



DESTINATION PHILLIP ISLAND
&
PHILLIP ISLAND VISITOR
INFORMATION CENTRE

PARTNERSHIP PROSPECTUS 2019/20

VISITPHILLIPISLAND.COM VISITBASSCOAST.COM





Welcome

We are passionate about supporting the development of our regions Visitor Economy delivering sustainable growth in the local economy, growing thriving businesses, local jobs and enhancing visitor experience.

The Phillip Island and San Remo Visitor Economy future has been captured in the document Phillip Island and San Remo Visitor Economy Strategy 2035 which identifies the key challenges and opportunities for the region. Together with key partnerships we will work towards delivering those actions, growing together and taking our industry to a new level of visitor experience contributing to a vibrant year round economy and sustainable environment for the future.

Our annual partnership program offers the opportunity for all businesses to get involved and contribute to an extensive partnership program with Destination Phillip Island Regional Tourism Board and the Phillip Island Visitor Information Centres. We work with the State tourism agency Visit Victoria, nationally with Tourism Australia, and through our extensive strategic alliances and memberships to provide year round promotion and advocacy for the region.

Participation keeps you informed, receive invitations to industry events, promotes your business through our digital platforms, strategic alliances and marketing campaigns.

Kim Storey

General Manager
Destination Phillip Island Regional Tourism Board



We are here to help!

Kim Storey
General Manager

Pauleen Boulton
Tourism Development Co-Ordinator

A: PO Box 683, Cowes Vic 3922

T: 03 5952 2729

W destinationphillipisland.org.au



Destination Phillip Island Regional Tourism Board

Our Board

Destination Phillip Island Regional Tourism Board is the peak tourism organisation for the region.

Led by a board of skills based members and staff the organisation sets out to deliver the following :

- (a) To act as the peak Regional Tourism Board, focusing on the development and growth of the tourism industry in the region, strategic tourism development and advocacy for the region.
- (b) To consolidate the strategic direction of the tourism industry for the entire Phillip Island region and communicate with key partners such as Local Government, Tourism Victoria and other relevant independent legal entities,
- (c) Deliver Phillip Island industry development, product development, regional marketing, strong advocacy and united voice for the region, effective coordination and communication, skills training, leadership and mentoring, networking, identifying investment/infrastructure opportunities, and managing tourism sustainability

The Vision

“Phillip Island is recognised nationally and globally as a world-leading sustainable tourism destination, where tourism is embraced by the community”

The Phillip Island and San Remo Visitor Economy Strategy 2035

The Phillip Island and San Remo Visitor Economy Strategy 2035 has set a roadmap for the development of the Visitor Economy for the region over the next 20 years.

Destination Phillip Island is committed to work with organisations, Council and industry partners to advocate and deliver key outcomes to grow the sustainability of this vital economy to the region.

Copies of the strategy are available at our Industry Website destinationphillipisland.org.au



Communication Resources

Website **destinationphillipisland.org.au**

Our organisation website is a source of information and resources for local industry.



Follow our Facebook Industry Page [@facebook.com/destinationphillipislandindustry](https://www.facebook.com/destinationphillipislandindustry)



Monthly eNewsletters and other eMail communications are sent to our partners with information on key happenings, opportunities and industry news. This can be sent to various staff members of your organisation please let us know the appropriate email addresses.



Image Library

Access a range of still and moving imagery via the Visit Victoria Content Hub search Phillip Island Visit contenthub. [visitvictoria.com](https://www.visitvictoria.com)



RACV Victorian Tourism Awards

Each year, Destination Phillip Island provides opportunities for support to enter the RACV Victorian Tourism Awards.

