

GRAMPIANS AND WIMMERA MALLEE

Annual Marketing Report

2025 – 2026



**GRAMPIANS
WIMMERA
MALLEE
TOURISM**





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Executive Summary

This year began in recovery and ended in recognition. Twelve months ago, the region was still counting the cost of the Grampians (Gariwerd) and Little Desert bushfires — visitation confidence shaken, and a newly merged tourism organisation still introducing itself to its own communities. By June, the Wimmera Mallee was on the front cover of Australian Traveller, a dedicated Postcards episode had taken the region to a national television audience, and the new brand and website had both been awarded Silver at the Melbourne Design Awards — in their first year of existence.

The through-line of the year was deliberate rebuilding. With \$600,000 in State Government recovery funding delivered in close partnership with Visit Victoria, the organisation chose to invest not just in short-term promotion but in foundations: a new brand uniting two regions under one promise, a rebuilt website to bring it to life, a professionally shot content library spanning both regions, and a campaign platform — FEELS LIKE — built to carry the region's story for years. Around those foundations, a full calendar of campaigns ran: FEELS LIKE in market from March, the YOU campaign mobilising locals as hosts, Weddings, Gather Round, Adelaide radio, and creator partnerships that introduced the Wimmera Mallee to audiences it had never reached.

The numbers tell a consistent story: audiences grew and attention deepened across nearly every channel.

- Combined Facebook and Instagram organic reach for Visit Grampians grew 55% year-on-year to 3.28 million, with Instagram organic reach more than doubling (+130%).
- Visit Wimmera Mallee's organic Facebook reach (1.93 million) exceeded last year's combined organic-and-paid reach more than twofold, and Instagram reach tripled (+208%).
- The visitwimmeramallee.com.au website grew active users 40% to 56,000, while the new visitgrampians.com.au tripled average engagement time (8s to 29s) as visitors dived into the new interactive mapping and trail content.
- Paid media worked harder: Meta ad reach rose 25% to 2.0 million on 14% fewer impressions, and the FEELS LIKE digital campaign delivered more than 10.9 million impressions at CPMs well below industry benchmarks.
- The VVIP creator program punched far above its weight: eight paid collaboration posts for the Wimmera Mallee (Visit Melbourne, Zoe Lai, Dirk The Crook) generated 729,000 reach — nearly three times the region's entire year of organic posting.

The clear opportunity for FY2026–27 is conversion. Across both regions and two independent data sources, link clicks and referral actions declined even as reach and engagement surged. The response is already defined: a disciplined link-in-every-post standard, making click-through a core content KPI so that this year's exceptional audience growth converts into website traffic, operator referrals and bookings.



The Year in Context

In the summer of 2024–25, fire touched both ends of the region. The Grampians (Gariwerd) bushfires burned through some of the destination's most-loved landscapes, and in early 2025 fires also swept Little Desert National Park in the Wimmera Mallee. Beyond the immediate damage, the fires hit the region's visitor economy at its core: cancelled trips, closed trails, and a perception problem that lingered well after the landscapes began to recover.

The year also marked a coming-of-age for the organisation itself. Two years ago, Grampians Tourism became Grampians Wimmera Mallee Tourism, bringing the Grampians and the Wimmera Mallee together under one banner as a pilot of the merged-region model. FY2025–26 was the year that merger became an identity rather than an administrative arrangement: the new brand exists precisely to unite the two regions under one cohesive structure while giving each its own voice, and to re-establish — for visitors, operators and communities alike — who this region is.

The State Government committed \$600,000 to a recovery marketing program: \$400,000 allocated to Visit Victoria for metropolitan Melbourne outdoor and radio advertising (leveraging the Every Bit Different platform, with major pushes in late 2025 and early 2026), and \$200,000 to Grampians Wimmera Mallee Tourism to lead marketing into regional Victorian markets, extending through to the South Australian border and Adelaide. Of GWMT's \$200,000, \$150,000 funded the Recovery campaign program and \$50,000 was invested into the Visit Victoria Industry Partnership Program (VVIPP), where Visit Victoria matched it dollar-for-dollar to create a \$100,000 program dedicated to the Wimmera Mallee. Throughout the year GWMT worked hand-in-glove with Visit Victoria — across the recovery program, co-operative content trips, the Official Visitor Guide, co-op eDMs and state-level amplification of regional content.

Faced with a choice between spreading recovery funding thinly across short-term promotion or investing in foundations, the organisation chose foundations: professional content shoots across both sub-regions, a brand built to last, a website rebuilt from the ground up, and campaign assets — creative, photography, video, audio — purchased or produced for reuse well beyond the funding period. There was a lot of building and a lot of change this year; the work produced stands as some of the strongest in the region's history, and it was done deliberately, to set the region up for sustained success. In August 2025, social media management also transitioned from LittleBig to Jackie Peacock (JP Creative), beginning a period of sustained organic growth across both destination brands.

The New Brand

FY2025–26 delivered the region's most significant brand investment in a generation: a new identity and framework that brings the Grampians and the Wimmera Mallee together under one cohesive brand structure — while giving each destination its own distinct identity and voice.



At the heart of the framework is a shared emotional promise: It Feels Good Here. Rather than marketing attractions alone, the brand connects with visitors through the feelings each destination evokes. The Grampians speaks as The Wise Guide — warm, grounded, inspiring visitors to slow down and reconnect. The Wimmera Mallee speaks as The Campfire Storyteller — chatty, cheeky and full of authentic local character. The framework is the region's expression of Visit Victoria's Every Bit Different masterbrand, translating the state promise into two emotional, place-specific stories.

From this platform, the FEELS LIKE campaign was created — not a one-off campaign but a long-term campaign tool the region can deploy across paid, owned and earned channels for years to come, with a consistent framework for measuring success across both regions. The brand rolled out across all visitor-facing touchpoints through the year: the websites, visitor app, in-region kiosk network, touring guides, trade assets and campaign creative.

The new brand encompasses a set of useable parts that can be applied across all formats of marketing and communications. Logos, colours, icons, and horizon lines create a kit that is practical in its functions and a delight to use.

The new brand identity was awarded Silver at the Melbourne Design Awards in its category — external recognition of the quality of the work within its first year.

