

Mt Hotham Lodges Series

Workshop #3

“What’s YOUR ROLE in improvement”

February 2019



Previous Workshops Summary #1

Future Trends Briefing:

- The 'Age of DIS' counteracted by 'Age of Re-engagement'
- Be an emotional business who is more deeply connected to your moral code - *What is your WHY?*
- Ensure radical transparency - it is expected of you and consumers will find out if you are not
- Be sure you are working towards a legacy - consumers are demanding it
- Be open minded - the next generation are
- Acknowledge that we are in a time of great change and no one has the answers
- Allow yourself to focus - don't be all things to all people and seek deep connection not fleeting trend driven distractions

Previous Workshops Summary #2

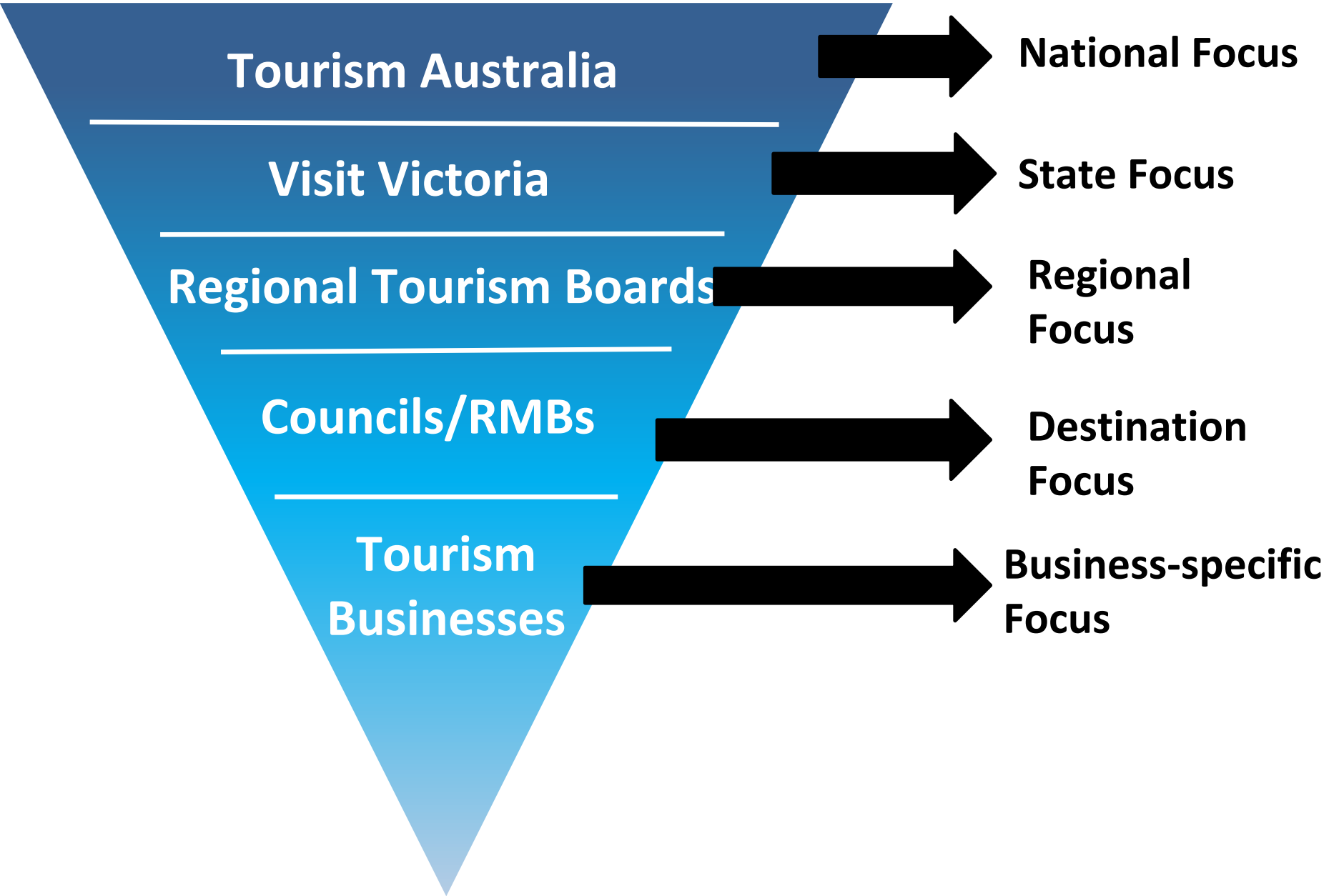
- **Snow Segmentation** (Audience summary) - Be critically aware of who your audience is and service them appropriately
- **Unite as one voice** - identify your priorities and present them strategically
- **Get Digital** - ensure you have an online presence
- **What is your Why?**

