

For The People

X

Snowy Valleys

Marketing Strategy

Brand voice, marketing framework, key audiences, journeys & messaging, go-to-market strategy, recommended brand activations, leveraging key events and partnerships, indicative marketing executions, implementation recommendations

What's inside

Following this page, you'll find a marketing strategy for driving visitation to the Snowy Valleys. This is not about simply planting the message: visit Snowy Valleys. It's about defining the product that is the Snowy Valleys for and finding a market for it. The Snowy Valleys isn't one singular experience or attraction that will draw visitors, but rather a combination of experiences across the region - so a key component of the strategy is how to package these experiences in a way that makes sense to outside visitors.

Changing behaviour (driving visitation) is no small task, and this strategy won't be successful unless this effort is bigger than individual businesses, and bigger than the council - a true partnership of community, council, and neighbouring regions.

The destination brand strategy positioned the Snowy Valleys.

This marketing framework about helping make decisions that allow council to facilitate and experiences that are quintessentially Snowy Valleys, guide visitors from one experience to another, and helping council and community reach the right people who'd be excited about the kind of experience the Snowy Valleys can offer.

As a result of this positioning this document defines: who will we speak to, what touchpoints will we reach them on, and what will we say to them?

- **Key audiences, journeys and messages**
- **Go-to-market strategy** incorporating media mix — owned (website, signage, print etc)
- Recommendations for **brand and marketing activations**
- Recommendations for leveraging **key events and partnerships**

Contents

1. Understanding our audience
2. Understanding how we'll reach our audience
3. Understanding how we work with partners and the community
4. Understanding how we communicate
5. Packaging up what we've got
6. Deciding what to say

Understanding our audience

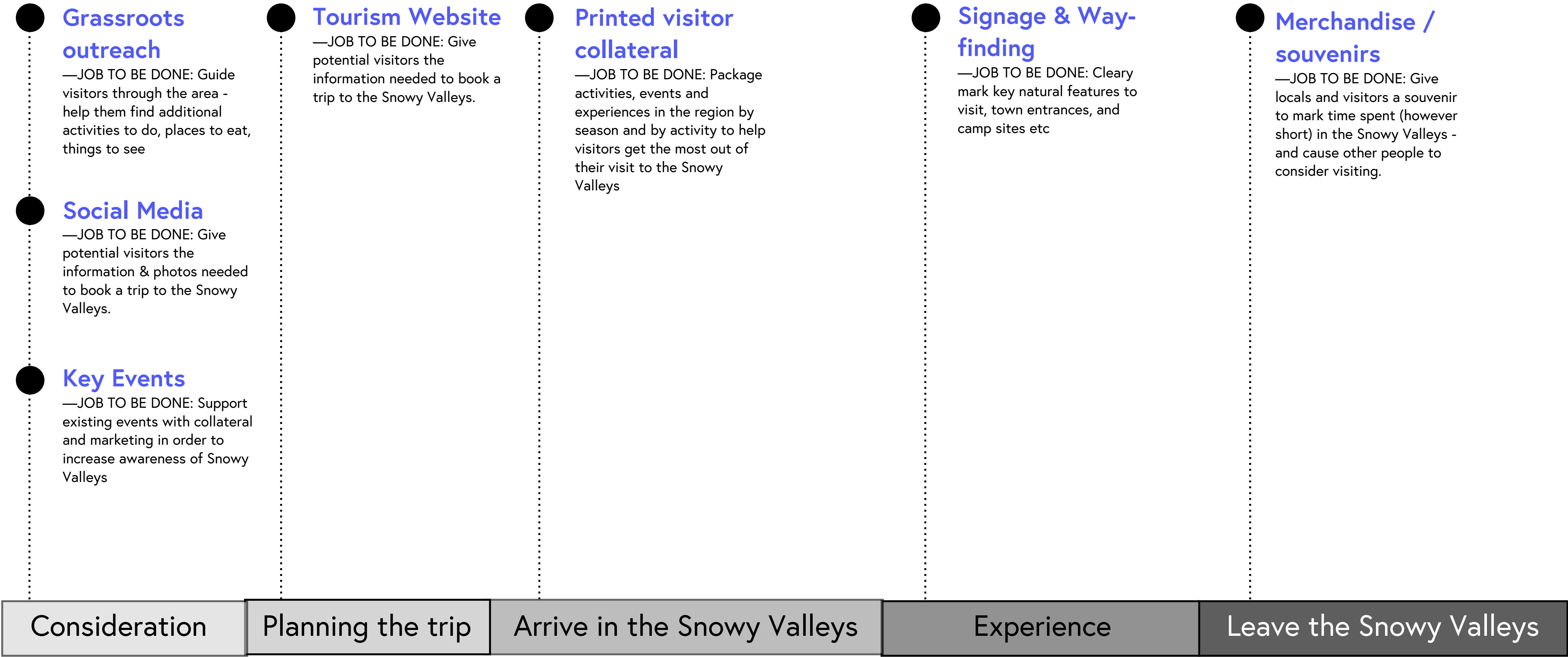
Key audiences

	Soft Adventurers*	Campers / Roamers	Foodies
Goal	Have an adventure in a beautiful place.	Find a place to 'get away from it all', peace and quiet, change of pace.	Have authentic, one-off experiences with food.
Needs	Information on where to go for specific activities - i.e. cycling tracks, camping spots, or guides for particular activities that require tourism operators	To learn about produce in the region, meet the makers where possible and have one-off experiences with food, wine and beer.	Proximity to nature. Photos of area - when planning trip. Suggested routes for different itineraries. An idea of how difficult activities are - especially if with children.
Pain Points	<ul style="list-style-type: none">• Unclear marking and way-finding• Limited food & accomodation options	<ul style="list-style-type: none">• Description versus reality of natural beauty - where are the really beautiful spots?• Lots of ground to cover and lots of potential camping, hiking, walking spots - which to choose?	<ul style="list-style-type: none">• Navigating a large area - what's the ideal 'foodie' tour of the area?• Limited food & accomodation options - produce is grown here but hard to find cellar doors etc
Behaviours	<ul style="list-style-type: none">• Plan trips with others - it's partially a social endeavour• Share photos of their trip• May return year on year with regular events / activities or	<ul style="list-style-type: none">• Bring supplies with them, but may need to top up on them depending on how long they stay	<ul style="list-style-type: none">• Want one-off experiences• Share photos of their trip

