

# DESTINATION GIPPSLAND

## TOURISM SNAPSHOT 2016

The Gippsland Visitor Economy generates an estimated \$1.2b in Gross Regional Product (11% of the total Gippsland economy). It supports 12,400 jobs (12% of all Gippsland employment) in over 3,000 businesses across every community in Gippsland. Tourism in Gippsland is everyone's business.

### GIPPSLAND VISITATION

National and International Visitor Survey Data	Gippsland benchmark year 2009*	Current year (2015)	Six year trend (2009-2015)
Total visitation	4.6 million	5.85 million	+27.2 %
Domestic overnight visitors	1.5 million	2.03 million	+35%
Domestic overnight visitor nights	5.0 million	6.23 million	+ 24.6%
Daytrips	3.0 million	3.74 million	+24.7%
International visitors	58,900	75,300	+36.7%

\* Note all visitation figures are from the NVS and IVS Survey Data and presented for Greater Gippsland and exclude Phillip Island. Figures are for periods ending December 2015.

\* Note all economic data is from the Tourism Satellite Accounts via Tourism Research Australia and exclude Phillip Island. Figures are based on the most recent data available (2014).

#### OUR VISION

Gippsland's natural beauty and authentic experiences inspire the world to visit

#### OUR ROLE

Destination Gippsland's role is to inspire, influence and lead positive tourism outcomes through partnerships across Gippsland

#### OUR DESIRED OUTCOMES

- increase overnight visitation
- increase visitor expenditure
- increase length of stay
- increase dispersal (throughout Gippsland & across all months)
- increase visitor satisfaction

### PRIORITY AREAS FOR DESTINATION GIPPSLAND

#### 1. MARKETING

Create consumer awareness and demand

#### 2. INDUSTRY DEVELOPMENT

Improve how our industry delivers visitor experiences

#### 3. INVESTMENT

Encourage public and private sector funding for new visitor experiences

Our three key priorities include Marketing, Industry Development and Investment. Highlights in these areas over the past 12 months include:

#### MARKETING

- Supported international marketing activities in the UK/Europe market and attended the Australian Tourism Exchange
- Chaired Sydney Melbourne Touring
- Increased exposure of the business event segment Business Events Gippsland and attended AIME
- Implemented successful campaigns including the Unwinding Escapes Marketing Campaign, Gippsland Road Trip Campaign and Great Social Road Campaign increasing awareness of touring routes and villages throughout Gippsland
- Generated a PR media value of approximately \$9 million
- Increased followers and engagement on all social media platforms by 25%.