Our Industry Mud Map



TOURISM
NORTH
EAST





Tourism Australia

National Focus

Visit Victoria

State Focus

Regional Tourism Boards

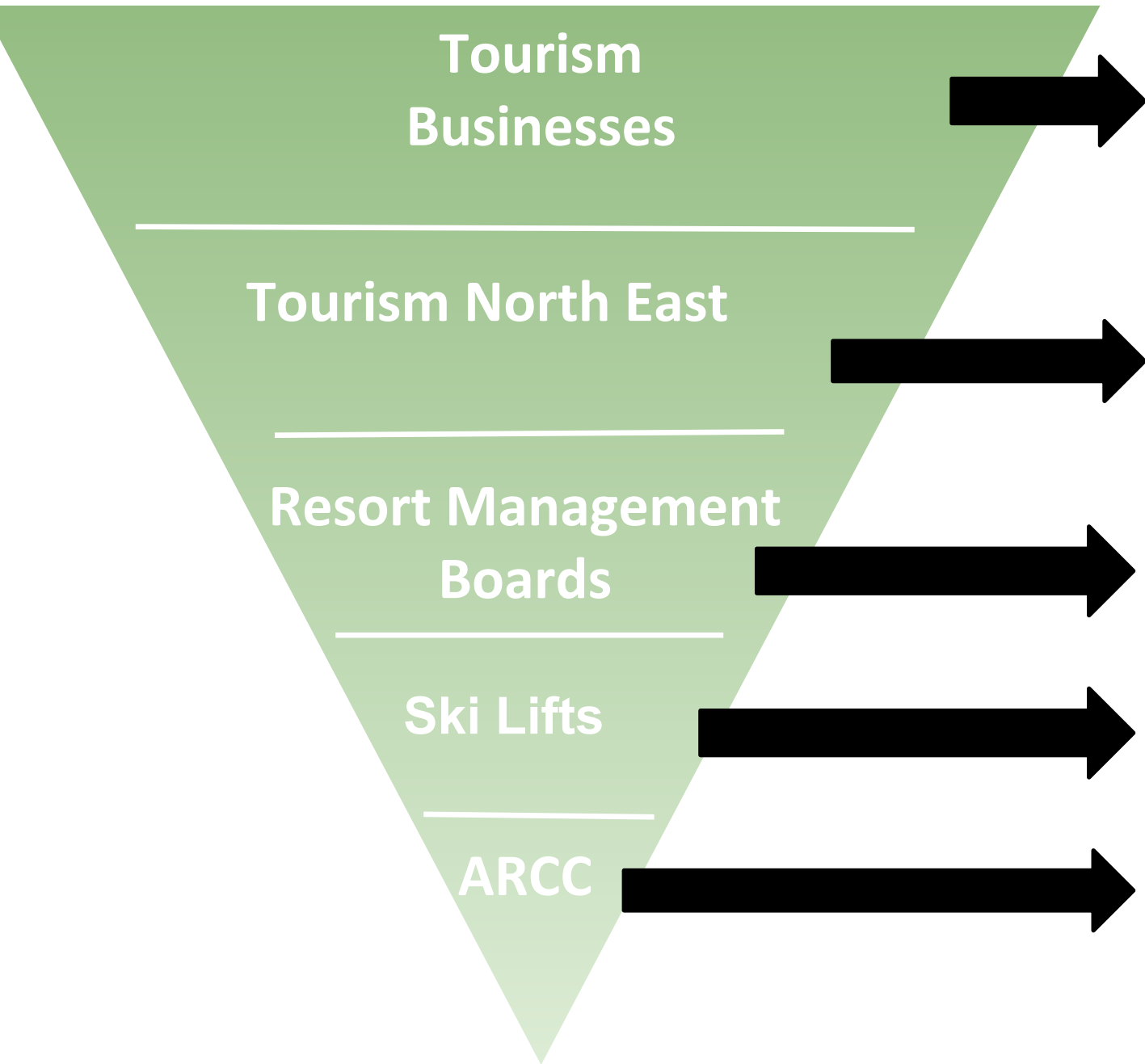
Regional Focus

Councils/RMBs

Destination Focus

**Tourism
Businesses**

Business-specific Focus



Tourism
Businesses



Business-specific

Focus, Underpin marketing, social media msging, product development, packaging, on mtn collaborative efforts

