

Insights & Opportunities



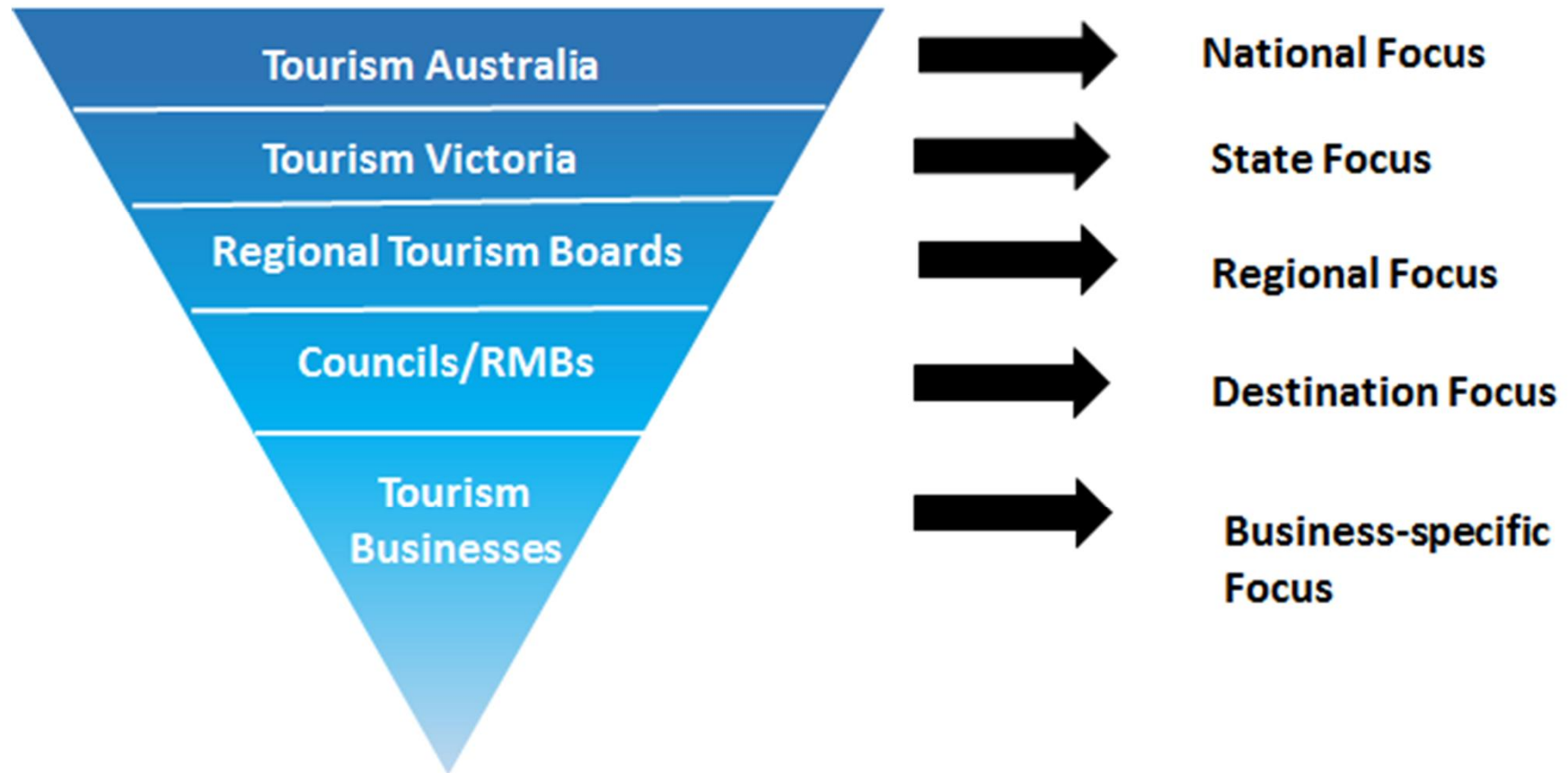
TOURISM
NORTH
EAST



Tourism Structure



**TOURISM
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Local Partners



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6 Shires

- Alpine
- Benalla
- Indigo
- Mansfield
- Towong
- Wangaratta

3 Alpine Resorts

- Hotham
- Falls Creek
- Mt Buller



What do we do?