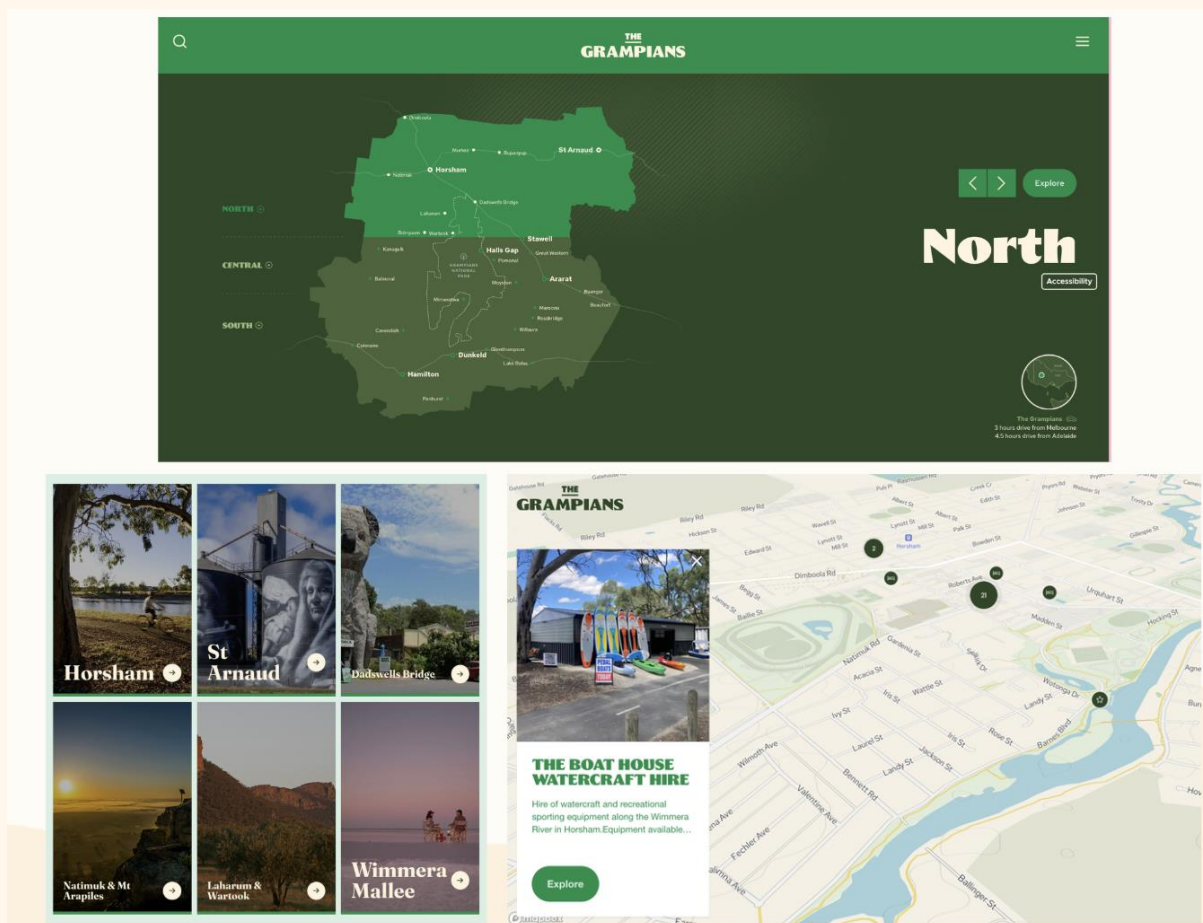




The New Website

With the brand complete, visitgrampians.com.au was rebuilt from the ground up — a total redevelopment that brought the new brand to life in the digital space. Launched in early March 2026, the site is restructured around the region's northern, central and southern sub-regions, with a new product-mapping feature, an accessibility widget, an implemented SEO strategy, and an AI concierge in development — a first for a regional tourism website in Victoria. The new content is aligned with the brand tone of voice, with additional measures to optimise generative engine optimisation implemented. The visitwimmeramallee.com.au site was also updated with the new branding, carrying the identity consistently across both destinations.

The new website was awarded Silver at the Melbourne Design Awards for digital design — meaning both the brand and the website that expresses it were recognised in their first year.



Website performance — Visit Grampians

Metric	FY2024–25	FY2025–26	Change
Active users	392,000	375,000	-4.3%
New users	393,000	376,000	-4.3%



Metric	FY2024–25	FY2025–26	Change
Average engagement time	8 seconds	29 seconds	+262%
Total page views	979,807	774,807	-21%

The engagement story is the headline: visitors are spending more than three times longer on the site, and the lift is concentrated exactly where the new site invested — interactive trail and experience content. The Pinnacle Walk & Lookout page went from 6 to 41 seconds average engagement, Top 10 Hikes from 6 to 36 seconds, and Halls Gap from 3 to 42 seconds.

Two known factors shaped the year-on-year traffic comparison. First, FY2024–25 was inflated by a one-off viral TikTok Deals campaign that delivered close to 100,000 clicks — the Deals page alone accounts for roughly 72,000 of the year-on-year view decline. Second, the March site migration produced a temporary organic search dip, clearly visible in daily traffic from launch — a normal and expected effect of a full site rebuild while Google re-indexes the new structure. The acquisition mix also shifted deliberately toward paid channels, reflecting the FEELS LIKE investment, and the new mapping feature generated 2,300 operator map opens in its first partial year.

Website performance — Visit Wimmera Mallee

Metric	FY2024–25	FY2025–26	Change
Active users	40,000	56,000	+40%
New users	38,000	55,000	+44.7%
Page views	144,530	193,728	+34%
Event count	631,832	860,788	+36.3%
Average engagement time	58 seconds	40 seconds	-31%

Views have now grown three years running (131,829 → 157,786 → 193,728). Direct traffic grew 449% to become the site's number-one acquisition channel — consistent with rising brand awareness from national media coverage and printed material carrying the URL. Content depth also matured: the Silo Art Trail page overtook the homepage as the most-viewed page, with visitors distributing across road-trip itineraries, 4WD guides and product listings rather than clustering on the homepage.



Campaigns

FEELS LIKE — digital brand campaign (from 20 March 2026)

Following a soft launch, FEELS LIKE officially launched across paid digital platforms on 20 March 2026, delivered by littleBIG Marketing and funded through the Recovery program. The media strategy combined Programmatic video and retargeting, BVOD/Connected TV, Meta, Pinterest and TikTok for the Grampians, with a focused YouTube Connected TV and Meta mix introducing the Wimmera Mallee to new audiences as a standalone destination.

Grampians media mix	Investment	Share
Programmatic (video & retargeting)	\$9,975	30%
Meta (Facebook & Instagram)	\$9,400	28%
TikTok	\$7,600	23%
BVOD / Connected TV	\$4,275	13%
Pinterest	\$2,000	6%
Total	\$33,250	100%

Wimmera Mallee media mix	Investment	Share
YouTube Connected TV	\$6,650	70%
Meta (Facebook & Instagram)	\$2,850	30%
Total	\$9,500	100%

Results to date:

- 10.81 million impressions and 179,205 clicks for the Grampians (1.66% CTR) at a \$0.18 cost per click; Meta CPM of \$2.40 — 62% below the Australian benchmark of \$6–12.
- TikTok emerged as the standout performer: the Hero Video on TikTok Traffic delivered 132,579 clicks from \$3,799 in spend (\$0.03 per click), at a 5.38% CTR against a 1.8–3.0% benchmark.
- Wimmera Mallee YouTube Connected TV delivered 161,616 completed video views at a 60% completion rate — premium video introducing the destination to entirely new audiences.



