



BECOMING INTERNATIONALLY READY

GRAMPIANS

Working with Tourism Australia

Rachael Glendinning— Industry Relations Manager, Tourism Australia

Why International? Workshop, December 2025

● GRAMPPIANS, VICTORIA

Agenda

- Who is Tourism Australia
- Trends
- How to work with us

Who is Tourism Australia?

Tourism Australia is the Australian Government agency responsible for **attracting international visitors to Australia, both for leisure and business events.**



Our Vision

To make Australia the most desirable & memorable destination on earth



Some of our Business Units



Brand & Marketing



Insights



**Partnerships and
Distribution**



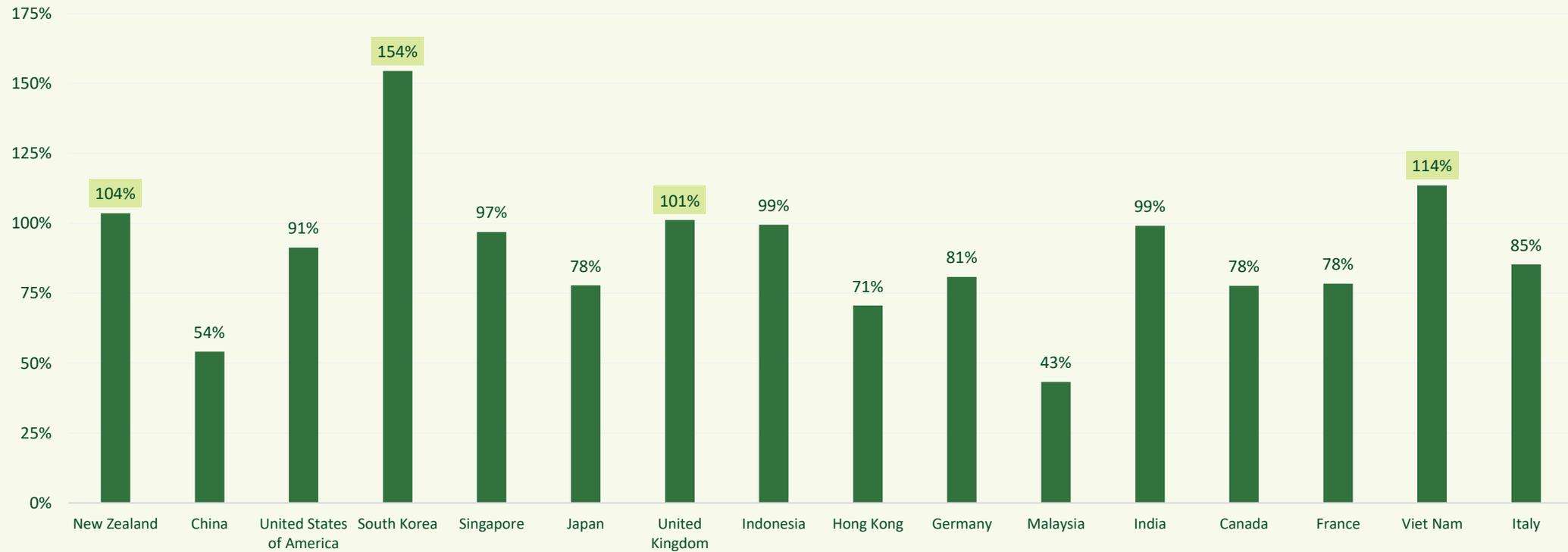
Australia.com & Social

Tourism Australia's 16 priority markets



Holiday arrivals market vs. 2019

Total holiday arrivals: YE Sep 25 as percentage of YE Sep 19
ABS, Short-term visitor arrivals, Australia



Tourism trends influencing Australia to 2035



The Asian Century Continues

While established markets remain vital, fast growing Asian economies will be important drivers of new tourism demand.



Major Events Runway

Australia's significant pipeline of world-class sporting and cultural events will attract visitors in the lead-up to Brisbane 2032.



