



## ABOUT THE CAMPAIGN

- *Melbourne. A Twist at Every Turn* is Visit Victoria's new interstate destination marketing campaign. It is designed to encourage interstate and New Zealand visitors to travel to Melbourne and experience its many layers - from sporting events, the arts, culinary experiences, design, fashion and retail and live music.
- Visit Victoria's Trip Tracker national research shows that preference for Melbourne has been softening year-on-year to June 2016. The new campaign addresses a need to remind interstate, and New Zealand visitors about the quality and diversity of Melbourne and its experiences.
- Tourism to Melbourne is worth \$8.9billion (3.3%) per annum and generates 89,900 jobs (4.4%).
- In the year ending June 2017, interstate overnight visitors to Melbourne accounted for \$4.3 billion in expenditure, 5.4 million visitors with solid growth recorded for spend (+15.6%) and visitors (+8.4%).
- In the year ending June 2017, Melbourne's largest interstate visitor markets were NSW (2.7m visitors, 2.3bn spend), QLD (1.0m visitors, 1.0bn spend), WA (422,300 visitors, \$611m spend) and SA (652,200 visitors, \$590m spend). New Zealand is the second highest international contributor to Melbourne, (\$414m spend) only behind China.
- The new brand campaign will be launched on Sunday 29 October 2017 in Australia in all areas outside Victoria, and on 31 October in New Zealand.
- The campaign will be a combination of paid (television, cinema, outdoor, digital and social media), owned (Visit Victoria websites and social media channels) and earned media channels (public relations and social media). Supported by an interactive video showcasing the depth and breadth of Melbourne's many experiences.
- *A Twist at Every Turn* is a cinematic foray through Melbourne's many moods as the characters twist and turn through unexpected moments, uncovering hidden gems while looking for their destination. Each frame feels different to the one before, with recognisable moments from iconic films setting the mood.
- The new film piece and marketing campaign plays on Melbourne's distinction as scenes transform from romantic to artistic, sporty to playful.
- Melbourne's appeal isn't just in its authentic, local experiences - it's the depth and diversity of them. It's also the way the city delivers them. Sophisticated, contradictory, intriguing, gritty, creative, romantic. Melbourne isn't a city that can be 'done' in just one visit. It's an exciting, evolving city that offers something new and exciting every time.