* Our main target

Customer journey, key touch-points and job to be done to drive visitation

Touch-points



Recommended brand and marketing activations

1. Develop printed collateral (Seasonal guides to the Snowy Valleys, activity based guides)

- Map seasonal events, activities and experiences for seasonal guides and produce a seasonal zine for marketing
- Gather content and produce evergreen interest-based guides for key activities (cycling, fishing, camping, etc.) to place in visitor centre and in neighbouring regions
- Produce regional Snowy Valleys map with key features, walks, and attractions to help visitors navigate

2. Build library of high quality video and photography (Photos, photography, drone footage, and community footage)

- Develop regional video to be used on website, social media and grassroots outreach
- Develop photo library for use in printed and digital collateral

3. Establish digital presence (website, social media & cross promotion)

- Develop tourism website to help visitors plan trips to the Snowy Valleys
- Incorporate 'what's on' from an event perspective as well as including information from the interest-based guides (cycling, hiking, camping etc) & bookings for accommodation etc. would also need to be included in this
- High quality imagery and video will be key to attracting visitors
- Establish regular 'what's on this season in the Snowy Valleys' e-newsletter
- Develop social media strategy to include Instagram and Facebook events

- Establish regular posting schedule, key hashtags, and guest posts to highlight the seasons, local producers, and things to do in the Snowy Valleys
- Develop relationships with neighbouring councils & other partners (i.e. Destination Riverina Murray, Destination NSW) in order to regram content, cross promote events and reach new audiences
- Like with the website, high quality imagery and video will be key to the impact of Snowy Valley's digital presence

4. Develop merchandise starter pack

- Launch merchandise to celebrate individual town diversity under the banner of Snowy Valleys region

5. Launch brand to community

- Launch party - release merchandise, video, photos signage and introduce council support for local organisers and operators who are driving visitation to the area
- Could coincide with an existing festival or market and be set up as a photo exhibit, etc.

6. Launch council support to key community members

- Articulate clearly tiered Council support structure for locals looking to drive visitation to the area (website, printed collateral)
- Establish regular mechanism for gathering event information from event organisers (could be as low-fi as a closed, dedicated FB group)

Understanding how we'll reach our audience

1. Use brand to highlight the region's diversity while driving attribution to Snowy Valleys
2. Use the seasons to package activities in the Snowy Valleys
3. Guide visitors by interest
4. Celebrate local pride & look to locals to lend a hand

Go-to-market strategy

Business Objective	Marketing Needs	Marketing goals	Marketing strategy	Key Actions
<i>What the company wants to achieve.</i>	<i>The top areas of focus for marketing leadership.</i>	<i>What marketing will contribute to business objectives.</i>	<i>The approach marketing takes to achieve its goals.</i>	<i>How the marketing strategy will be executed.</i>
Drive visitation to the Snowy Valleys.	<ul style="list-style-type: none">• Highlight the region's diversity but ensure attribution goes to Snowy Valleys• Package what there is to do in the Snowy Valleys• Guide people through a range of activities in a diverse region• Celebrate and leverage local pride	<ul style="list-style-type: none">• Find, reach and cultivate audience that has an awareness of what's on in the Snowy Valleys and what is on for them.• Find opportunities to work with the locals who are already reaching visitors• Build relationships with adjacent regions and tourism bodies	<ul style="list-style-type: none">• Implement a unified brand system highlighting diversity• Map seasonality to package the activities focused on soft adventurers• Create year round regional guides based on activity• Support this position with marketing communications• Communicate role as community supporter and facilitator of new experiences	<ul style="list-style-type: none">• Partner with adjacent regions and tourism bodies• Ongoing event outreach and marketing - see Key Events to Leverage• Recommended activations - see next page

Understanding how we work with partners and
the community

Council's role: facilitate visitation to the area by providing support to events, initiatives and experiences that bring visitors to the area

COMMUNITY'S ROLE

Founding events & experiences

- Found new events
- Administrate, market operate and attend events / exp.
- Foster a collaborative business community

COUNCIL'S ROLE

Facilitating events & experiences

- Reach more people by packaging community events as seasons
- Support key events with grassroots marketing
- Introduce pathways for entrepreneurial locals

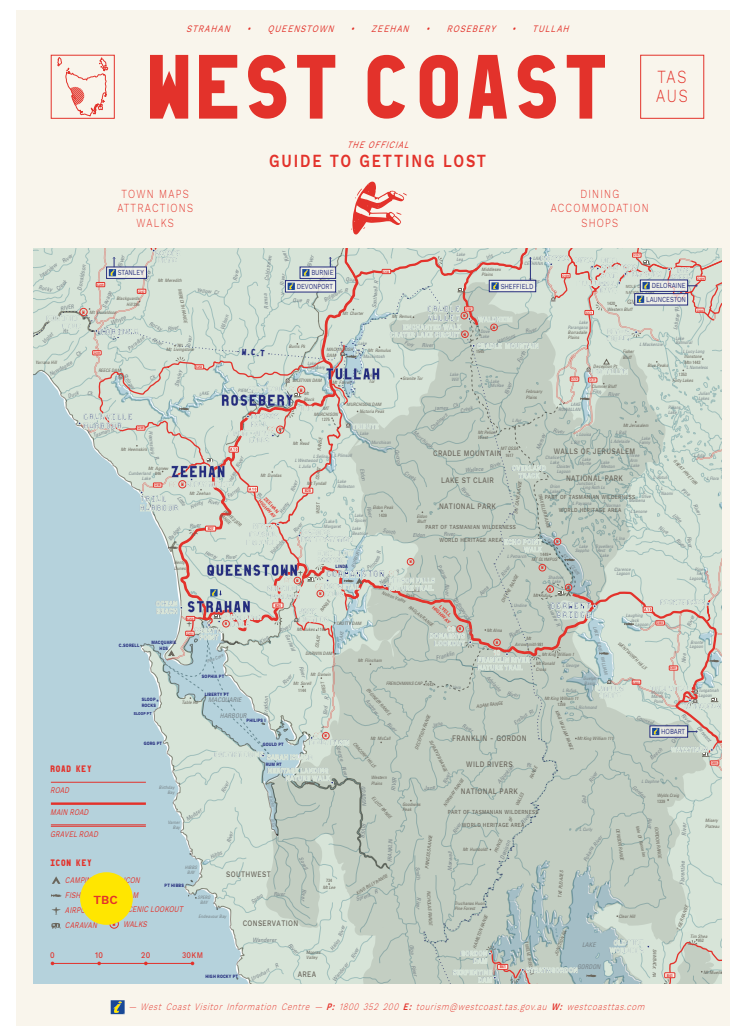
Provide tiered council support for locals driving visitation to the area.

