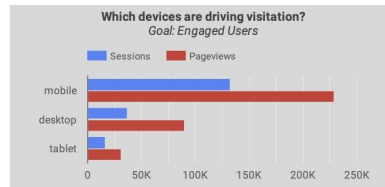
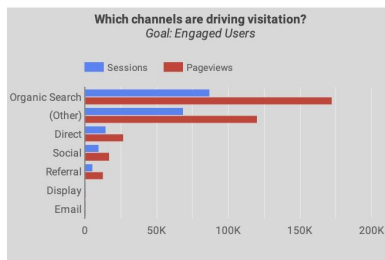
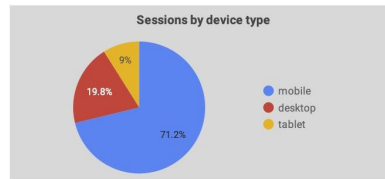


Note: Sessions are included based on the transaction 'Date completed' field, transaction records without a valid completed date are excluded.

Digital Performance
Q3 Dashboards

Digital Dashboard victoriashighcountry.com.au

Jan 1, 2022 - Mar 31, 2022



Top 10 pages

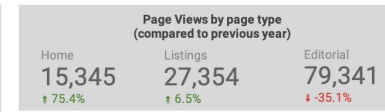
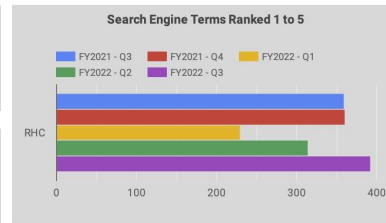
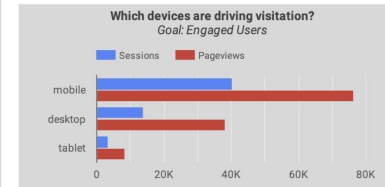
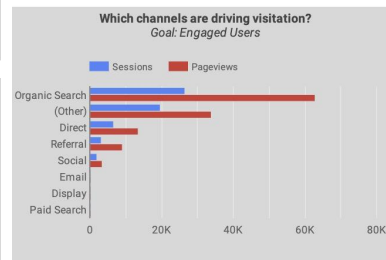
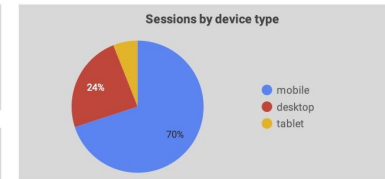
Page Title	Pageviews
1. Festival of Walks Nature Vict...	21,677
2. Accommodation Search Victo...	8,079
3. North East Victoria Towns Be...	7,435
4. Historic Walks Festival of Wal...	7,339
5. Murrindindi Festival of Walks ...	7,147
6. Guided Walks Festival of Walk...	6,475
7. Mansfield Festival of Walks V...	5,276
8. Browse all walks - Victoria's Hig...	4,328
9. Upper Murray & Mitta Valley Fe...	4,172
10. Mount Buffalo Festival of Wal...	3,557

Top 10 listings

Page Title	Pageviews
1. Not Another Ned Kelly Tour - VI...	5,267
2. An Evening At Craig's - Victoria...	4,994
3. Edi Cutting Reserve - Victoria's ...	4,425
4. Hike'n'Feast - Victoria's High Co...	3,810
5. Paradise Falls - Victoria's High ...	3,607
6. The Cheeky Fox Trail - Victoria's...	3,325
7. Ladies Bath Falls - Mount Buffal...	3,211
8. Walk, Wine & Wellness - Beechw...	2,843
9. Bright to Harrierville - Great Vall...	2,820
10. Sole to Soul Walks - Victoria's H...	2,425