Award information is available at victoriantourismawards.com.au



Professional Development Opportunities

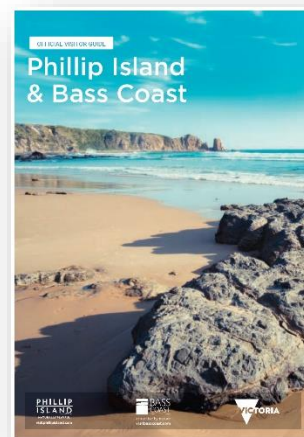
Destination Phillip Island runs a series of professional development workshops throughout the year including Social Media, management, marketing and others.

Our major event is the annual conference held each September where we bring together an array of key speakers and presentations to inspire local industry.

Official Visitor Guide

Invitations to advertise in our official collateral. The current guide has a print run of 120,000 copies distributed to Car Rentals, Visitor Information Centres, Automobile associations including RACV, consumer events and various sites across the state, SA and NSW.

The guide is aimed at helping potential visitors plan their trip, as well as encouraging current visitors to stay longer or plan a return trip.



Phillip Island

Figures represents all of Bass Coast Shire

Key Regional Tourism Statistics (Year ending September)

Tourism Economic Contribution	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	AAG (2012-17) (% p.a.)	YOY change (2016-17) (%)
Gross Regional Product (GRP)								
Direct GRP (\$m)	184	198	181	165	199	212	2.8%	6.3%
Indirect GRP (\$m)	191	207	183	153	188	196	0.4%	4.3%
Total GRP (\$m)	376	405	364	318	387	407	1.6%	5.3%
Direct GRP (%)	21.6%	22.3%	19.9%	17.3%	20.4%	20.3%	-1.2%pt	-0.1%pt
Indirect GRP (%)	22.4%	23.2%	20.2%	16.1%	19.2%	18.8%	-3.6%pt	-0.5%pt
Total GRP (%)	44.0%	45.5%	40.2%	33.4%	39.7%	39.1%	-4.9%pt	-0.6%pt
Persons Employed								
Direct Employment (000s)	3.4	3.6	3.1	2.7	3.1	3.3	-0.3%	5.3%
Indirect Employment (000s)	1.0	1.1	1.0	0.8	1.0	1.1	1.2%	4.8%
Total Employment (000s)	4.4	4.8	4.1	3.5	4.2	4.4	0.0%	5.2%
Direct Employment (%)	33.7%	36.0%	30.3%	25.7%	29.3%	29.7%	-4.0%pt	0.4%pt
Indirect Employment (%)	10.2%	11.2%	9.8%	8.0%	9.7%	9.8%	-0.5%pt	0.1%pt
Total Employment (%)	43.9%	47.2%	40.1%	33.7%	39.0%	39.5%	-4.4%pt	0.4%pt

Years ending September Visitors, Nights and Expenditure	2013	2014	2015	2016	2017	2018	AAG (2013-18) (% p.a.)	YOY change (2017-18) (%)	2018 Share of Total
Domestic									
Daytrip visitors (000's)	1,366	1,192	1,183	1,343	1,236	1,455	1.3%	17.7%	60.4%
Overnight visitors (000's)	722	771	793	850	884	905	4.6%	2.4%	37.5%
Total domestic visitors (000's)	2,088	1,963	1,976	2,193	2,120	2,361	2.5%	11.3%	97.9%
Visitor nights (000's)	2,130	2,469	2,172	2,525	2,662	2,394	2.4%	-10.0%	93.7%
Length of stay (nights)	-	3.2	2.7	3.0	3.0	2.6			
Daytrip Expenditure (\$m)	-	97	88	108	104	126	-	20.5%	26.3%
Daytrip spend per trip	-	81	74	80	84	86			
Domestic Overnight Expenditure (\$m)	231	269	264	317	335	335	7.7%	0.0%	70.0%
Domestic Overnight Spend per Visitor (\$)	321	349	333	372	379	370			
Domestic Overnight Spend per Night (\$)	109	109	122	125	126	140			
Total Domestic Expenditure (\$m)	-	366	352	424	440	461	-	4.8%	96.3%
International									
Overnight visitors (000's)	29	35	39	50	55	50	11.8%	-8.3%	2.1%
Visitor nights (000's)	-	-	-	-	-	-	-	-	-
Length of stay (nights)	-	-	-	-	-	-			
International Overnight Expenditure (\$m)	8	12	-	15	15	18	16.9%	17.9%	3.7%
International Overnight Spend per Visitor (\$)	285	341	-	295	277	357			
International Overnight Spend per Night (\$)	-	-	-	-	-	-			
TOTALS									
Visitors (000's)	2,117	1,997	2,015	2,244	2,175	2,411	2.6%	10.8%	
Visitor nights (000's)	2,226	2,615	2,331	2,660	2,826	2,556	2.8%	-9.5%	
Expenditure (\$m)	383	378	370	439	455	479	4.6%	5.3%	