Events, one-off experiences ←-----→ Tourism operators

Tier One	Tier Two	Tier Three	Made in the Snowy Valleys
Co-promotion of event or experience from SVC to external audiences, Financial support from Council, listing on seasonal 'what's on in Snowy Valleys' brochures and website	Financial support from Council, listing on seasonal 'what's on in Snowy Valleys' brochures and website.	Listing on seasonal 'what's on in Snowy Valleys' brochures and website.	A program that gives local operators collateral, messaging and tools to tell the Snowy Valleys story to their customers.

Recommendations for leveraging partnerships

Cross promotion through high quality photography, videos, collateral & experiences to adjacent councils and tourism bodies.



Ex: **Regional maps** on display in regional airports



Ex: **Regional video** for West Coast Tasmania, currently being shown on Spirit of Tasmania (\$0 advertising)



Ex: **Pop up Snowy Valleys market stall** with the best of what's in season in the Snowy Valleys - photography, food, merchandise and what's on in the area

Packaging up what we've got

Packaging up what we've got

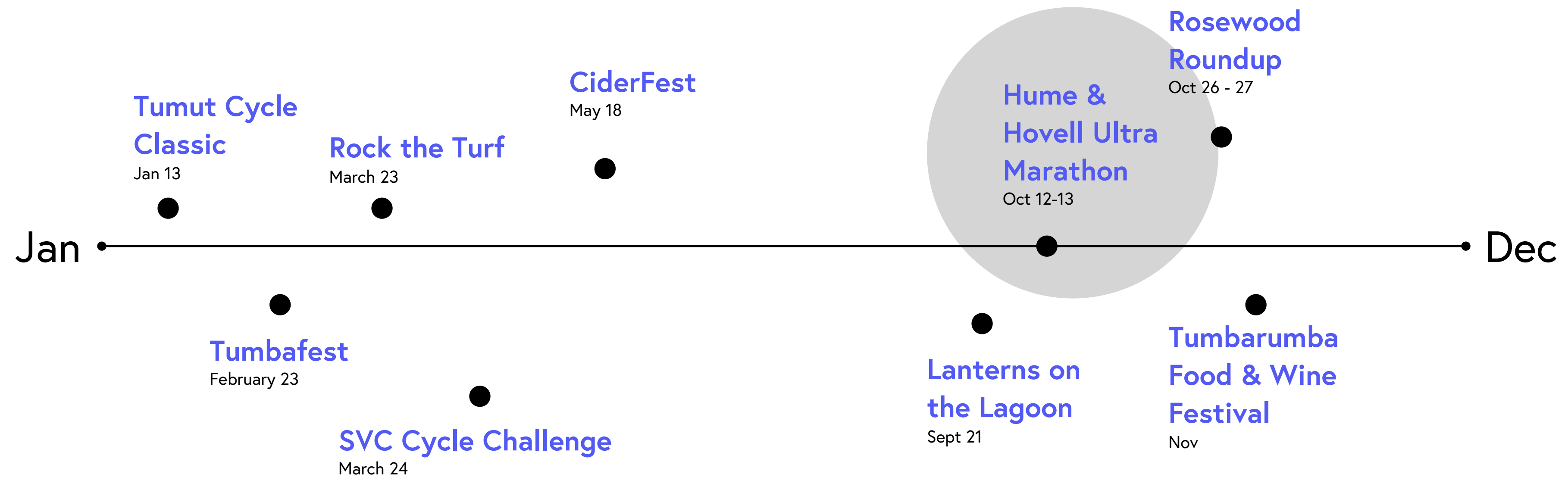
1. Map events, experiences and events by season
2. Pick events which drive visitation (or could drive it in future)
3. Locate key audiences in nearby markets
4. Provide seasonal collateral appropriate for event and audience

