



**Media Release April 11, 2016 – For immediate release**

## **Partnerships vital in Destination Gippsland striving for tourism excellence**

Destination Gippsland has developed a range of projects in partnership with Federation University and the six local government areas to encourage and improve visitor satisfaction across the region.

The Gippsland Visitor Satisfaction Survey, the Gippsland Tourism Town Excellence Project and the upcoming RACV Gippsland Tourism Conference to be held in the Baw Baw Shire on 13 and 14 September 2016 are key projects that Destination Gippsland is now implementing.

Destination Gippsland CEO Terry Robinson said “A number of initiatives are in progress in the region, the visitor survey is specifically designed to understand the visitor experience from a satisfaction and dispersal viewpoint, while the Gippsland Tourism Town Excellence project encourages Gippsland Tourism Towns to review and improve the quality of the visitor experience on offer.”

### ○ **Visitor Satisfaction Survey**

In partnership with Federation University Churchill Campus, Destination Gippsland has assisted to develop a Visitor Satisfaction Survey which seeks to understand the visitor experience in Gippsland and to provide data on visitor’s satisfaction, demographics and dispersal throughout the region.

Support across the six Local Government Councils in facilitating data collection will be invaluable in gaining insights into the Visitor experience and assist in future improvements benefiting the entire Gippsland region.

### ○ **Gippsland Tourism Towns Excellence Project -**

A number of Gippsland towns through their local business tourism association, chamber of commerce or local community group have volunteered to partner and participate in the pilot program. The Gippsland Tourism Towns Excellence Project (GTTE) proposes to assist and encourage participating towns across Gippsland to actively provide an excellent visitor service experience.

Each of the towns has been provided with a resource kit to assist businesses to conduct self-assessment, customer service, digital and accessibility checks to understand where they might improve in the servicing of their customers. Towns will be visited by an independent auditor who will assess a range of facilities and services in the town, including customer service.

Once audited towns will be granted a Gippsland Tourism Town of Excellence Award in recognition of their efforts to encourage excellence in customer service if they achieve the accepted score.

### ○ **Gippsland Tourism Conference**

The annual Gippsland Tourism Conference provides an opportunity for the Tourism Industry across all of Gippsland to network in an atmosphere of collaboration to create positive outcomes for the future growth of tourism in the region. It will be hosted in Baw Baw Shire on 13 and 14 September 2016.



Tweetable media release (please copy and tweet the below):

***Partnership vital in Destination Gippsland striving for tourism excellence –#destinationgippsland @visitgippsland***

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*Tourism in Gippsland is everyone’s business. It generates \$2.8 billion in direct economic benefits, supports over 3,000 small businesses and employs 15,000 people across Gippsland.*