- 836,880 video views across the program and more than 1.64 million unique people reached through Meta awareness activity alone.
- Audience learnings to carry forward: the Nature content pillar outperformed all others on both accounts; the Deals Carousel hit 3.74% CTR against warm audiences but 0.13% cold, confirming funnel-matched creative; and women 65+ emerged as the top-converting audience on both brands, informing a recommended spend shift toward women 55+.



YOU Campaign — visiting friends and relatives (6 July – 31 August 2025)

The VFR market accounts for approximately a quarter of visitation to the region — and after the fires, locals were the region's most credible advocates. The YOU campaign, an \$80,000 co-operative with local government partners fronted by the "OUR GREATEST ATTRACTION IS... YOU" platform, asked locals to invite friends and family back: supporting local businesses, activating word-of-mouth advocacy and encouraging dispersal beyond the high-traffic hotspots. The campaign launched with a live outside broadcast in Dimboola and ran for eight weeks across television, outdoor, radio, press, digital, social and a dedicated landing page.

Media mix and delivery:

- **Television:** 107 commercials (71 paid, 36 bonus) on WIN/Nine/9GO, appearing in prime slots including 9News, The Sunday Footy Show, A Current Affair, Getaway, The Block and Today.
- **Digital** (Meta, Google, YouTube, TikTok, Taboola): 4,083,524 impressions against a 2.3 million target (+78%). Grampians activity delivered 3,915,511 impressions at a \$1.97 CPM and 37,993 landing page views at \$0.17 per view; Wimmera Mallee activity added 168,013 impressions with Meta leading at \$0.78 per landing page view.



- **Outdoor:** digital billboards across Ararat (52,091 impressions), Hamilton (50,185), Horsham (165,800) and Stawell (43,197) — 311,273 impressions in total from a \$10,450 investment.
- **Radio and press:** ACE Radio schedules plus print in eight local mastheads (48 insertions across the Hamilton Spectator, Weekly Advertiser, Wimmera Mail Times, Dimboola Banner, Warracknabeal Herald, Rainbow Jeparit Argus, Stawell Times and Ararat Advocate).

The YOU landing page recording 20,863 views, itinerary content 1,048 views against a 300 target, and 240 survey completions. Insights for next time: female audiences and the 45–65 segment were the most responsive, shorter creative formats clearly outperformed longer versions, and page-view tracking (rather than operator click-outs) is the right primary KPI for future campaigns.



Weddings campaign (October–November 2025)

A multi-channel push promoting the Grampians as a wedding destination combined paid digital with print and trade famil activity. The paid layer — Pinterest and programmatic display — delivered exceptional efficiency from a \$3,112 budget: 19,325 clicks, 12,314 landing page visits, 896,053 programmatic impressions at a 2.16% CTR (more than four times display benchmark), and a 37.82% Pinterest video completion rate (two to three times the industry norm).

In print, the campaign secured double-page-spread features in both Melbourne Weddings and Country Weddings. The region also hosted a wedding-planner famil showcasing its ceremony, reception and accommodation product: Wirreanda Farm (including the Miss Mabel Mobile Chapel), Grampians Park Station, Mount William Station, an overnight stay and site inspection at the Royal Mail Hotel in Dunkeld, then Barangaroo Wines, Horsham Golf Club and Maydale Reserve. The campaign's impact registered on owned channels too — Grampians Wedding Venues entered the website's top pages for the year.

Channel Nine Postcards — dedicated episode (aired 28 June 2026)

GWMT invested \$40,000 in a dedicated episode of Postcards, filmed from Dunkeld to Dimboola in early June and aired nationally on Sunday 28 June 2026, with replays on 9Life the following week. Presented by Livinia Nixon through the Southern and Central Grampians and Kris Smith across the Northern Grampians and Wimmera Mallee, the episode showcased fifteen operators and experiences across four segments — from Hamilton Gallery and the Royal Mail Hotel to the Pink Lake



at Dimboola and Woods Heritage Museum at Rupanyup — putting the full breadth of the region in front of a national broadcast audience strongly aligned with its key visitor demographics.

VENUE - WESTERN VICTORIA

One Day Collection, Venue: Wimmera Farm

VENUE

Le-Lee Photography, Venue: Mt William Station

One Day Collection, Venue: Wimmera Farm

Mount Sturgeon Homestead, Royal Mail Hotel

Seppelt Wines

WILD ROMANCE IN THE GRAMPIANS

Where rugged mountains meet timeless charm, the Grampians create weddings filled with natural beauty, rich history and unforgettable romance, offering couples an authentic celebration in every breathtaking moment.

Every love story deserves a setting as memorable as the moment two people say "I do". In the Grampians, weddings unfold against a backdrop of rugged mountain ranges, rolling vineyards and historic estates where nature and heritage come together to create something truly timeless.

Couples choosing the Grampians are not just booking a venue — they're immersing themselves in a destination that feels authentic, relaxed and uniquely theirs. Imagine exchanging vows with the dramatic peaks of Mount Sturgeon as your witness at the Royal Mail Hotel in Dunkeld or celebrating beneath the starry skies at Grampians Park Station where weekends are made for barn dances and mountain views. For those drawn to history and elegance, Seppelt Wines in Great Western offers manicured lawns and heritage cellars that echo with stories of generations past. At Mount William Station, old-world charm is reimagined for modern celebrations, framed by the grandeur of the ranges.

00 County Wedding 2026

Australian Traveller — Best of Regional Victoria

Purchased in collaboration with the region's Visitor Economy Partnerships and Visit Victoria, this program delivered the year's most striking profile outcome: a Wimmera Mallee image — from the Safari Global Lake Tyrrell shoot — on the front cover of the national magazine. The package extended well beyond the printed edition: a multi-page "Renew in the Grampians" feature, an author family into the region, digital native articles on australiantraveller.com, display advertising across the Australian Traveller website, and social amplification across their channels.



Visit Victoria co-operative marketing

GWMT ran three co-operative content programs with Visit Victoria across the year — each combining a two-day content creation trip, a suite of video and photography, reels published to Visit Victoria's social channels, and a dedicated EDM to Visit Victoria's database:

- Southern Grampians (2025) — content trip and campaign amplification across VV channels.
- Wimmera Mallee (2025) — including the Lake Tyrrell content that became one of the year's best performers: the boosted TikTok reached 1.6 million views and 905,000 reach after being extended into an interstate ad campaign.
- Ararat and surrounds (May 2026) — locations across Ararat and Halls Gap, feeding state-level campaigns and social channels.