Example - Step 1



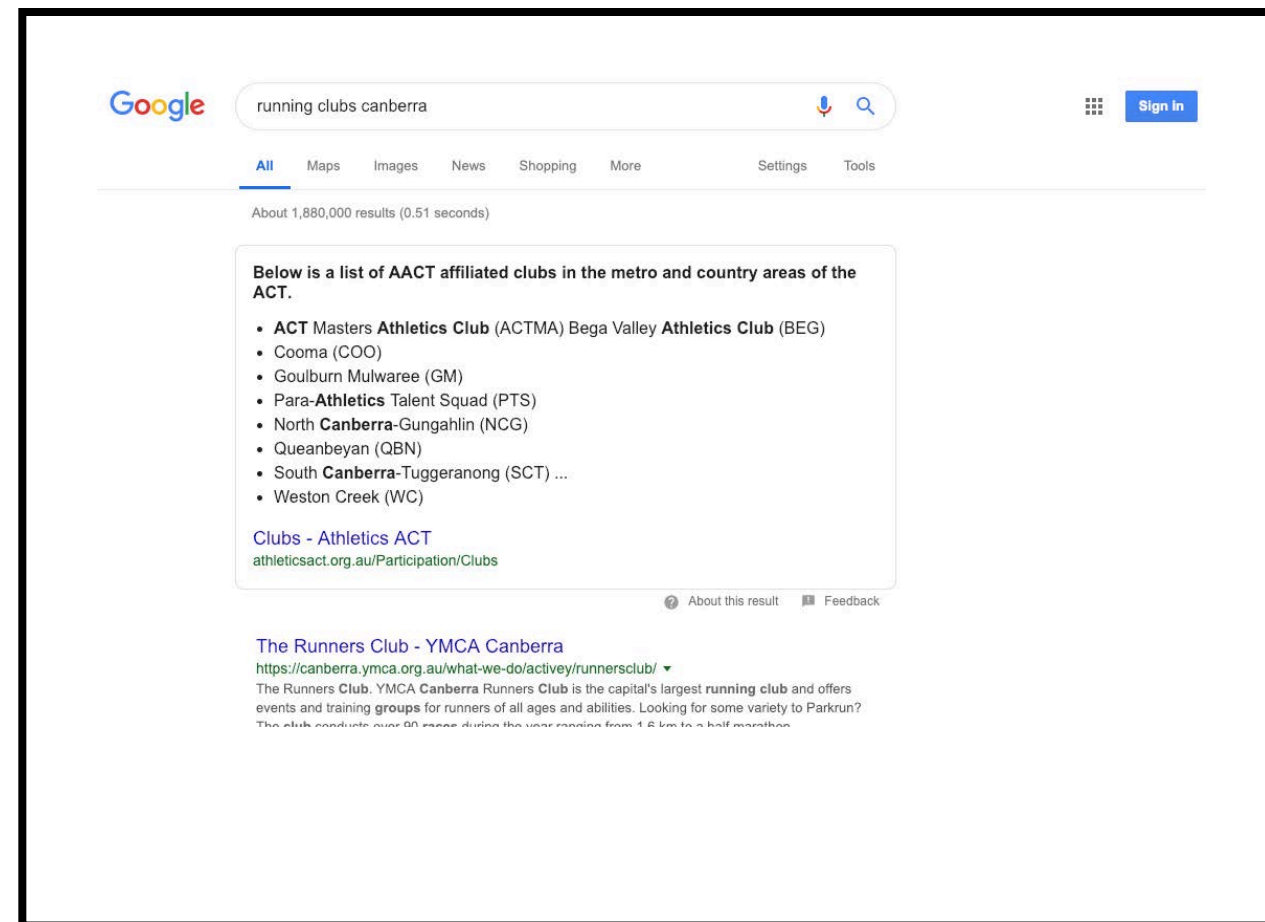
1. Map visitor events, experiences and activities by season. Ask: what festivals are on? What activities are popular this time of year? What produce is in season right now?

Example - Step 2



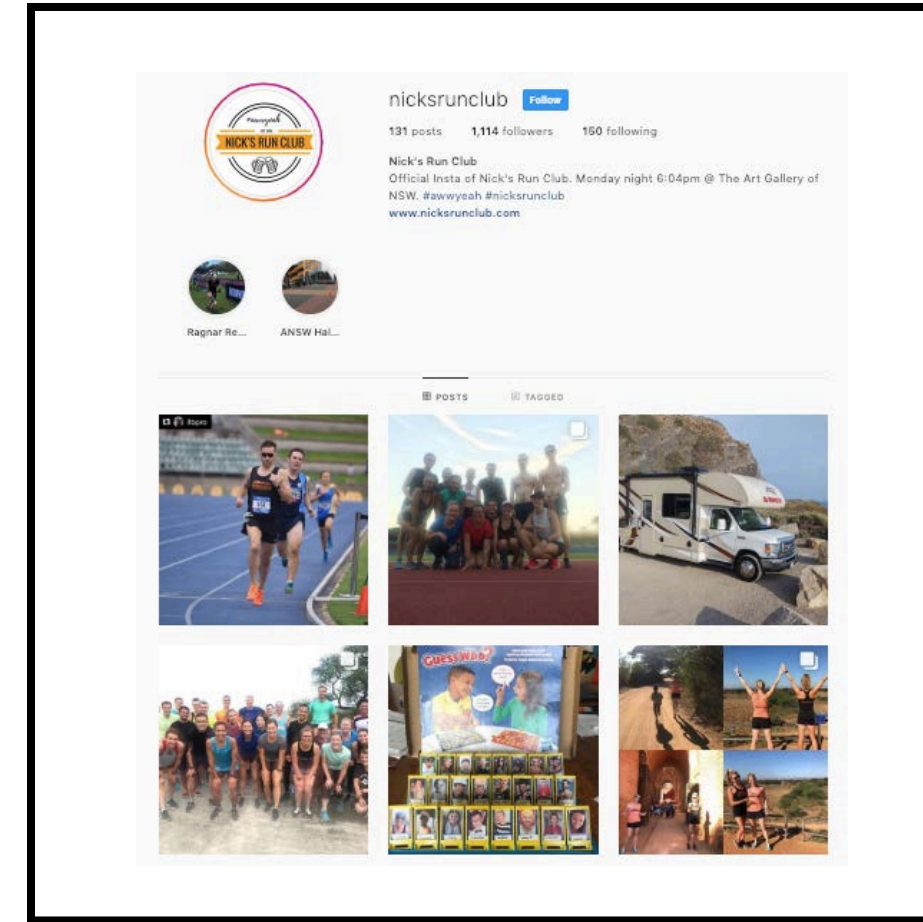
2. Pick events to support which attract (or may attract) visitors. Ask: when is visitation highest? What 'holes' exist in the event calendar that could be supplemented?