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Responsible for:

- oRegional marketing
- oProduct development
- oIndustry development & sustainability
- oFacilitating tourism investment
- oResearch
- oAdvocacy
- oStrategic Planning

Strategic Plan



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- Drive further positive growth for the region's visitor economy
- Leverage and enhance the region's key product strengths: Cycle tourism, food/wine/ beer, snow, nature-based experiences, and arts/culture
- Attract increasing numbers of Lifestyle Leaders to the



How can we help?



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Sign up to TNE communications via the website
www.tourismnortheast.com.au

Attend briefings

Book into any group sessions that may be
relevant to your needs

Arrange a 1 on 1 mentoring session

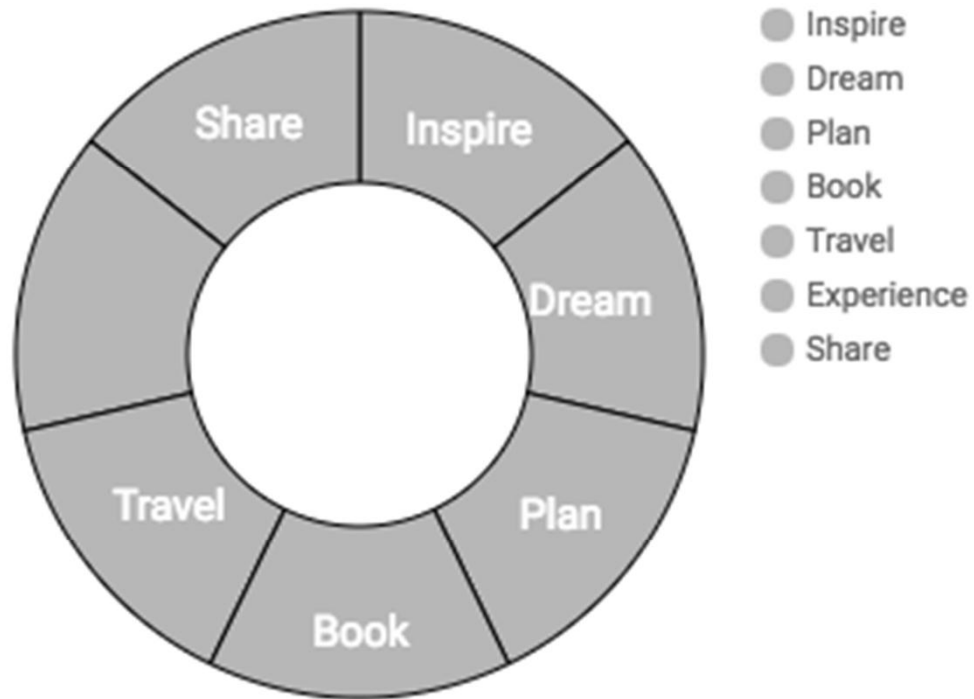
List your business with Australian Tourism Data
Warehouse (ATDW)

Visitor Information Journey



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The Visitor Journey



Visitor Information Journey



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Visitors:

- want current, tailored, detailed information
- want different topics at different stages
- want traditional information sources
- use various channels at various stages
- trust government information

Tourism Digital Landscape



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Travellers who use the internet to research trips

85%

Number of website visits before visiting

22

Google Search Australian Market Share

84%

People who visit High Country websites from smartphones

46%

Number of website visits before booking online

31

People who don't go to page 2 of Google Search

90%

Australian Market Share of the Global OTAs

68%

People who come to High Country websites via a Google Search

72%

Visitors who use the web once in region to find activities

36%

Key Digital Assets - Websites



TOURISM NORTH EAST

State, Regional and Destination Websites

Hit the slopes *Skating*

GRID LIST

Falls Creek

Mount Stirling

Lake Mountain

Hotham

Mount Baw Baw

Mount Buller

You may also like...

Snowboarding
Whether you're a novice or a weekend hero, there are plenty of places to cut up the slopes and practice your jumps all across Victoria's snowfields.

Cross-country skiing
Victoria's cross-country ski resorts are available for people of all ages and abilities, offering fun for the family with equipment available for hire.

Getting to the snow
You can drive, fly or catch a bus to Victoria's excellent snowfields. Most of Victoria's alpine resorts lie to the north-east of Melbourne.

Family trips
Head towards Victoria's snowfields for a day to remember. Start a snowball fight, build a snowman together, or race each other downhill on toboggans.