Sources: National and International Visitor Survey, Regional Expenditure Model, September 2018, Tourism Research Australia.

Regional Tourism Satellite Account 2016-17, Tourism Research Australia

Note: Figures noted as '-' are under the publishable threshold.

AAG = Average Annual Growth. YOY = year-on-year growth



Marketing

Key Marketing Objectives

- Increase visitation during low and shoulder seasons
- Increase overnight stay
- Increase visitor yield

Examination of the trends over the past five years highlight the importance of reversing the patterns of declining average stay and average spend per person in Phillip Island and San Remo compared to other parts of Regional Victoria. The aspiration is to increase average stay and spend to align with trends in Regional Victoria (or above) by 2035.

The market segments identified with the greatest potential to achieve this goal are:

Our Target Markets

Domestic Market Segment - Lifestyle Leaders

- Core Market: Inspired by Nature (nature and adventure)
- Growth Markets: Creative Opinion Leaders (arts and culture)

Partnering with Visit Victoria to amplify Phillip Island and San Remo experiences and venues as well as develop our own supporting campaigns throughout the low and shoulder season.

International Market Segment – Experience Seekers

- Core Markets: Nature in Australia (nature and adventure)
- Growth Market: Australian Journey (touring)
- Key Countries: Asia and Western Hemisphere, UK, Europe, SE Asia, China, India

We work in the international markets with our own International Program, Tourism Australia and invest in partnerships with Go Beyond Melbourne and the Sydney Melbourne Touring programs to amplify our exposure and representation.



Digital Assets for Consumer Messaging



27,000

Facebook likes

@friendsofphillipisland



23,000

Instagram Followers

@phillipisland



2,000

Twitter

@phillipisland

“Our Facebook page had a reach of over 1.4 million people in the last 12 months”



visitphillipisland.com

Over 2.2million *page views*

Over 746,000 *visits*



Destination Phillip Island

Partners and Memberships



DESTINATION GIPPSLAND



Local Tourism and Business Associations

There are two local tourism and business associations which provide industry benefits.



E: srdtb@outlook.com



E: members@pitba.com.au

W: pitba.com.au

Increase your digital reach with an ATDW listing.

The Australian Tourism Data Warehouse (ATDW) is an essential digital marketing tool that provides Victorian tourism and event operators with increased reach to their target audience. The ATDW collects, stores and distributes tourism and event product information to National, State and local tourism websites, including the official tourism website for Victoria, visitvictoria.com.

Benefits

A listing on visitvictoria.com

Reach an **engaged** global audience of over **9.5 million annual visitors** on the official tourism site for Melbourne and Victoria.

Exposure across key tourism websites

Distribution to a network of tourism sites including australia.com and official regional sites.

Integrate with Visit Victoria

Opportunities to leverage Visit Victoria's **consumer marketing & data driven marketing technology**.

Enhance your digital marketing capability

Access to **training, education** and **support** from a dedicated team.

Control your messaging

Listings are **self-authored** with updates **automatically** reflected across all channels.

Support your region

ATDW listing fees are **re-invested** to your region to support local marketing activities.