Tourism North East



Regional Focus

Marketing (Collaborative for whole Vic Industry) Industry Development, Product Development, Advocacy, Research, Strategic Planning, Investment facilitation

Resort Management
Boards



Destinations

Operational (Rubbish, Rates, Roads) Advocacy, Resort Marketing

Ski Lifts



Destination

Snow Operations, Lift/Lesson/Hire/Accom, Marketing,

ARCC



National

Bureaucratic link between DELWP/Minister and resorts

Visit Victoria



TOURISM
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EAST

Tourism Victoria

OLD



You'll love every piece of Victoria



NEW

Visit Vic - Support



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- Regional Marketing Team most interested (VFR, Melbournians)
- **Create unified offer!**
- **PR/Marketing** support ‘off snow’ activity: apres ski, snow play, other reasons to be there.
 - Tell the ‘affordable’ snow story.
 - Tell the ‘memory making snow story
- Content sharing on **social media** channels
- **NOT** Interstate or International product

Visit Vic - Considerations



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- Must be collaborative
- Must know who its audience is with clear messaging
- Must be easily accessed (bookable and info available)
- Content must be high quality

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Snow Victoria

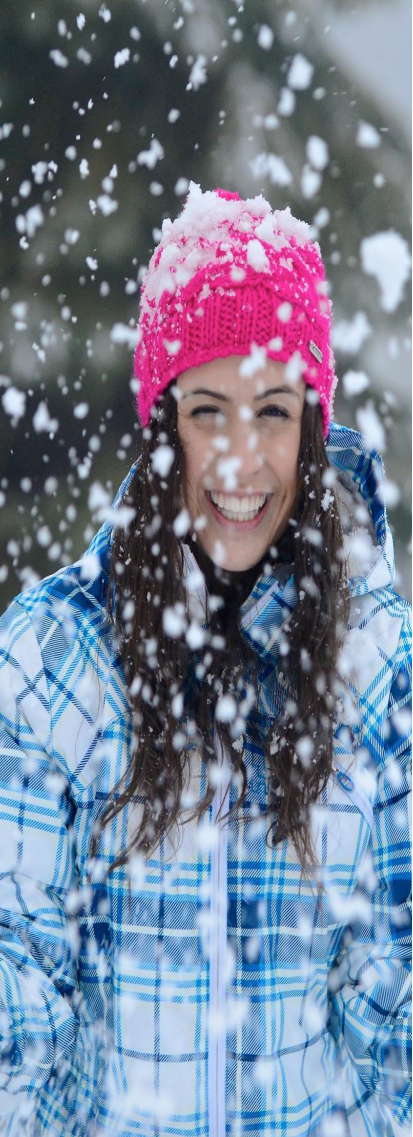


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www.snowvictoria.com

Cooperative snow marketing campaign - background



- Cooperative snow marketing campaign - various iterations *Ski Victoria*, *Snow Australia*, *Snow Victoria*.
- Last three years - gone to market under the Snow Victoria brand - in 2016 and 2017 managed by the ARCC, and in 2018 by TNE following consultation with the resorts.
- 2018 campaign funded by the Alpine Resort Management Boards via mandatory contributions to ARCC. RMB and lift co representatives provided input via a steering group.

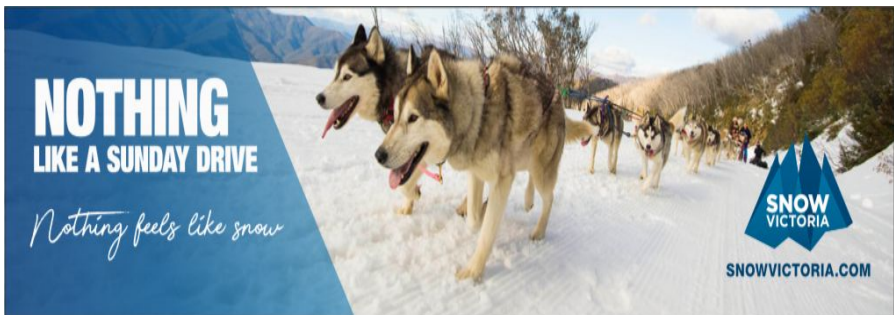
2018 Snow Victoria campaign - overview



- 2018 = Snow Victoria brand - a high-impact awareness campaign targeting new and lapsed snow visitors.
- Primary campaign objective:
 - *Grow visitation to the Victorian alpine resorts by targeting new and lapsed visitors and placing a Victorian snow experience in their consideration set as a memorable destination.*
- TNE delivered year three of campaign
- TNE will now deliver ongoing