VISIT VICTORIA THINGS TO DO OUTDOOR ACTIVITIES SKI VICTORIA SKIING

VisitVictoria.com
Owned & Managed by Visit Victoria
Showcases Victoria and its regions

LIFE & MORE VICTORIA'S HIGH COUNTRY

CYCLE FOOD & WINE & BEER BACK TO NATURE ARTS & CULTURE SNOW TOWNS & VILLAGES

Which Alpine Resort is for you?

Whether it's a peaceful cross-country ski through the snow, game or the thrill of downhill skiing and snow boarding, the High Country peaks offer something to suit all tastes and abilities.

READ MORE

DINNER PLAIN MOUNT BUFFALO

SNOW VILLAGES OF THE HIGH COUNTRY

Get a glimpse of winter magic in the High Country at Victoria's alpine resorts. Cut up the slopes on skis, toboggans and snowboards then unwind with luxurious spa treatments, fine-dine cocktails and fine cuisine.

RETURN

VictoriasHighCountry.com.au
Owned & Managed by TNE
Showcases the High Country and its destinations

HOTHAM Aim Higher

What's On 12.0° Weather Station

ALL ABOUT HOTHAM PLAN MY TRIP LESSONS & GEAR LIFT PASSES EVENTS & ACTIVITIES LATEST NEWS

Running Festival

7 Peaks ride Challenge Yourself With The 7 Peaks Ride

New Village Concept Plan

Hiking

Accommodation

Employment Opportunity

ALERT: Delays are expected on the Great Alpine Road on Sunday 20th!

Road Conditions: Harrietville Approach: Open and Clear - Omeo Approach: Open and Clear

Getting Here Track Notes Hotham History Our Environment 2017 Winter Season 203 13 09 23

Get Social @ Hotham

Accommodation deals

Stay at Hotham this Summer

Planning a trip to Hotham? Find practical information on travel, accommodation, snows, rental gear and much more here.

Mthotham.com.au
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Showcases Mt Hotham

Key Digital Assets



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Business Owned

Brush Ski Club

Home Information Bookings Membership Blog Contact Us

LATEST NEWS

- Summer at the Snow
- 20% off Ski & Board Hire 2016
- Hiring Clinic Special!
- Winter bookings now OPEN!
- NEWS – spa disappears in blizzard

STAY UP TO DATE

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Follow us on Twitter

HOME

We are now open for **SUMMER** bookings!
Check current availability or book here. - **Instant Confirmation!** **BOOK NOW**

Space, facilities and great company make Brush the perfect way to experience Hotham. Relax in our sauna or spa in the snow, enjoy our widescreen cinema and experience the invisible comfort of our acclaimed environmentally-friendly geothermal heating system (Australia's first alpine installation).

Bring the family and take advantage of reduced rates for kids.

Brush Ski Lodge is a modern spacious 40 bed lodge, designed by skiers for skiers, offering all the best in a skiing holiday. It has a great family atmosphere with room to move, a great location and low weekly rates with kids at reduced prices on weekends and midweek.

Perhaps you might be interested in a membership in Brush? We always welcome inquiries for any memberships that may be available (currently one is available), please refer to our membership inquiries.

We are now open for **SUMMER** bookings!
Check current availability or book here. - **Instant Confirmation!** **BOOK NOW**

Hint: When viewing on a mobile phone or tablet, please select "1 person per room" and either 2 night or longer stays, to view all available options. For summer bookings, please note a minimum of 7-days notice is required to prepare the lodge and most rooms are subject to a minimum stay of at least 2 nights.

Please contact us via bookings@brushskiclub.com.au or 1800 653 749 if you have problems.
[Secure payments can be made here.](#)

Friday November 18, 2016

Mount Hotham, VIC 3741

Weather

17.3 °C
Shower 25 km/h

11 °C 23 °C

SAT 8 | 23 | SUN 6 | 25 | MON 11 | 27

11:28 AM WillyWeather



A must have...to be found on Google.

- Contemporary look and feel
- Largely image driven
- Small amount of very well written copy
- Must provide good mobile experience



Important. Peer reviews are trusted over most other information sources.



Recommended, if you are committed - at least two good weekly posts



Optional, Only if you take a good photo and enjoy photography this can be a great asset.

What next?



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Assess your own business's performance and needs in this space.

If you need assistance you can book into a small business one on one with the TNE Industry Development team.

Eddie Wilson

Industry and Product Development Manager: Cycle, Snow & Nature

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