Example - Step 3



Search - what running groups are nearby?

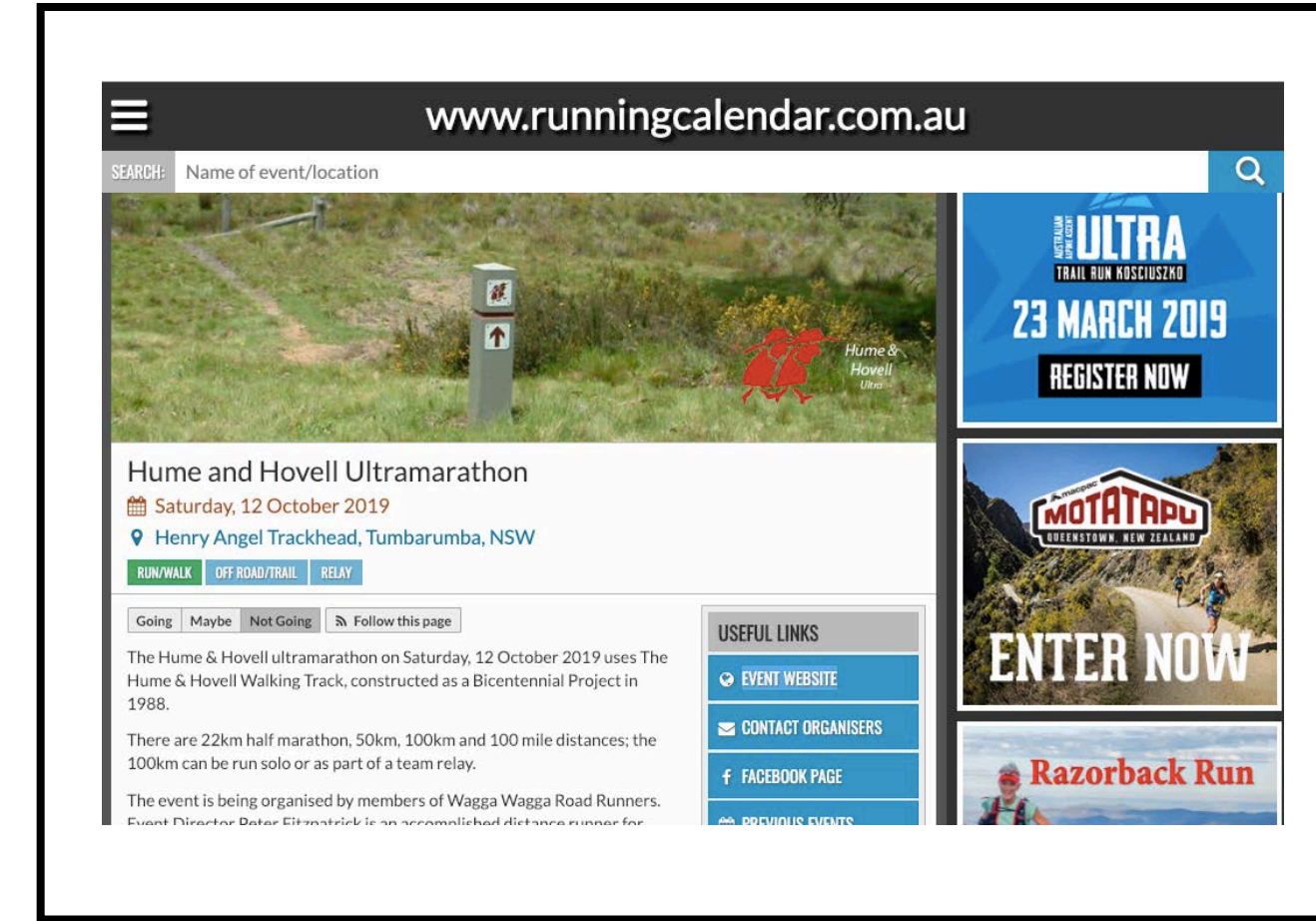
- Canberra, Wagga, etc
- Running stories
- Instagram influencers



Who's influential in this space?

- Instagram is good for this
- Running store owners, athletes, coaches

Share collateral - guide to running & hiking in the Snowy Valleys
—Share photos & video for clubs to use on their social media
—Posters for running stores



Where's the official event information?

- Ultramarathon and trail running websites
- FB events. If organisers haven't already - set up events as FB events. This is an easy way to spread the reach of an event (and share pictures and video of the Snowy Valleys!)
- Posters
- Website

3. Locate key audiences in nearby markets. Ask: where does my target hang out, who are the leaders in those places, and where are they accessing information?

Example - Step 4



Ask: What would be useful to this audience in making a decision to visit SV?

- Share collateral - guide to running & hiking in the Snowy Valleys
- Share photos & video for clubs to use on their social media
- Provide posters for running stores



Ask: How can we help show the best of the Snowy Valleys?

- Not all event organisers will have photos or collateral for marketing the Snowy Valleys - this is a way for Council to drive awareness of the Snowy Valleys without organising their own events
- Provide cut down snippets of aerial footage of the Hume & Hovell
- Provide brochures for race bags - seasonal & activity guides



Ask: How can we make the most of the day?!

- Share photography, instagram, and stories from the day on social media and if possible - begin documenting events in the Snowy Valleys in the brand's photography style to use in future marketing. Follow Gears and Beers on Instagram for a good example of this.
- Where possible, survey visitors who have attended key events.

4. Provide collateral around season, event, and experience. Ask: What does this audience need to make a decision and have an amazing experience in the Snowy Valleys?