2018 Snow Victoria campaign - creative

Billboards:



2018 Snow Victoria campaign - creative

Digital & social:

The screenshot shows the Herald Sun website interface. At the top, there's a navigation bar with 'Menu', 'Read the Paper', 'Subscribe', and 'Login'. Below this is the 'Herald Sun' logo and a search bar. A prominent banner at the top right of the page features the text 'Nothing feels like snow' in a cursive font, with 'LET'S GO' in a green button below it. The banner includes a photo of a smiling woman in a pink hat and a 'SNOW VICTORIA' logo. Below the banner are navigation tabs for 'NEWS', 'BREAKING NEWS', 'LOCAL', 'VICTORIA', 'LAW & ORDER', 'BOLT BLOG', 'OPINION', 'NATIONAL', and 'WORLD'. A row of four small images represents different snow activities: 'SNOW PLAY', 'SKI & SNOWBOARD', 'OTHER ACTIVITIES', and 'SNOW RESORTS'. The main content area features a large article titled 'STATE ELECTION TIGHTENS AS COALITION GAINS GROUND' with a photo of a man in a suit. Below this is a 'SNOW VICTORIA' advertisement with the same 'Nothing feels like snow' slogan and a photo of a woman in a pink hat. At the bottom, there are more article teasers, including one about 'Parents may pull kids out of school near drug-injection room'.

The screenshot shows a Facebook post from 'Snow Victoria', which is a sponsored post. The post features a video player with a play button icon. The video content shows a line of sled dogs pulling a sled on a snowy slope. Below the video, the text reads 'NOTHING LIKE A SUNDAY DRIVE'. Underneath the video is the website 'SNOWVICTORIA.COM' and the headline 'Nothing feels like snow'. A 'Learn More' button is positioned to the right of the headline. The post also includes the text 'Escape to a snowy wonderland and make long-lasting memories this winter. Build a snowman, learn to ski or take a thrilling sled dog ride - just a few hours from the city.'

The screenshot shows a mobile phone displaying the 'Snow Victoria' advertisement. The phone screen shows the 'THE AGE' logo at the top, followed by 'ADVERTISEMENT'. The main content of the ad is the 'Nothing feels like snow' slogan in a cursive font, with 'LET'S GO' in a green button below it. The ad features a photo of a woman in a pink hat and a 'SNOW VICTORIA' logo. At the bottom of the ad, there is a small text prompt: 'SCROLL TO CONTINUE WITH CONTENT'.

2018 Snow Victoria campaign - creative

Shopping centres:
(digital animated billboards)



2019 campaign direction



- Focus on a midweek message,
- Resort brands will be used in the campaign,
- TNE has secured \$150,000 of state government funding via Visit Victoria's Regional Events & Innovation Fund, which has been matched by \$50,000 each from Hotham, Buller and Falls RMBs.
- TNE is working with the respective lift cos to establish buy-in. Southern Alpine Resort Management Board and Dinner Plain have both confirmed buy-in.

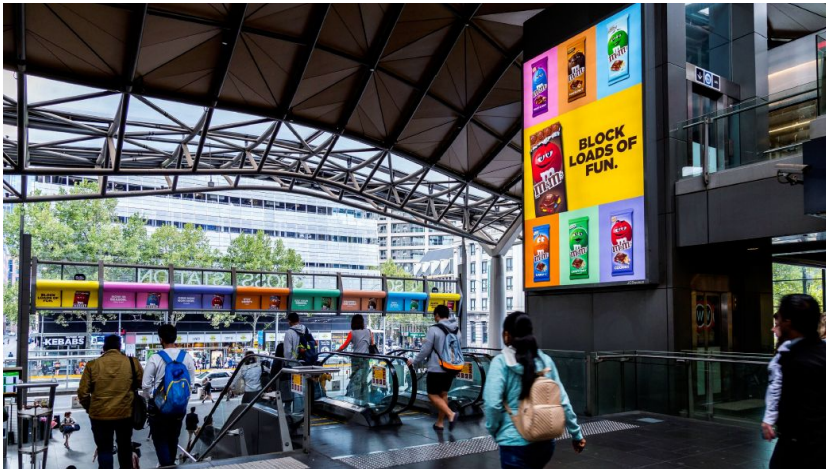
2019 campaign direction



- 2019 campaign will again be a high-impact awareness campaign,
 - Midweek visitation is the campaign focus
 - Target markets are: PRIMARY- Snow Seekers and Outdoor Lifestylers are the primary focus, SECONDARY Variety Hunters and Escape Artists
- Month-long ‘station activation’ at Southern Cross Station from early June to early July - capturing over 5.6 million visitors

Southern Cross Station Activation

- A fully immersive snow activation at Southern Cross for a one-month period.