The October solus EDM to Visit Victoria's 50,449-subscriber Grampians segment achieved a 48% unique open rate and 2.49% unique click rate. On Instagram, the paid Visit Melbourne collaborations were the single biggest amplification lever for both brands this year: three Grampians posts generated 683,860 reach, and two Wimmera Mallee posts 481,632 reach — audience exposure far beyond what owned channels alone could deliver.

Leveraging events — Grampians Grape Escape

A \$6,000 campaign investment leveraged the region's flagship festival into a broader destination-marketing moment. The package with ACE Radio centred on a four-hour MixxFM outside broadcast (15 April, 9am–1pm) featuring live interviews with winemakers, chefs, festival partners and festival



director Kate Kirkpatrick, backed by 50 thirty-second radio commercials running through to the festival, two full-page advertisements in The Weekly Advertiser, and advertising in the official festival program. A standing contra arrangement added a further 80 radio commercials in exchange for \$3,000 in festival tickets used by ACE for on-air promotions and competitions.

The festival also delivered the region's biggest national breakfast-TV moment of the year: a Grampians feature segment on Channel Seven's Sunrise, secured in collaboration with Visit Victoria and Grampians Grape Escape. Ticket sales were up 18% one month out from the event.

Recovery Campaign Support

The Recovery program was GWMT's share of the State Government's \$600,000 bushfire recovery marketing investment: \$150,000 of GWMT's \$200,000 allocation, targeting regional Victorian markets through to the South Australian border and Adelaide (with the remaining \$50,000 directed into VVIPP — see the following section). The program was built around four strategic pillars: build awareness, drive visitation, support industry, and create long-term assets.

Budget breakdown

Category	Exc GST	Detail
Paid media	\$149,440	FEELS LIKE digital campaign (littleBIG), Caravanning Australia, Best of Ballarat, Shout Out Loud street posters, SEN Radio, AFL Record, Adelaide Radio, We Are Explorers, influencer program
Content capture / creation	\$53,960	Two Safari Global shoots
Agency / service fees	\$34,100	Campaign creative, digital marketing service fees, Recovery + VVIPP project management
Industry development	\$4,500	Industry Toolkit development
PR	\$4,500	Press Kit development
Database growth + misc	\$3,500	Visit Victoria OVG competition, Grampians Getaway competition
Total (combines Recovery + VVIPP)	\$250,000	



Digital campaign

The FEELS LIKE digital campaign (detailed in the Campaigns section) was the centrepiece of Recovery paid media: more than 10.9 million impressions, 127,950 clicks and 836,880 video views delivered across the Grampians and Wimmera Mallee, with TikTok achieving 89,091 clicks at \$0.03 CPC and Meta awareness activity reaching more than 1.64 million unique people. A comprehensive end-of-financial-year evaluation will provide final performance outcomes.

Caravanning Australia

A full-page advertisement — featuring a practical Grampians and Wimmera Mallee caravanning touring map — paired with two pages of destination advertorial. “The Luxury of Keeping it Simple,” written in-house, showcases cost-friendly stays, caravan parks and local experiences, speaking directly to a priority segment that travels year-round and contributes strongly to local economies. Accompanying digital ads run through winter to match the publication's shelf life.



The luxury of keeping it simple

Cost-friendly stays that leave more room in the budget for food, wine and experiences across the Grampians.

Caravan parks have come a long way in recent years. From basic, no-frills sites to full-on resorts with all the amenities, there's something for everyone. And now, with the added bonus of being able to stay in a park that's also a great place to visit, you can enjoy the best of both worlds. Naturally, the best of nature is reflected in the price — a great fit for travellers seeking an all-in-one stay experience.

But for those drawn to a simple way of caravanning — a patch of flat grass with a mountain view, a sparkling river to rest a leg, and the sound of birds instead of the ding-dong of a game room — the Grampians and Wimmera Mallee offer plenty of wide-friendly options that deliver just that.



Halls Gap and Pomeroy

Halls Gap is comfortably at the heart of the Grampians experience. At Halls Gap Lakeside Tourist Park, located beside Lake Ballin, the charm of sparkling turquoise waters, and other amenities, is almost guaranteed. Mountain views are perfectly framed by the forested hillsides, ensuring the experience is an action-packed one — a win for families looking for all seasons. A welcoming camp kitchen, handy handy facilities and thoughtful touches such as the pit for fire and good coffee help to create a stay that feels both relaxed and well considered.



On the other side of town, MRAA Halls Gap Holiday Park offers well-appointed sites and modern facilities that make it easy to settle in and stay a while longer. A communal fire pit provides the perfect setting for a cosy evening, and the view from the tented deck is unbeatable. A short walk away, the townships of Halls Gap offer plenty of dining options. The Halls Gap Hotel, located close to the park, is a popular choice for a relaxed meal after a day exploring. Flame Diner, a short drive away, offers a more formal dining experience, while the sight of Pulpit Rock in the valley with the aroma of a roast dinner.

Heading towards Pomeroy, Apsley's location provides the perfect winter stop, with Halls Gap Zoo just along the way. Set in a relaxed environment, without the crowds of a larger zoo, visitors can enjoy up-close encounters, including opportunities to feed kangaroos. Many parks are surrounded by scenic views, such as golf courses, and are popular among the residents, with the zoo also supporting important conservation programs.

Just 10 minutes from Halls Gap, Pomeroy offers even more to discover, with Lake Pomeroy and Lake Pomeroy Holiday Park nearby. Pomeroy Estate park, with its vineyard and small batch distillery, offers a unique experience. The estate, with its vineyard and distillery, offers a unique experience. The estate, with its vineyard and distillery, offers a unique experience.

Ararat

Just over two hours' drive from Melbourne, and popular with travellers seeking a quiet escape, Ararat's location is Ararat provides a practical base for exploring both the Grampians and the region's wine heritage. Nearby, Mount Lang Shire creates a striking landscape, adding to the sense of space and tranquility that defines this part of the region.

Ararat also offers easy access to the historical wine village of Great Western, home to the famous Great Western wine. The village, with its historic buildings and vineyards, offers a unique experience. The village, with its historic buildings and vineyards, offers a unique experience.

Hemlock and the Wimmera

Further north, our friendly Hemlock Holiday Park provides a convenient base for exploring the northern Grampians, as well as the wide-open horizons of the Wimmera. Located roughly halfway between Melbourne and Adelaide, Hemlock makes a logical and comfortable stopover, with facilities including a jumping office, a dog exercise area and a dog park. Hemlock makes travelling this bit easier.

Just 10 minutes away, the remarkable Black Street in Marquis stands as one of regional Victoria's most surprising architectural treasures. Its towering brick columns create a cathedral-like atmosphere that leaves a lasting impression long after you step back outside. The Wimmera also offers a peaceful place to stretch the legs along Hemlock's scenic waterfront precinct.