Deciding what to say

Key messages by audience and touchpoint

Target Audience	Key Message	Key Touchpoints
Soft Adventurers	<p>For time immemorial, wanderers have climbed our mountains, explored our valleys, and fished in our crystal-clear streams– but only as the seasons dictated.</p> <p>That tradition continues today. Visit the Snowy Valleys, and find out what adventure experience is in season.</p>	<p>Tourism website Festivals / event advertising Signage & way finding Seasonal zine Activity guides Regional map</p>
Campers and Roamers	<p>In the city, it's easy to feel apart from life's natural rhythms– but not here. Here, you can immerse yourself in nature– from the crisp alpine winters by a crackling campfire, to the vibrant spring given life by freshly-melted mountain snow.</p> <p>Visit the Snowy Valleys– because whenever you visit, an idyllic natural experience will be in season.</p>	<p>Signage & way finding Tourism website Festivals / event advertising Activity guides Seasonal zine</p>
Foodies	<p>The crispness of an alpine apple. The subtle notes of a mountain valley wine. The unmatched beauty of a farm-to-table steak dinner under the stars. These aren't experiences that can be mass-produced.</p> <p>They can only be enjoyed in small batches, on nature's schedule. But that's what makes them great. Visit the Snowy Valleys– and find out what's in season.</p>	<p>Festival / event advertising Tourism website Seasonal zine Activity guides Seasonal zine</p>

Appendix - Indicative Examples of Marketing Executions

Indicative examples of marketing executions - printed collateral

ADELONG
GOCUP

BATLOW
JIN GELIC

TUMBARUMBA
KIM COBAN

TUMUT
KYLE MCAT

BRINDABELLA
ROSE WOOD

BRUNGLE
JALEN GOTOOMA

CARRAMURRA
WYN DAL GA

GILMORE
YARRAN GOBLEY

GRAHAMSTOWN
YARRAN GOBLEY

TIME TO EXPLORE



Adelong figs
Cosy mountain digs
Ralph's Batlow apples &
sunlight that's DAPPLED
All now in season
SNOWY VALLEYS

BETWEEN THE MOUNTAINS AND THE PLAINS. BEYOND THE TENSION LINE.

visitsnowyvalleys.com

ADELONG
GOCUP

BATLOW
JIN GELIC

TUMBARUMBA
KIM COBAN

TUMUT
KYLE MCAT

BRINDABELLA
ROSE WOOD

BRUNGLE
JALEN GOTOOMA

CARRAMURRA
WYN DAL GA

GILMORE
YARRAN GOBLEY

GRAHAMSTOWN
YARRAN GOBLEY




Crackling fires
CRISP air
Hot cider
Cool climate *wines*
All now in season
SNOWY VALLEYS

BETWEEN THE MOUNTAINS AND THE PLAINS. BEYOND THE TENSION LINE.