#### INDUSTRY DEVELOPMENT

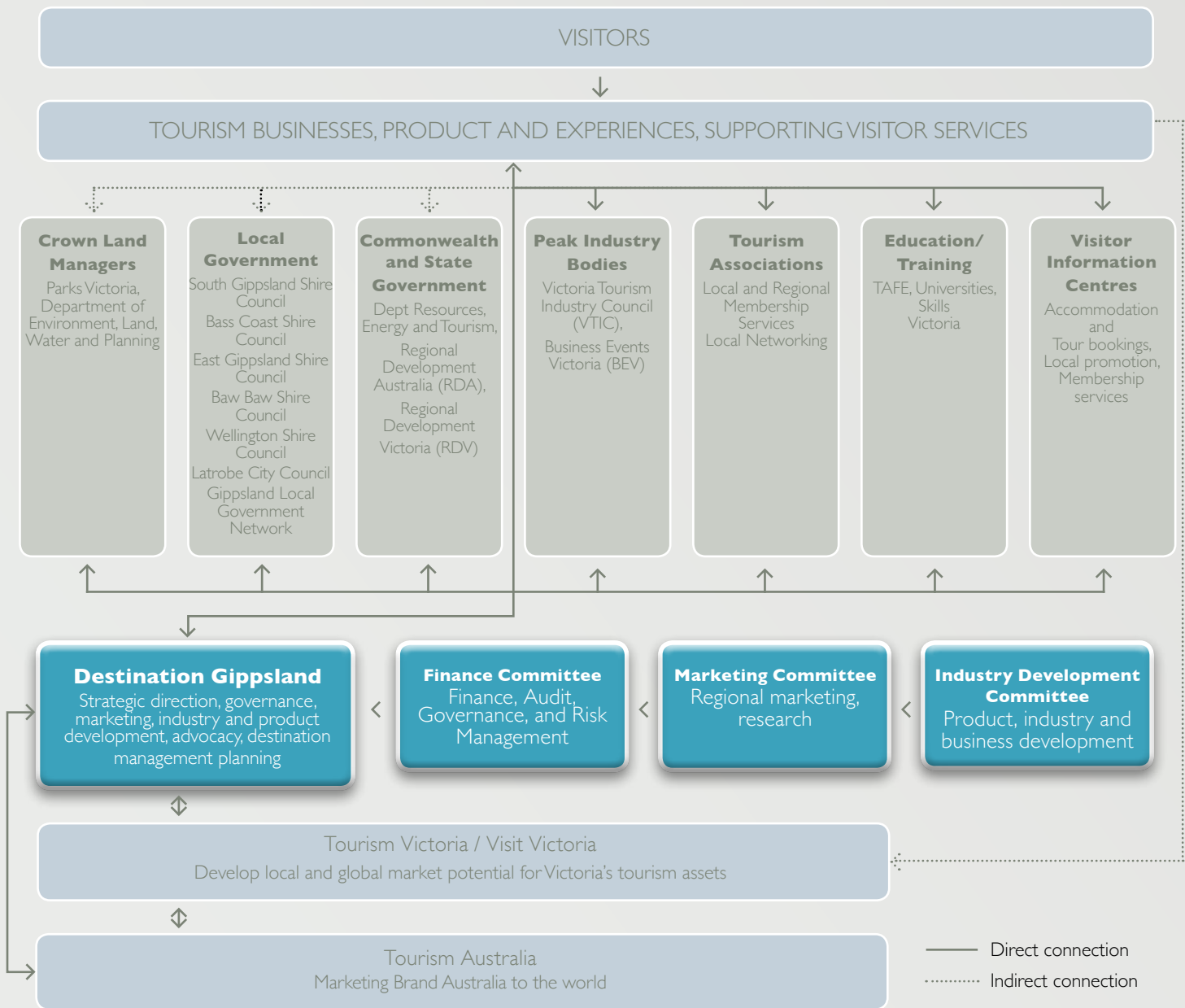
- Completed the Gippsland Tourism Smart Connections Project and increased the online booking capability from 38% to 58% of tourism businesses in Gippsland
- Delivered an Industry and Professional Development Program for the Gippsland tourism industry including the Gippsland annual Tourism Conference hosted in Traralgon
- Created a Gippsland Tourism Town Excellence Project
- Implemented the second year of the Ken Hore Tourism Mentoring Program
- Conducted an Industry Health Survey to determine the health of tourism in Gippsland and continued to conduct quarterly detailed visitation statistical analysis
- Launched a new website [destinationgippsland.com.au](http://destinationgippsland.com.au) and a new crisis website [crisis.destinationgippsland.com.au](http://crisis.destinationgippsland.com.au)

- Developed a proactive Risk Management and Industry Resilience Program including workshops providing education, leadership, media and resilience training.

#### INVESTMENT

- Developed and completed four Local Destination Action Plans across Gippsland to complement the Gippsland Tourism Strategic Direction Plan
- Led a Tourism Response and Recovery Group during the Hazelwood Mine Fire and activated a recovery plan
- Advocated for completion of Great Southern and Gippsland Plains Rail Trail, establishment of new eco-boat tour at Wilsons Promontory and priority project status for Penguin Parade Masterplan.

GIPPSLAND TOURISM STRUCTURE



THE DESTINATION GIPPSLAND BOARD

- Steven Hibbard**  
Chairman
- Richard Longmore**  
Finance Committee Chairman
- Caillin Flint**  
Industry Development Committee Chairman
- Trent Fairweather**  
Marketing Committee Chairman
- Paul Ashton**
- Cameron Johns**
- Sue Smethurst**

OBSERVERS TO THE BOARD

- Tim Tamlin**  
South Gippsland Shire Council
- Andrew Marshall**  
Parks Victoria  
Tourism Victoria delegate

DESTINATION GIPPSLAND TEAM

- Terry Robinson**  
Chief Executive Officer
- Alison Conroy**  
Marketing Manager
- Janine Hayes**  
Tourism Project Manager
- Phoebe Honey**  
Industry Development & PR Executive
- Helen Rose**  
Finance

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