Dunkeld and Hamilton

At the southern end of the national park, Dunkeld continues to capture the imagination of visitors drawn to its mountain backdrop and relaxed pace. Kangaroos are often spotted grazing in the local grass fields, while the Dunkeld Artforum provides a peaceful place for folkworkers to wander among galleries that showcase fine art around the world.

The township is also home to the Dunkeld Museum, sharing stories of the region's pastoral heritage, while the Adelaide Light Horse Heritage Collection provides insight into Australia's military past.

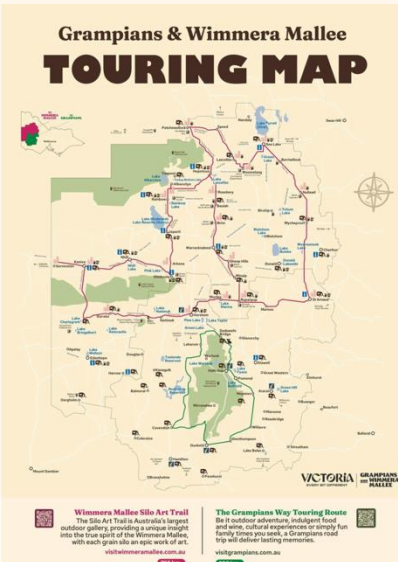
For those looking to stay, Dunkeld includes options such as Grampians Retreat, well across Hamilton and near flats with a rooftop terrace, school camp, camp, house, 20+ acre vineyard, and a short drive away. Hamilton provides a more off-grid experience, ideal for a quiet, relaxing stay or overnight camping.

A short drive away, Hamilton has additional accommodation, including Hamilton Caravan Park and Lake Hamilton Motor Village and Caravan Park, set along the Grange Burn river.

In the Grampians and Wimmera Mallee, space isn't about going without, it's about going more of what matters — space to breathe, time to reconnect and experiences that bring genuine rather than curated.

With no need to head north without considering, the region offers something new and exciting, the freedom to look back on road and more on the journey itself.

Find more caravan parks, events and other resources to put up for the night at visitgrampians.com.au/whereyouarecamping.



Grampians & Wimmera Mallee TOURING MAP

Wimmera Mallee Silo Art Trail

The Silo Art Trail is Australia's largest outdoor gallery, providing a unique insight into the true spirit of the Wimmera Mallee, with each grain silo an epic work of art.

visitwimmeramallee.com.au

The Grampians Way Touring Route

Be it foodie adventures, indulgent food and wine, cultural experiences or simply fun family time, you need a Grampians road trip with diverse, lasting memories.

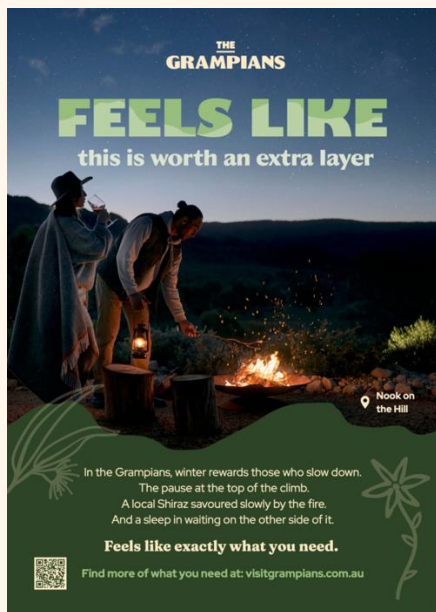
visitgrampians.com.au

Best of Ballarat

A full-page advertisement in the winter edition strengthened awareness in one of the Grampians' key geographic markets, with the Grampians also featured as the hero image of the guide's Attractions & Tours section. 10,000 copies are distributed across more than 200 visitor touchpoints throughout Ballarat and surrounds. Creative was developed in-house, producing a set of press-ad concepts now

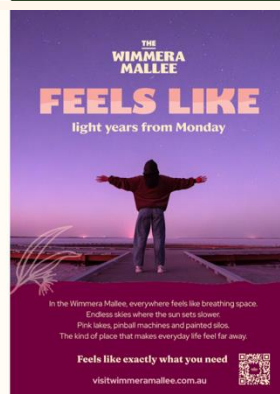
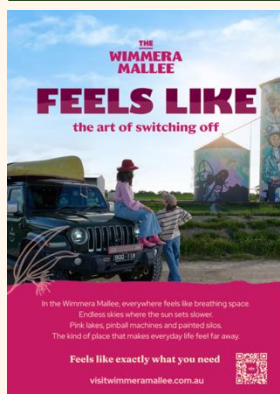
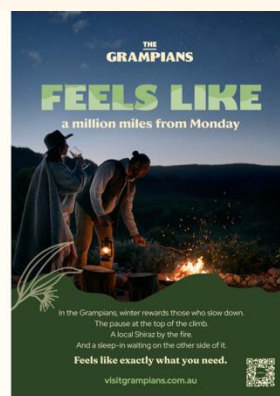
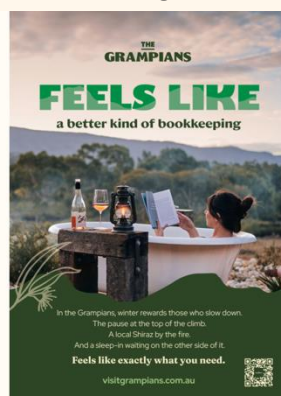


ready for reuse in other publications.



Melbourne street posters — Shout Out Loud

A four-week street poster campaign placed the FEELS LIKE message in high-frequency Melbourne locations, with in-house creative mirroring the digital campaign for consistent brand exposure. Poster stock has been retained for reuse in-region and beyond.





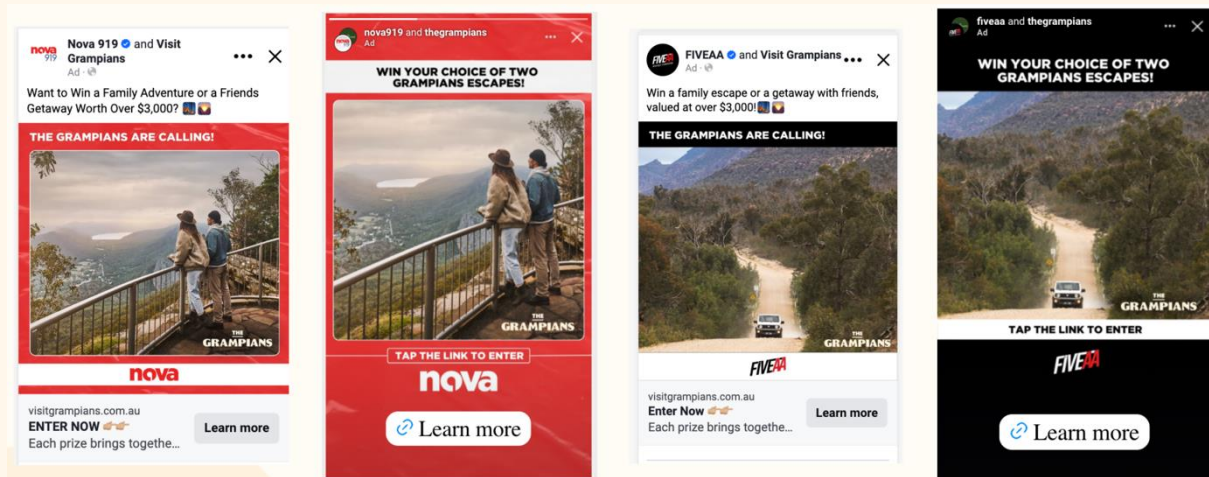
AFL Gather Round — SEN Radio and AFL Record

