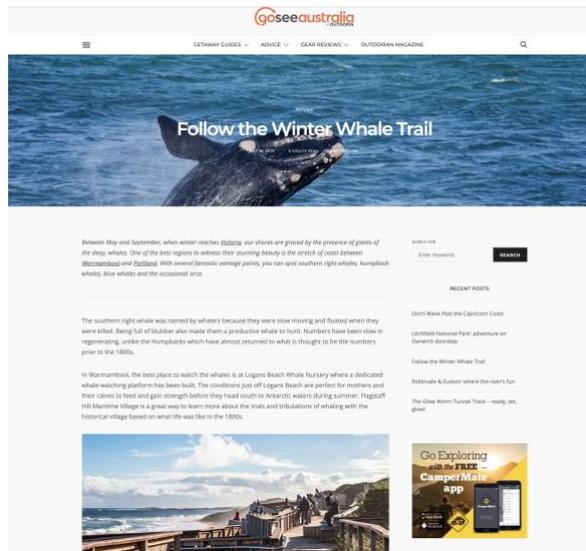


VISITOR ECONOMY REPORT – JULY 2019

DESTINATION MARKETING

Belgium filmmakers visited Warrnambool in July, for the filming of a documentary for Belgian television about Australia and New Zealand. In the documentary Wouter Deboot rides his bicycle and interviews people along the way, he spoke to Beth from the Visitor Economy team at the Whale Viewing Platform. They did a similar adventure in America which you can view here:

<https://www.een.be/bekijk-de-beste-momenten-uit-dwars-door-amerika>



GoSeeAustralia: Two glowing articles have been published on Warrnambool and the Winter Whale Trail on GoSeeAustralia after our journalist familiarisation trip in early July.

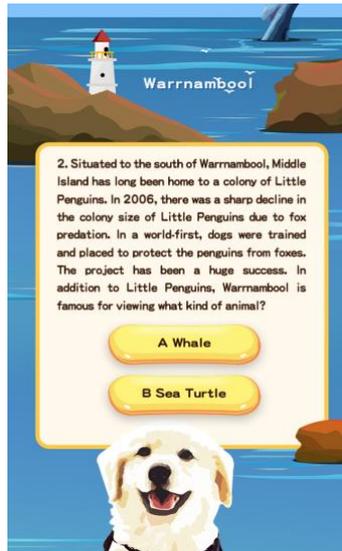
<https://blog.goseeaustralia.com.au/getaway-guides/vic/follow-the-winter-whale-trail/>

Avalon Magazine: I AM WARRNAMBOOL & GORRT worked with Avalon Magazine to secure a full-page advert and 3 pages of editorial on all the reasons to visit Warrnambool in winter. This free seasonal magazine is distributed at Avalon airport, at visitor points in the Geelong-Bellarine area and was also given to all delegates and attendees at the VTIC Victorian Tourism Conference this month.

Promotion with China's Xiamen Airlines & Tullamarine Airport:

In July Xiamen Airline and I AM WARRNAMBOOL ran a promotional campaign to raise awareness of unique Middle Island Penguin and Maremma Project. The campaign included content in their inflight magazines, the movie 'Oddball' available on all international flights for the month of July, an interactive mobile game, and content about Warrnambool shared via WeChat in China (Xiamen Airlines account has 1million followers) view the content here:

<https://mp.weixin.qq.com/s/iUP4cr71hog5yVUifLp2qw>



Winter Campaign Update:

The Winter Whale Trail has seen huge digital success with 5753 page views to <https://visitwarrnambool.com.au/itineraries-2/for-a-rainy-day/the-whale-trail/> in May-July 2019, with an average of 2m45s time spent on page which indicates content being consumed. This is compared to same time period last year which saw 1855 page views with an average of 1m48s time spent on page.