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STRAHAN • QUEENSTOWN • ZEEHAN • ROSEBERY • TULLAH




WEST COAST


TAS
AUS

THE OFFICIAL
GUIDE TO GETTING LOST

TOWN MAPS
ATTRACTIONS
WALKS



DINING
ACCOMMODATION
SHOPS



ROAD KEY

ROAD

MAIN ROAD

GRAVEL ROAD

ICON KEY

CAMPING

FISHING

AIRPORT

CARAVAN

WALKS


TBC

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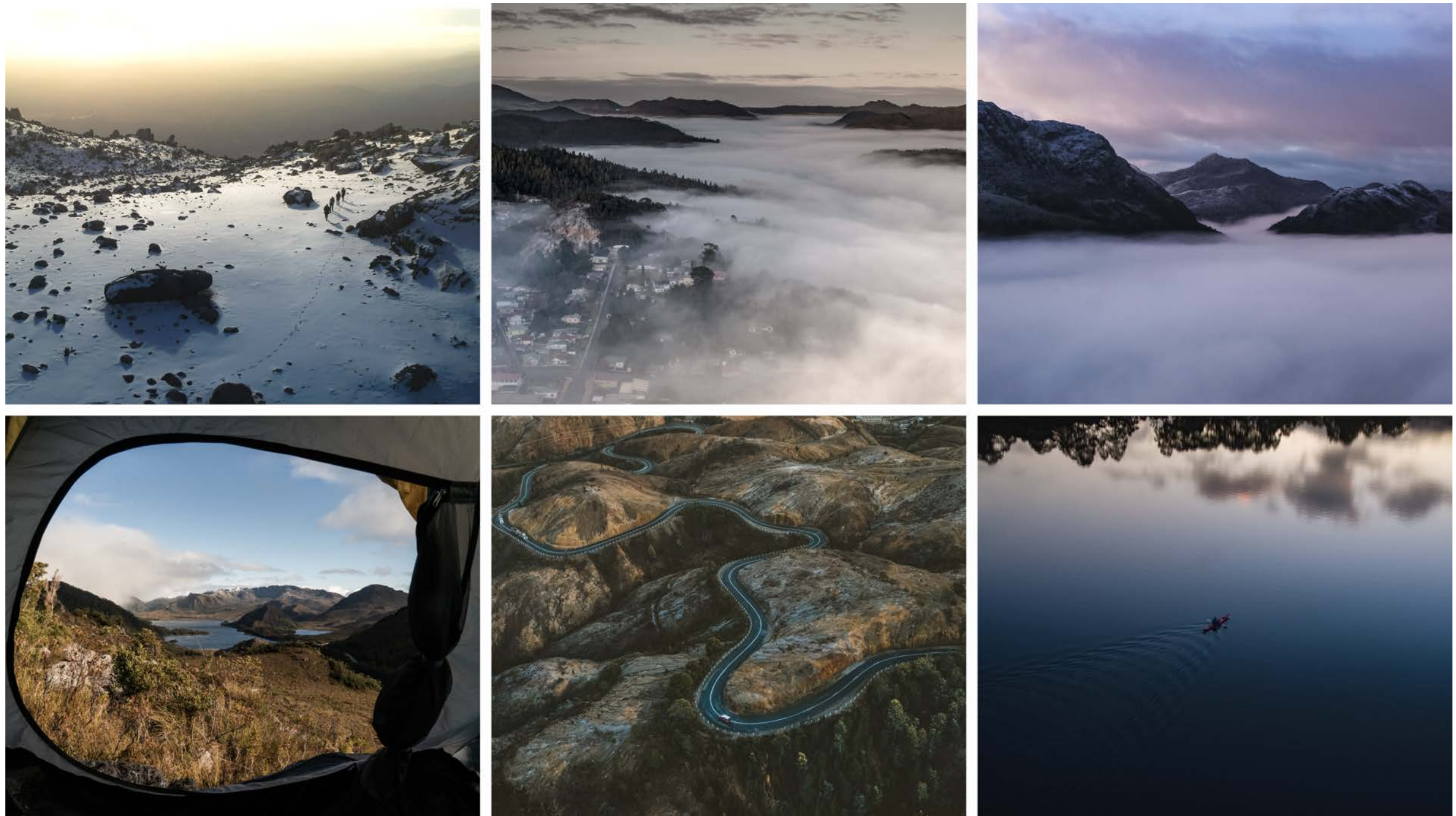
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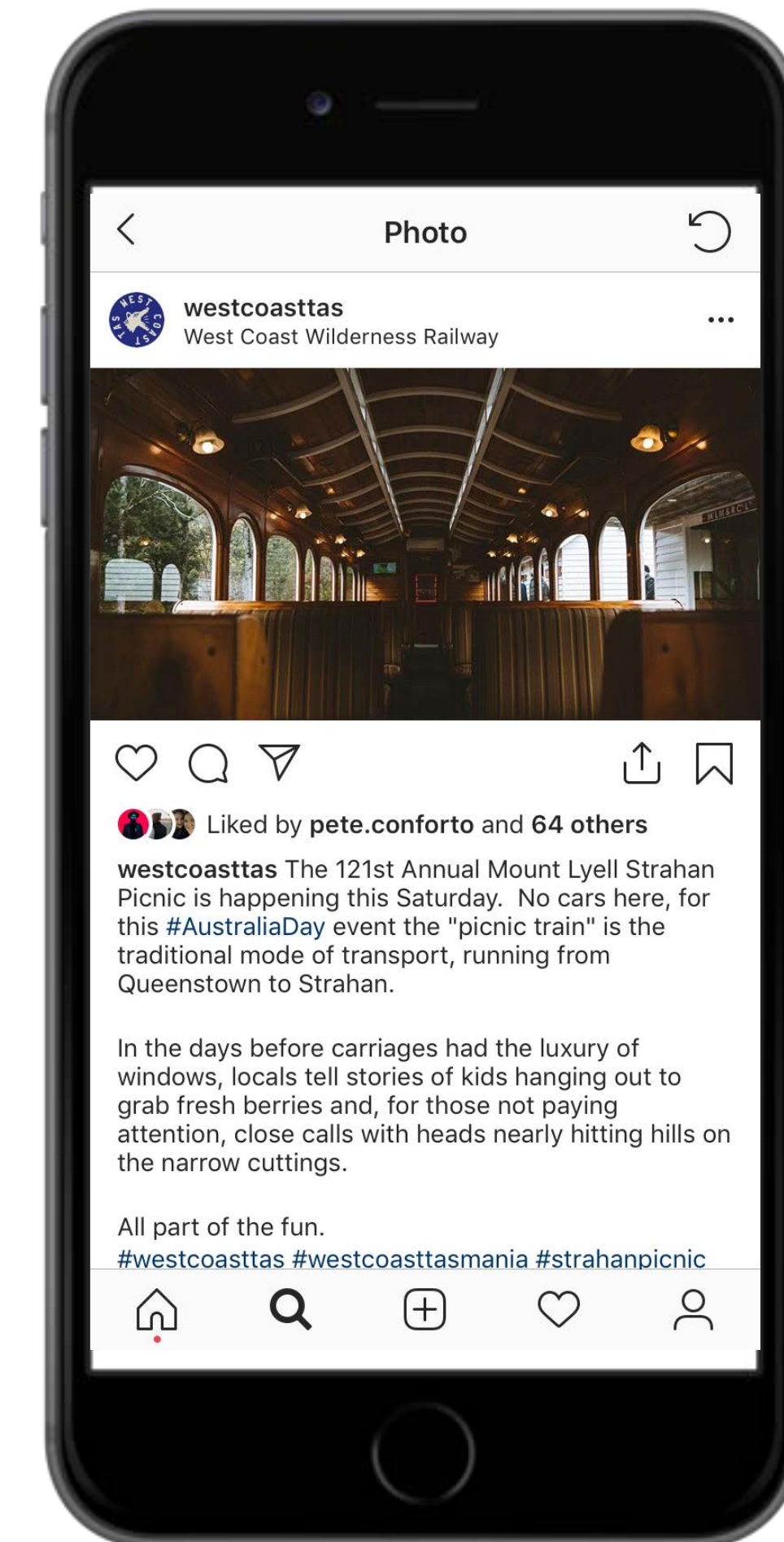
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 — West Coast Visitor Information Centre — **P:** 1800 352 200 **E:** tourism@westcoast.tas.gov.au **W:** westcoasttas.com