Timed to the significant Melbourne–Adelaide drive traffic around AFL Gather Round, this activity positioned the region as the ideal stopover: SEN radio advertising, a full-page AFL Record advertisement, search engine marketing and owned channels — supported by promotional ideas, suggested copy and deal concepts shared with operators to extend the campaign through their own channels.



Adelaide radio — Nova 919 and FIVEaa

A combined schedule of 30- and 10-second commercials, paid social and digital audio promoted both destinations as road-trip destinations, with a Grampians Getaway competition driving audiences to the website. The activity generated 313,058 social impressions, reached 112,450 people and drove 337 station-owned click-throughs — significantly exceeding guaranteed media outcomes — and delivered 3,007 new subscribers to the Grampians database, with prize support from industry partners creating additional operator exposure. The brand commercial was purchased outright, giving GWMT an enduring audio asset for reuse across digital platforms.





Content development — Safari Global (Grampians)

A stills and motion shoot with Safari Global — one of Visit Victoria's preferred production teams — captured operators and experiences across the region: J Ward, TAMA, Gum San Chinese Heritage Museum, Grampians Under the Stars, Barney's Bistro, Black & Ginger Wines, The Leo, Great Western Hotel, the Wimmera River, Acacia Caravan Park, Halls Gap Hotel, Halls Gap Lakeside Tourist Park, Lake Bellfield, Reed Lookout and more, including content purpose-shot for Grand Final weekend, Valentine's Day, Grampians Grape Escape and mid-week escape campaigns. All assets are royalty-free for GWMT, Visit Victoria and participating operators.



Industry support

An Industry Toolkit and PR/Press Kit are in final production, giving operators campaign assets, promotional ideas and collaborative marketing opportunities that extend the recovery investment across the industry. In-house creative capability developed through the program — print, outdoor, digital and campaign assets — reduces future production costs, and 3,007 new database subscribers plus a growing royalty-free content library remain as long-term assets.

VVIPP — Visit Victoria Industry Partnership Program

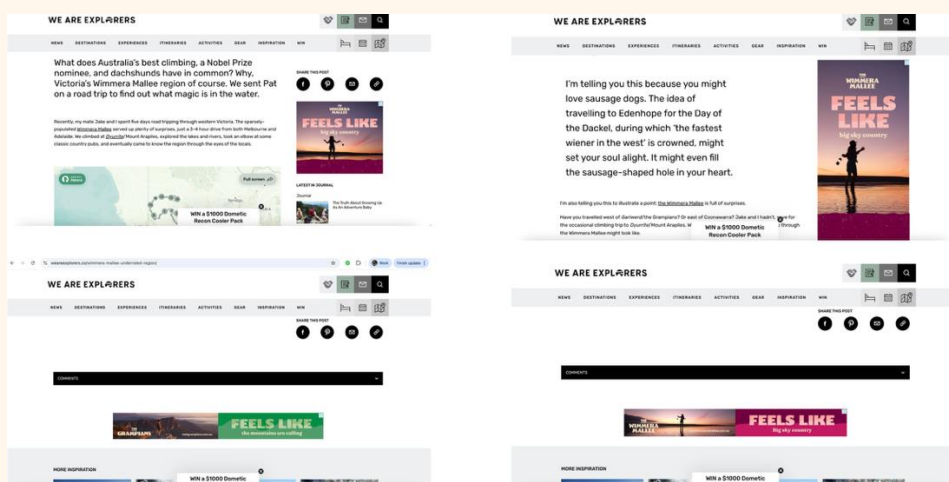
The Wimmera Mallee VVIPP project was designed to address low brand awareness by building a high-quality visual content bank and putting credible new voices behind the destination story. GWMT invested \$50,000, matched dollar-for-dollar by Visit Victoria to create a \$100,000 program — delivered through three key activities: a content partnership with We Are Explorers, professional photography and videography shoots, and a social influencer campaign. All content aligns to Every Bit Different and the It Feels Good Here brand promise, and is accessible to Visit Victoria, Tourism Australia, LGAs, operators and media via the Visit Victoria Content Hub.



We Are Explorers content partnership

Two Explorers spent four days on the ground capturing the region's nature, small towns, adventure experiences and road-trip character. The partnership delivered two permanent branded editorials with custom interactive maps (live and Google-searchable year-round), a tagged Instagram reel and four social posts, a custom solus eDM plus two eDM inclusions, and 211,000 display and eDM placement impressions. Both editorials — licensed to GWMT for up to five years — are now republished on visitwimmeramallee.com.au as trip-planning content.

We Are Explorers — metric	Estimated	Actual	vs estimate
Total pageviews	10,000	14,047	+40%
Campaign impressions	550,750	705,883	+28%
Campaign reach	240,500	345,590	+44%
Social media impressions	218,750	407,527	+89%
Engagement rate	16% benchmark	74%	4.6x benchmark
Solus eDM open rate	—	64.79%	
Total engagements	—	255,467	



Content development — Safari Global (Wimmera Mallee)

A three-day Safari Global shoot captured a cross-section of the Wimmera Mallee — Albacutya Silo, the Australian Pinball Museum, canola fields, Dimboola Imaginarium, Lake Lascelles, Lake Tyrrell, the Murtoa Stick Shed, Snowdrift, the Wimmera River and more — delivering approximately 100 high-



resolution photographs, 4K b-roll and drone footage. One Lake Tyrrell image went on to feature on the front cover of Australian Traveller magazine and on an international airport billboard. Imagery has been supplied to operators (with ATDW listings updated), used through the Wimmera Mallee Touring Guide reprint, incorporated into Melbourne and Adelaide Caravan & Camping Show banners, and video from the shoot is in production for FEELS LIKE. Additional VVIP photography by Moment Studio (Jack Krzysik), Ali Rasoul and Will Hudson covered Sea Lake, Mount Wycheproof, Birchip, Dimboola, Warracknabeal and Charlton.