Exposure Opportunity

visitvictoria.com page views:

20.9M (+7%)

visitvictoria.com visits:

9.5M (+18%)

visitvictoria.com device usage:

55% mobile

Victorian ATDW listings:

5,000+

Victorian ATDW distributor sites:

107+

LISTING FEES

- Events – FREE
- Non-for-profit organisations – FREE
- Accredited businesses* \$120 (\$10/month, billed annually)
*ATAP, Ecotourism or CIAA
- Standard businesses – \$295 (less than \$25/month, billed annually)

HOW TO CREATE A LISTING

1. Register at atdw-online.com.au
2. Fill in your listing template
3. Submit it for review and wait 1-2 business days
4. Your listing will be published to visitvictoria.com and numerous other travel websites

Find out more

Visit Victoria's ATDW Support Team

W: corporate.visitvictoria.com

P: 1300 306 366

E: atdwsupport@visitvictoria.com.au





My Phillip Island Ambassador



In response to the Phillip Island and San Remo Visitor Economy Strategy 2035 (Action 12) to create an Ambassadors Training Program, Destination Phillip Island together with the Bass Coast Shire Council secured a significant grant through the Regional Events and Innovation Fund by the State Government to develop an online learning system.

The aim of the project is to create an industry recognised Ambassadors Training Program for frontline staff and volunteers. To go beyond customer service training teaching the basics of exceeding customer expectations, why tourism is important to our region and give destination product knowledge to mobilise Phillip Island and San Remo frontline workers to turn every visitor encounter into a positive experience.

The objective of this project is to develop an accessible, industry focused, online customer service training program for Phillip Island and San Remo tourism, hospitality and retail businesses with front line staff that is sustainable long-term.

The program should enable all front-line employees, volunteers, businesses and leaders to act as regional ambassadors and assist visitors to experience and connect with the regional character.

Ideally the program will help align the community and reinforce the importance of working together to enhance the visitor experience and grow our visitor economy.

All financial partners will be registered once 19/20 financial year payments are received. This will provide them with a Business Dashboard with special access to monitor progress of staff, job advertising and other access.

More information will be released in the coming months.



Phillip Island Visitor Information Centre

The award-winning Phillip Island Visitor Information Centre will take your business further in 2019–2020.

With over 20 years of experience in the local economy, we continue to be the lead source of quality information for visitors and residents to the Phillip Island Tourism region; including Bass Coast and surrounds

Our services increase awareness and engagement of residents and visitors on where to stay, things to do, see, eat and drink in the area.

More importantly, we can advocate on behalf of your business to entice visitors to your business.

Bass Coast Shire Council manages the following assets to inspire and inform residents and visitors.

- Newhaven Visitor Information Centre
- Cowes Visitor Information Centre
- Inverloch Visitor Information Centre
- Information Centre Phillip Island Facebook Page **@pivisitorinformationcentre**
- **visitbasscoast.com** website
- Sun, Surf and Sand summer magazine
- Event and Market Calendars
- Arts and Culture Guide
- Walks and Trails Booklet
- Tourism Brochure Displays
- Destination Maps



27,000+ phone & email enquires



Accommodation advice and bookings



163,000 walk in visitors



Open 7 days per week, 364 days per year



Online booking service



Provide leadership and support for local industry



Face to Face interactions leads to higher spend, longer stays & return visitation



Attraction and Event ticket sales



A selection of merchandise, local produce, postcards, maps and books



Free Wifi



Visitor Information Centre Statistics

39%

of our visitors stopped by the information centre to get information and speak to a local

55%

of our visitors come to the visitor centre to purchase tickets for an attraction

89%

of surveyed respondents said they definitely will or probably will spend more in the area after visiting our centre

How do we promote our partnership businesses?