Indicative examples of marketing executions -
photo & video library



Indicative examples of marketing executions - digital presence

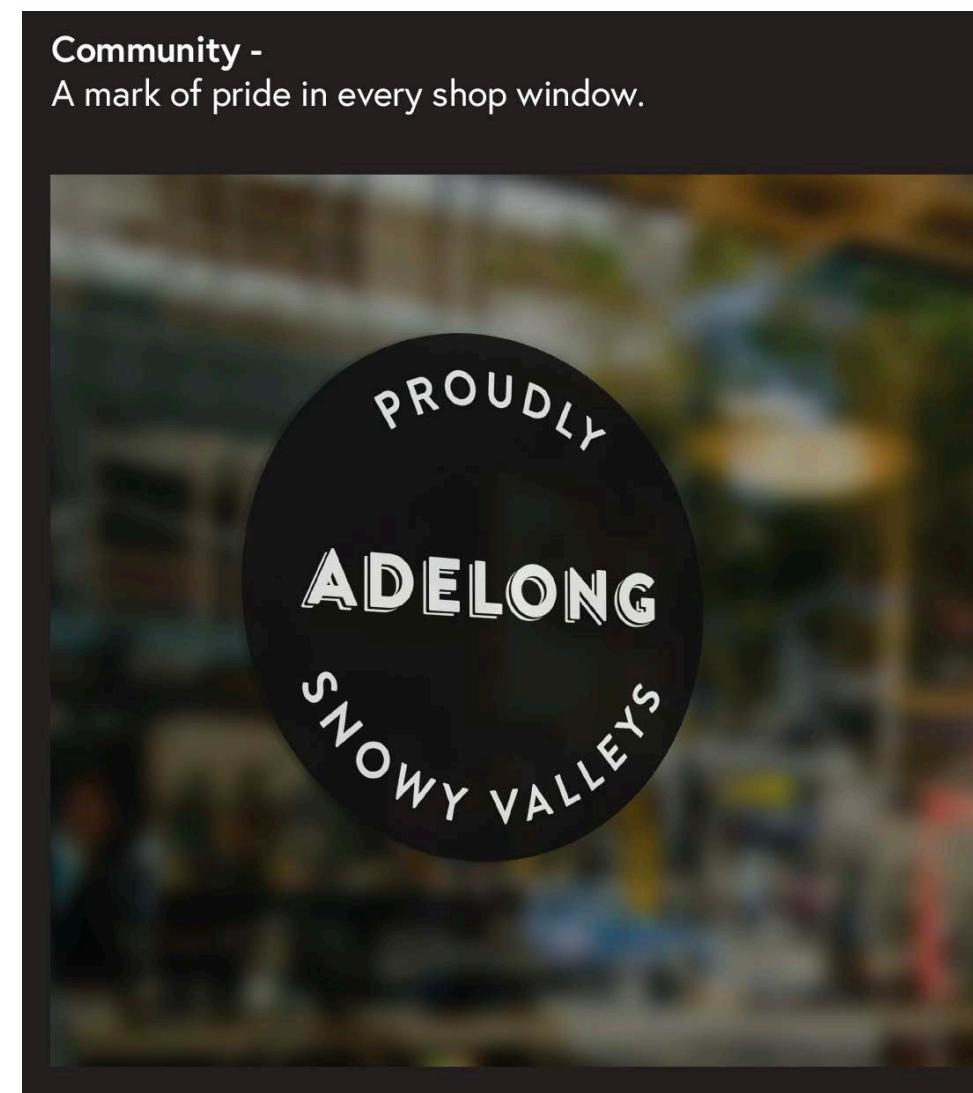
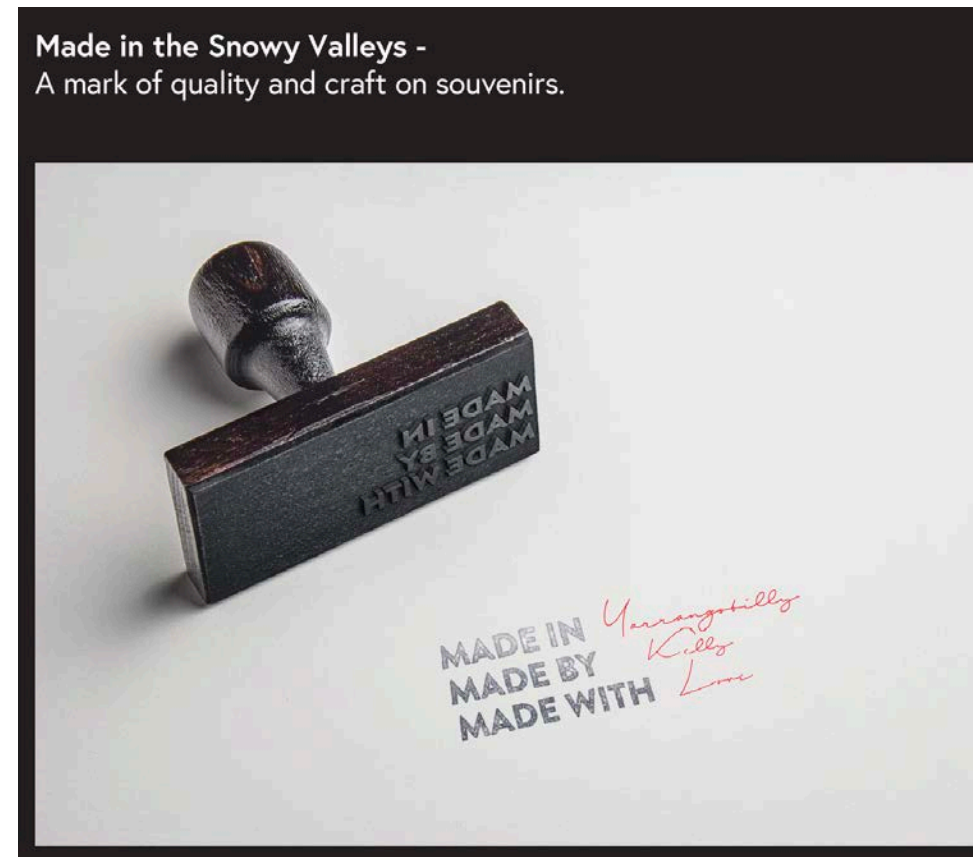


Indicative examples of marketing executions - merchandise starter pack



Indicative examples of marketing executions - Made in the Snowy Valleys community program

- A mechanism for local operators to put the Snowy Valley's stamp - literally and figuratively - on their products or shops
- Program could be run by council and act as a mechanism to gather information from operators to be listed in seasonal guides
- Participants could also gain access to sell Snowy Valleys merchandise (totes, tees, etc)
- Also creates opportunity to celebrate individual towns while also attaching them to the overarching regional brand



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BRITAIN



Thank you