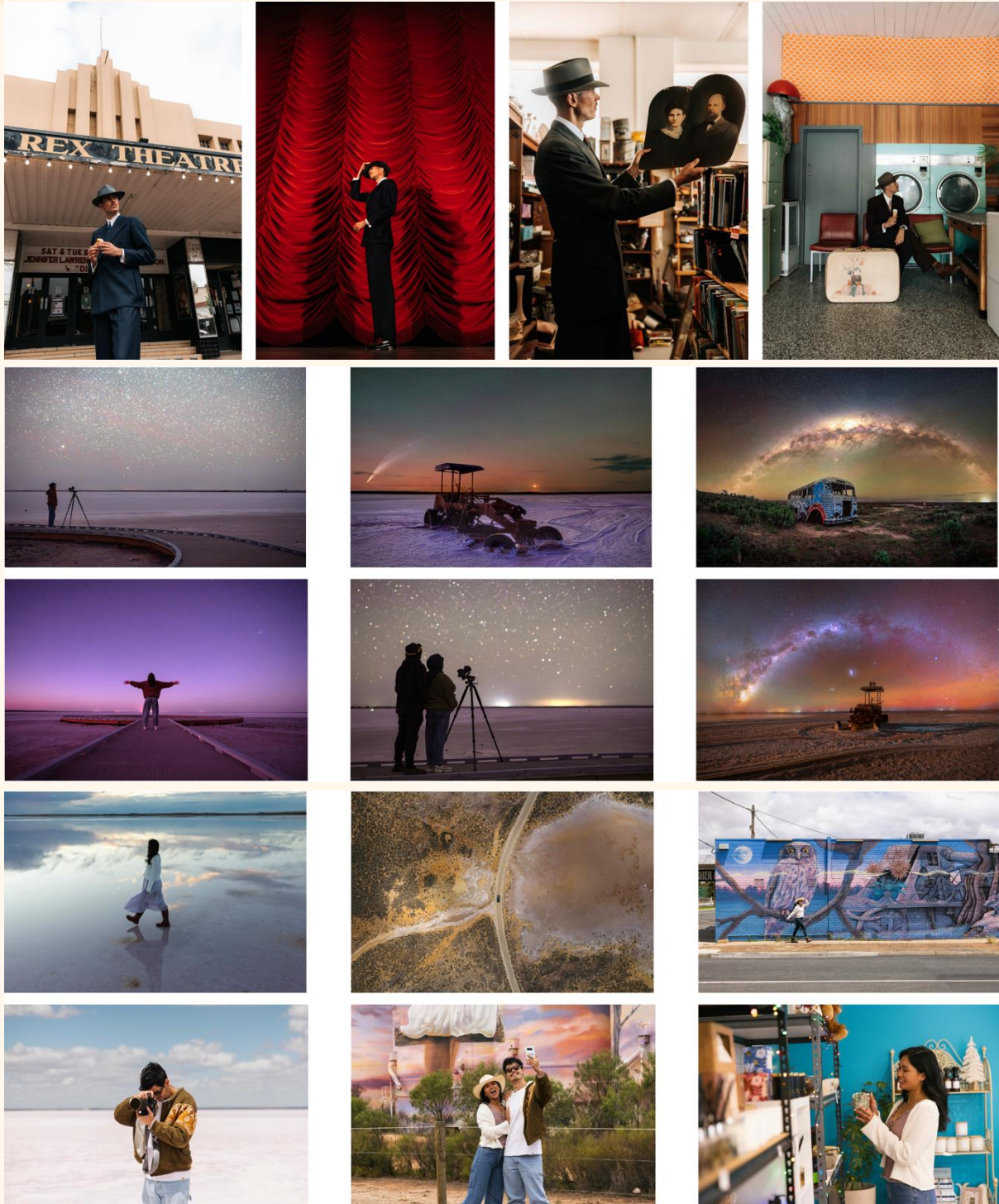


Influencer campaign — Dirk The Crook and Zoe Lai

Two creator activations brought new audiences to the Wimmera Mallee story. Dirk The Crook (~240,000 Instagram followers; vintage fashion, retro style and heritage storytelling) travelled a three-day vintage treasure-hunting itinerary through Dimboola, Warracknabeal and Charlton, delivering three collaborative reels plus photography by Ali Rasoul. Zoe Lai (@zoe_laix), travelling with partner Les and videographer Jack Krzysik, captured big-sky “Snapcation” content centred on Lake Tyrrell — where rainfall created the mirror-lake effect that defined the shoot's cinematic look.

- Zoe Lai's “Salt Lake Stories” reel: 180,867 views, 130,417 accounts reached (98.8% non-followers), 12,153 interactions — selected by Visit Victoria for state-wide resharing.
- Across all collaborative posts, the paid creator program (Visit Melbourne, Zoe Lai, Dirk The Crook) generated 729,409 reach for the Wimmera Mallee — nearly three times the reach of the destination's entire year of organic posting, from just eight posts.

Learnings are captured for future programs: creator shoots deliver stronger content outcomes with a consistent on-site coordinator, and future content partnerships will contractually require stills quality suitable for the region's content bank.



Social Media

Social media management transitioned to Jackie Peacock in August 2025. Content trips to the Southern Grampians (December 2025) and Central Grampians (May 2026) fed a strong publishing pipeline across both destination brands. Note: Meta introduced its new “Views” metric on 31 July 2025, so views totals have no prior-year comparison; reach is the year-on-year measure used below.



Visit Grampians

Metric	FY2024–25	FY2025–26	Change
Facebook organic reach	1,800,000	2,561,293	+42.3%
Instagram organic reach	314,300	722,764	+130%
Combined organic reach	2,114,300	3,284,057	+55.3%
Facebook content interactions	27,200	43,600	+60.6%
Facebook page visits	30,700	33,000	+7.3%
Facebook new follows	2,700	4,000	+46.8%
Facebook link clicks	71,400	51,800	-27.4%
Instagram link clicks	8,200*	6,000	-26.6%
Instagram profile visits	25,900*	20,500	-20.8%

*Prior-year figures implied from platform-reported percentage change. Reach totals are summed from Meta post-level exports (organic posts only) and may modestly overstate deduplicated unique reach.

Facebook views for the year totalled 9.3 million (including paid); Instagram views 3.8 million. The single biggest organic moment of the year was the “Grand Canyon” Facebook post (6 December 2025) — 439,275 reach and 573,354 views — which drove a visible step-change in followers and reach through November–December, with Facebook views passing one million in a single month for the first time in December. Instagram's best own-channel post was the Halls Gap Lakeside Tourist Park wood-fired pools post (June 2026, 88,376 reach).