- Provide a professional accredited Visitor Service network across the Bass Coast including online Visitor Information service and booking facility
- Increase visitor numbers, length of stay and expenditure within the region
- Provision of advertising opportunities for local business and event organisers
- Industry advice, support and data collection
- General tourism information including maps and brochures
- Contribute to community involvement



WEBSITE

visitbasscoast.com



137,441 *visits*

408,006 *page views*

Partnership Packages and Benefits

Please review our Partner Package benefits and choose one that best suits your business. Prices are based on a financial year, renewable by 1 July each year and inclusive of GST.

B E N E F I T S	ESSENTIALS	PREMIUM	PLATINUM
PARTNERSHIP PACKAGE PRICE (INC GST)	\$185	\$385	\$635
Visitor Services			
Online and visitor enquiries referrals to your business via phone, email and mobile promotions	✓	✓	✓
Online booking platform access with ongoing support and advice	✓	✓	✓
Access to online booking service with live booking capability	✓	✓	✓
Listing on the tear off map distributed at the Visitor Information Centre & local businesses	✓	✓	✓
Invitation to Visitor Services morning tea and presentation event	✓	✓	✓
Affiliate booking service opportunities (option to have Bookeasy affiliate booking gadget on business website)	✓	✓	✓
Visitor Information Centre upgrade options			
Purchase add on brochure display at Newhaven and Cowes Visitor Information Centres	+ \$150	+ \$150	+ \$150
Purchase add on brochure display at Newhaven, Cowes, Inverloch Visitor Information Centres, A3 poster at Newhaven and Cowes	+ \$490	+ \$490	+ \$490
Public Relations and Media Support			
Eligible for inclusion in social media posts on visitphillipisland digital assets	✓	✓	✓
Submit a blog post story for promotion on the regional site visitphillipisland.com		✓	✓
Dedicated social media post from content supplied from you and insights report		✓	✓
Inclusion in a BLOG story promoted across all visitphillipisland Platforms		✓	✓
Dedicated blog post for promotion on the regional site visitphillipisland.com			✓
Dedicated blog post for promotion on the regional site Profile business in consumer Newsletter			✓

Marketing			
Business listing on visitbasscoast.com and visitphillipisland.com with high quality photos, description and booking service links	✓	✓	✓
Inbound links to your website, Facebook, Instagram	✓	✓	✓
Online booking link for restaurants	✓	✓	✓
Promote your key events on the regional events calendar*	✓	✓	✓
Discounted advertising opportunity in Official Collateral	✓	✓	✓
Priority listing on visitphillipisland.com		✓	✓
Opportunities to participate in micro marketing campaigns throughout the year (extra costs may apply)		✓	✓
ATDW Listing included at a discounted rate of \$245 provides visitvictoria.com , visitmelbourne.com , Australia.com listings and more (save \$50)			✓
Industry Development, Support and Research			
Industry eNewsletter and board updates	✓	✓	✓
Invitations to Industry training, workshops and annual conference	✓	✓	✓
Quarterly Visitor Arrival Statistics and any consumer research we commission	✓	✓	✓
Support with Victorian Tourism Industry Awards applications including letters of support and mentorship for new applications	✓	✓	✓
Business Registration in the My Phillip Island platform to manage employees and access jobs board and special offers	✓	✓	✓
Quarterly Visitor Arrival Statistics and any consumer research we commission	✓	✓	✓
Support with Victorian Tourism Industry Awards applications including letters of support and mentorship for new applications	✓	✓	✓
Invitation to annual Destination Phillip Island Board lunch			✓

For more information, **Code of Conduct and Terms & Conditions**
and Booking Links view at destinationphillipisland.org.au
Book direct: destpi.wufoo.com/forms/partnership-packages-20192020/



For more information contact us at:



Destination Phillip Island
PO BOX 683
Cowes 3922

 03 5952 2729

 info@visitphillipisland.com.au



Phillip Island Visitor Information Centre

Contact: Jenni McMillan

 1300 366 422

 piinfo@basscoast.vic.gov.au