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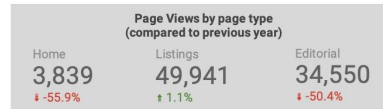
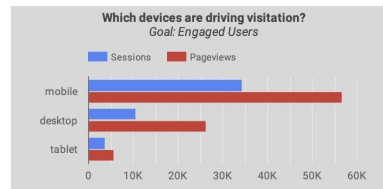
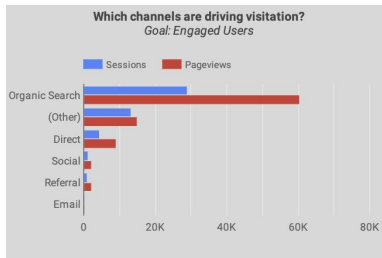
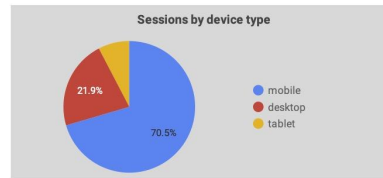
Site Path	Pageviews
1. /trail-trails/	40,263
2. /mountain-biking/	11,393
3. /destinations/	9,430
4. /7-peaks/	5,440
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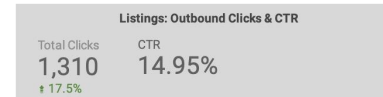
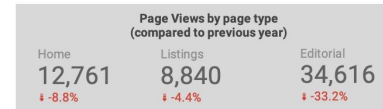
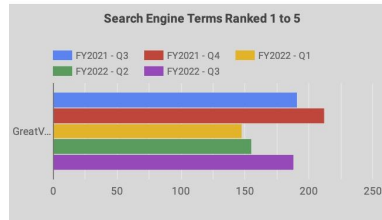
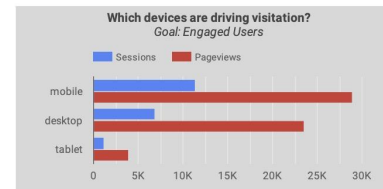
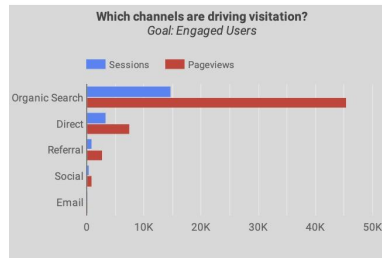
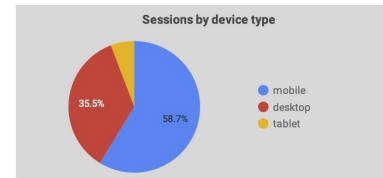
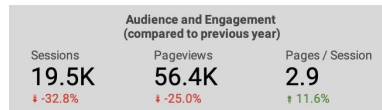
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1. Search accommodation in Mansfield Mt Buller,...	4,177
2. Craig's Hut - Mansfield Mt Buller	3,892
3. Mansfield Mt Buller, Victoria - Official Tourism ...	3,873
4. Daisy Hill Lodge - Mansfield Mt Buller	3,097
5. Mansfield Glamping - Mansfield Mt Buller	3,041
6. BullerRoo - Mansfield Mt Buller	3,031
7. Camping - Mansfield Mt Buller, Victoria	2,701
8. Hiking & Walking - Mansfield Mt Buller, Victoria	2,556
9. Search festivals and events in Mansfield Mt Bu...	2,502
10. Swimming - Mansfield Mt Buller, Victoria	2,247

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3. Mansfield Glamping - Mansfield Mt Buller	3,041
4. BullerRoo - Mansfield Mt Buller	3,031
5. Swiftcreek Distillery - Mansfield Mt Buller	2,155
6. High Country Maze, Gardens and Gallery - Ma...	1,782
7. Mansfield Zoo - Mansfield Mt Buller	1,387
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2. Trail Map, Distance and Gradient - Great Victo...	9,854
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4. Cycling the Trail - Great Victorian Rail Trail	5,093
5. Popular Short Rides - Great Victorian Rail Trail	2,258
6. See & Do Search - Great Victorian Rail Trail	1,461
7. Eat & Drink - Great Victorian Rail Trail	1,406
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