

## ABOUT WANDER VICTORIA

### **What is Wander Victoria?**

Wander Victoria is Visit Victoria's (previously Tourism Victoria) new destination marketing campaign. It is designed to encourage Melburnians to get out of town and enjoy the simple pleasures of wandering through the diverse, natural settings in regional Victoria.

### **Why do we need this campaign?**

Melburnians need reminding about the quality and diversity of destinations and experiences on their doorstep. This is evidenced by the long-term decline in numbers of Melburnians visiting regional Victoria. The campaign will encourage Melburnians to re-connect with, or discover, the natural settings around us and inspire city-dwellers to step away from their busy lives and 'get out of town'.

### **What should we expect to see and where?**

A new advertisement in durations of 90, 60, 30 and 15 seconds will be shown across television and cinema throughout metro Melbourne from February 28, 2016. Fully integrated digital activity will appear across a broad range of online and social platforms using #wandervictoria. A dedicated wandervictoria.com website will provide detailed destination information and booking platforms.

### **Why should I visit Victoria when there are so many destinations to choose from?**

Whether it's for a few hours or a few days, visiting regional Victoria is easy, rewarding, surprising and rejuvenating. Wander Victoria encourages Melburnians to put a visit to regional Victoria on the consideration list among other leisure or entertainment choices – and more visits equals more appreciation of just how much there is to explore.

### **What are the main attractions of regional Victoria?**

Festival goer, food and wine connoisseur, culture vulture, thrill seeker, antique hunter or late sleeper – in regional Victoria, visitors can simply choose their interest or mode of relaxation and select a backdrop from bush, coast, alpine or desert then get in the car and go. The main attraction is being surrounded by nature, in whichever form that takes.

### **Which regions are included in the Wander Victoria campaign?**

All of Victoria's eleven distinct regions are featured in the campaign. The main 30 second film piece focuses on regions more than 2.5 hours drive from Melbourne, as these are most affected by declining visitor numbers. Subsequent 15 second film versions, as well as native advertising content and information on the website wandervictoria.com – have inspiration for visitors on all regions.

### **Are there any special offers or packages as part of the campaign?**

Wander Victoria has engaged with all of Victoria's regions to pull together easy to follow information in the form of guides to the eleven regions as well as themed information about spa and wellbeing, nature, food and wine, events, villages, arts and culture and information for families. In addition, there are links to book accommodation, attractions and experiences. *Go to [wandervictoria.com](http://wandervictoria.com)*