2019 campaign overview



- The station activation + strong digital presence, with midweek offers from each resort directing customers straight to resort's website.
- Campaign message will focus on benefits of midweek visitation and why it's the best time to visit, including:
 - Cheaper prices with a strong focus on deals and value-adds
 - Better experience with less people and more time on the slopes
 - Less hassle, allowing visitors to save time and enjoy their snow experience quicker

RMB - 3 Year Focus



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2016 Resort Master Plan & 2017 Sustainable Growth Plan Visitor Growth from 250,000 to 350,000 Skier Days

Develop the 5 Precincts:

1. **Village Heart Precinct:** Hotham Village Town Square, Road Realignment, Skier/Pedestrian Safety, Transport/Bus Terminal, Centralisation of Medical/Ski Patrol/Ambulance, Increased Food and Bev Offer & Apartment & Hotel Development.
2. **Over Snow Link:** Pigmy Possum Habitat
3. **Davenport Village:** Residential Node, Community Facility's, Commercial Operators ie: Asguard & Jack Frost
4. **Wire Plain:** Shared Trail Network, Toboggan Slope Upgrade, Improved Visitor Facility, Continued Operator Support for Experiences
5. **Whisky Flat:** Biathlon Focus & Support, Alpine Training, Summer Camping, RV Parking, Glamping Operator

Infrastructure Upgrades: Rising Main Water Supply, Verge Sealing, Urban Amenity (Beautification) Rock Walling, Street Lighting, Pedestrian Access

Your Role?



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Group Discussion

**Where is the opportunity
for you?**

Resort Management
Board



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HOTHAM

Resort Management Board

RMB - What they do



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R.R.R. and Beyond

Our Mission:

A Shared Amazing Alpine Experience.

- Lodge assistance with compliance, leasing, building standards reports, business licensing and requirements for insurance etc. planning permit support and referral.
- Branding & Promotion... The True Spirit of Alpine Australia
- Events & Product Support: Cool Summer, Alpine Nature Experience, Traverse Hotham & Sled Dogs.... (Red Tape Break Down)
- Mountain Education Talks: Skier Safety, Environmental Fauna & Flora, Green Waste, Guided Bushwalks

RMB - Opportunities



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- Walking Groups (Guided Experiences)
- Cycling Groups (Family Bike Hire)
- School Camps
- New Australian Visitor Market (toboggans)
- Cross Country Workshops
- Snow Sports guided intro packages (Hotham 365)
- Lapsed Skiers e.g. Baby Boomers, Chics with Stix
- Alpine Workshops: Photography, Painting, Bush Craft, Back Country Awareness.....

Your Role?



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Group Discussion

**Where is the opportunity
for you?**

Tourism North East



TOURISM
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- Marketing (Collaborative for whole Vic Industry)
- Industry Development, (DAP, Collaboration)
- Product Development,
- Advocacy,
- Research,
- Strategic Planning,
- Investment facilitation
- Mediation
- Mentorship

Your Role?



TOURISM
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Group Discussion

**Where is the opportunity
for you?**

BREAK



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Next Workshop - Kickstart



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Destination Action Plan- 18 Feb 2019

- Owned by all - get the right people in the room.
- What if your brand essence (Hotham Lodges)
- Who is your audience
- What is your key message
- How are you accessed
- Blue sky thinking - Ideas Generation
- Action Categories
- Action Prioritisation
- Working Groups

Brand Essence



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- What differentiates Hotham Lodges
- What emotions are stirred
- What words come to mind
- What images come to mind

Brand Essence - (Milawa)



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To: Lifestyle Leaders (Couples under 20 & older couples over 55)
Who Need: to connect with each other while meeting **growers, farmers and makers** of magnificent food and wine.

The Milawa Gourmet Region

Is a: destination of **abundantly fresh, local, seasonal produce** grown and created right at the beginning of the King Valley food and wine journey.

That: offers a sense of **deep connection to people, place and product.**

Which: is uniquely varied and diverse in its offering of clean and green food grown by multi generational growers located on picturesque dirt roads located in the heart of the high country.

Because only: Milawa can offer such a **welcoming, scenic and convivial** opportunity to experience such a diverse range of artisanal food, wine, beer and spirits.

Next Workshop



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Destination Action Plan- 18 Feb 2019

<https://www.eventbrite.com.au/e/destination-action-plan-mount-hotham-tickets-55313243400?aff=ebdssbeac>

TNE Support

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