The Warrnambool Instagram Story campaign is about halfway through the boosting investment. The media spend is set to finish on the 31st of July. So far the campaign is tracking well, having driven 844 people through to the <https://visitwarrnambool.com.au/i-am-where-stories-unfold/> landing page. The cost per click & CTR is on par with what the regional story ads are achieving (between \$1.28 and \$2.41 CPC)

The Warrnambool Native Ads have been performing slightly above average. They drove a total of 2,384 people to the <https://visitwarrnambool.com.au/blog/family-friendly/warrnambool-family-memories/> landing page. The industry benchmark CTR sits at 0.55% where as our ads achieved at 0.58% CTR. The ad using the image from the lookout performed particularly well.

RACV Royal Auto Magazine feature 2020:

I AM WARRNAMBOOL hosted Royal Auto Magazine journalist Larissa Dubecki and her family this July for a week-long Winter Whale Trail experience. They attended Little Winter at Flagstaff Hill, Winter Weekends in Port Fairy, wildlife tours in Portland and a cultural tour at Budj Bim. Even though the whales were shy, Dubecki and her family raved about their holiday which will feature in the Winter edition of Royal Auto 2020.

EVENTS

Indoor Bowls: The Indoor Bowls Mixed Fours Tournament is set to be held on 3 & 4 August at Warrnambool Basketball Stadium. It is expected to attract around 200 participants from across Victoria. It is the first time the event has been held over 2 days. The event is being financially supported by the events team.

Gymnastics Championships: Warrnambool has once again been successful in securing the Gymnastics Victoria South West Regional Championships. The championships will be held at

Springers Gymnastics over 2 days on 28 & 29 September and it is expected that 550 gymnasts and their families will attend the event. The event will be proudly supported by the events team.

Homelessness Week Community Event: on Tuesday 6 August between 12 midday and 1.30pm there will be a free community event to reduce the impact of homelessness in Warrnambool. There will be knowledge sharing through speakers, BBQ and a Welcome to Country.

Warrnambool Student Wellbeing Week: returning for its second year with a great line up of guest speakers and information sessions all aiming to strengthen the community's potential to thrive despite adversity. Many of the evening sessions are to be held at the Lighthouse Theatre.

Tour of the South West: is set to return on 24 & 25 August and includes a Stage 3 Criterium in Warrnambool on the Sunday. The event is organised by Cycling Victoria and supported and sponsored by WCC Events team.

Variety Bash: Variety the Children's Charity are set to come through Warrnambool on 20 August. The fundraiser commences in Melbourne and concludes in Geraldton. The event will involve around 350 drivers and officials driving across Australia raising funds for Variety- the Children's Charity. The opening night will be hosted at Lighthouse Theatre and Council Events team is supporting the event.

Warrnambool Organ Festival: This year's event will be held over 23, 24 & 25 August. The event includes a gala dinner featuring Warrnambool Symphony Orchestra as well as a workshop, and various concerts and performances at St Joseph's Church.

Warrnambool Running Festival: Entries are now open for the annual Warrnambool Running Festival! This year's event will be held on Sunday 15 September and include a 6km run and walk, 12km run and half marathon. <https://www.wboolathclub.com/warrnambool-running-festival>

New Appointment: Jack Whitehead will commence as Events & Promotions Officer as for Monday 29 July.

FLAGSTAFF HILL MARITIME MUSEUM & VILLAGE

Membership Sales: During the Winter School Holidays visitors and locals are taking advantage of the great value \$85 family memberships with sales up 12.5% on last year.

Let'sGoKids Feature: Flagstaff Hill's Little Winter was the feature of LetsGoKids July Newsletter, and featured as banner ads on their website in the lead up to the school holidays <https://www.letsgekids.com.au/events/little-winter-school-holiday-program-at-flagstaff-hill/>

New Appointment: Kate Wake has joined the Flagstaff Hill team as Village Activations Co-ordinator.

New Village Residents: Andrew Peacock the peacock and two miniature goats have moved into the Flagstaff Hill Maritime Village joining the family of turkeys, chickens, ducks, sheep and maremma dogs.