Visit Wimmera Mallee

Metric	FY2024–25	FY2025–26	Change
Facebook organic reach	786,900 (incl. paid)	1,932,032 (organic only)	organic alone >2x last year's combined
Instagram reach	9,500	29,400	+208.3%



Metric	FY2024–25	FY2025–26	Change
Facebook content interactions	27,700	34,800	+25.6%
Facebook page visits	16,700	23,000	+37.4%
Facebook views (incl. paid)	n/a (metric introduced Jul 2025)	4,700,000	—
Instagram profile visits	1,300	6,200	+380.2%
Facebook link clicks	8,200	4,000	-51.2%
Instagram link clicks*	58	28	-51.7%

*Instagram only allows links added to stories, not posts.

Follower growth tells the two-year story best: Visit Wimmera Mallee's Facebook page has grown from 6,153 followers (June 2024) to 45,229 (June 2025) to 45,687 today, and Instagram from 1,068 to 1,641 to 2,468 — a community that essentially did not exist two years ago. Top organic posts of the year were Rainbow Silo Art (131,722 reach), the Murtoa Stick Shed in winter light (101,322) and Rainbow Lake (90,229), all peaking in a strong June.

A content-mix insight worth acting on: Wimmera Mallee's output remains photo-led (107 of 133 Facebook posts), while on the Grampians channels video content did the heavy lifting for reach. Lifting the video share of Wimmera Mallee content is a clear FY2026–27 opportunity.

Combined GWMT audience

Metric	FY2024–25	FY2025–26	Change
Total social audience	107,394	110,800	+3.2%
Instagram followers	50,800	51,800	+2.0%
Facebook followers	49,600	52,000	+4.8%
TikTok followers	7,000	7,000	steady
Meta ad reach	1,600,000	2,000,000	+25%
Meta ad impressions	7,000,000	6,000,000	-14.3%



Meta advertising reached 25% more unique people on 14% fewer impressions — a genuine efficiency gain from better targeting and frequency management rather than simply buying more volume.

Email & Database Marketing

The consumer database stands at 22,968 subscribers for Visit Grampians, with the Wimmera Mallee consumer database at 1,278. Eleven consumer campaigns were sent through the year totalling 164,813 sends, blending the FEELS LIKE campaign platform into email (three FEELS LIKE-themed sends), solus partner features seasonal content, and community campaigns.

Campaign open rates ranged from roughly 8% to 19%, with the Halls Gap Lakeside Tourist Park feature (~19%) and the Black and Ginger solus eDM (~18%) the strongest performers. The standout click performance came from the “Vote for Dunkeld” campaign at approximately 3.9% — evidence that clear, single-action community calls-to-action resonate with this audience. FY2025–26 establishes the baseline year for consumer email reporting; note that rates are bot-filtered and therefore conservative relative to raw industry-quoted figures.

The industry eDM continued to reach approximately 3,000 industry inboxes with an open rate around 30%. The Adelaide radio competition added 3,007 new subscribers to the Grampians database — the year's single biggest database-growth initiative.

Print, Publications & Trade

Touring guides

The 2025–26 Grampians Touring Guide and the 2026 Wimmera Mallee Touring Guide were produced and distributed, with 50,000 copies printed. The Wimmera Mallee guide reprint carries the new Safari Global imagery throughout. The guides remain the region's cornerstone printed planning tools, and their URLs are a likely contributor to the surge in direct website traffic recorded this year.

Visit Victoria Official Visitor Guide

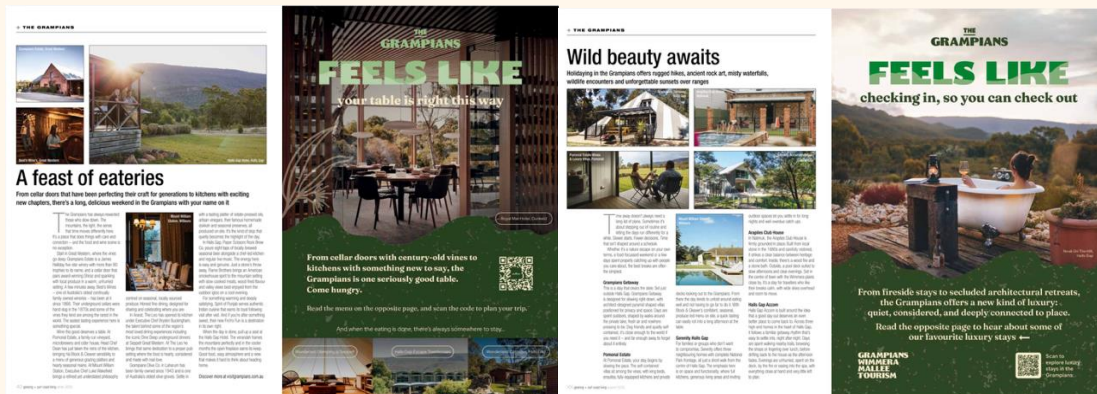
The Spring 2025 OVG carried a front-page Grampians competition (a stay valued at \$3,370+) alongside the “Grampians Gold” editorial feature. The guide is distributed across Victoria and into border towns in New South Wales and South Australia, giving the region sustained visibility in official visitor channels; the next iteration is in development.

Magazine placements

- Australian Motorcycle News (AMCN): eight-page editorial feature plus full-page “throttle therapy” advertisement, reaching the touring motorcycle market — a strong match for the region's roads.



- Geelong & Surf Coast Living: Autumn and Winter editions, each with double-page spread, full-page advertisement and accompanying editorial, targeting the key Geelong drive market.



Trade and consumer shows

GWMT exhibited at both the Melbourne and Adelaide Caravan & Camping Shows, with a full set of new exhibition assets produced under the new brand — pull-up banners for both destinations featuring the new Safari Global photography, a media wall and a touring map display — putting the new identity to work in front of the drive and caravan market in the region's two most important interstate and metro source markets.

Looking Ahead: FY2026–27

This year built reach, audience, brand and a content library at a scale the region has not had before. The strategic focus for FY2026–27 is converting that attention into action:

- A link in every post. Link clicks declined across both regions even as reach surged. Every social post will carry a link, and click-through becomes a core content KPI — turning audience growth into website traffic, operator referrals and bookings.
- Convert deep engagement into operator referrals. The new website's trail and mapping content holds attention (engagement time tripled); the next step is guiding that engaged traffic through to operator bookings and enquiries.
- Optimise FEELS LIKE media. Reallocate spend toward the proven top-converting audiences (women 55+), extend the high-performing Nature pillar, and match creative formats to funnel stage — informed by the end-of-financial-year digital evaluation.
- Lift video content in the Wimmera Mallee, replicating the format mix that drove Grampians reach growth, with FEELS LIKE video from the Safari Global shoots entering rotation.
- Deliver the Industry Toolkit and PR Toolkit, extending recovery-funded assets across the operator base.
- Data hygiene for clean year-on-year reporting: establish Views baselines (first comparable year in FY2026–27), lock a single source per metric, pull the same TikTok metric each year, resolve the website 404 traffic, and continue to build on SEO and GEO.