The Run To Yield

The tourism industry is increasingly competing on value and unique offerings rather than just catering to mass-market volume.



Experiences are Everything

Travellers are prioritising diverse, authentic experiences and unique journeys when choosing a destination.



Paths to Purchase

Travellers are increasingly mixing and matching how they book and with who.

Come and say
G'day



Strong Chapter 1 Results

Campaign period October 2022 – June 2025

Advertising

Top 1%

of ads tested globally
by System1 Research.

Marketing

+2pp

Increase in global consideration
across
brand markets.

Advertising

+15pp

Increase in consideration amongst
those who have seen the
campaign versus not seen.

Chapter 2: Localised talent for impact





There are
opportunities to help
you tap into
international markets
too...



Research & Insights

Insights

Performance Consumer Aviation Intelligence

Consumer

Deep diving into the worlds travelers - who they are, what motivates them, and how they perceive Australia and our competitors.

Consumer Demand Project (CDP) Monthly Dashboard

Tourism Australia has brought together a range of lead and lagging indicators that give a global picture of the tourism landscape and a view of Australia's performance within it.

The CDP has been recognised as the key data source for international consumer understanding since 2012. However, it has recently undergone a refresh and now utilises a more modernised approach.

It is designed to empower Tourism Australia and the sector with a rigorous, scientific and statistically sound tracking program which informs strategy, marketing and communications that make Australia the most desirable and memorable destination on earth.

Tourism Australia | CDP - Equity Funnel

Stage	Share
Awareness	52%
Consideration	43%
Active Planning	66%
Booked	49%

World map showing regional breakdowns:

- Asia: 49%
- Europe: 32%
- USA: 18%
- Australia: 64%
- Other: 57%
- Other: 16%

Deloitte

FUTURE OF DISTRIBUTION INSIGHTS REPORT. 2024

Aerial view of a coral reef with turquoise water and brown sandbars.

November 2022

FUTURE OF GLOBAL TOURISM DEMAND

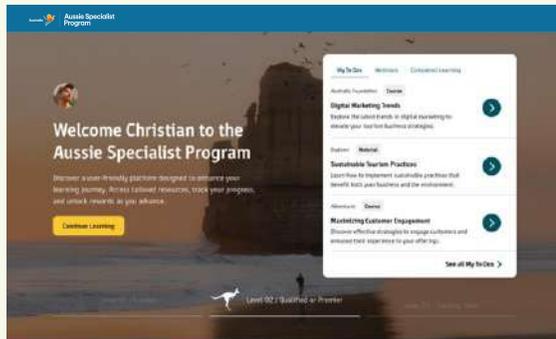
Global tourism research into the experiences that will drive Australia's tourism demand now and into the future

TOURISM AUSTRALIA **fiftyfive5**

tourism.australia.com/Insights

Global Network of Aussie Specialist Agents

37,000 travel agents registered | 60,000+ trained a year



AUSSIE SPECIALIST SPOTLIGHT | VICTORIA

G'day Aussie Specialist,

Pesona tak berujung di Melbourne & Beyond — dari lorong-lorong ikonik dan akade bersejarah yang dipenuhi restoran mewah, kafe trendi, hingga butik-butik. Temukan gaya, hingga petualangan menyusuri keindahan alam regional Victoria. Nikmati sumber air panas alami, kota-kota pegunungan yang menawan, dan atraksi lucu para penguin. Setiap kunjungan menghadirkan pengalaman baru bagi Anda pencinta kuliner maupun penikmat lanskap menakjubkan. Selalu ada alasan untuk kembali dan menjelajah lebih jauh!



Musim Panas Indah di Melbourne

Manfaatkan langit biru dan hari panjang musim panas dengan petualangan seru outdoor! Mengayuh kayak, bersepeda air di Yarra River, atau jelajahi Mornington Peninsula dengan stand-up paddleboarding. Di musim ini, saatnya menikmati



Content

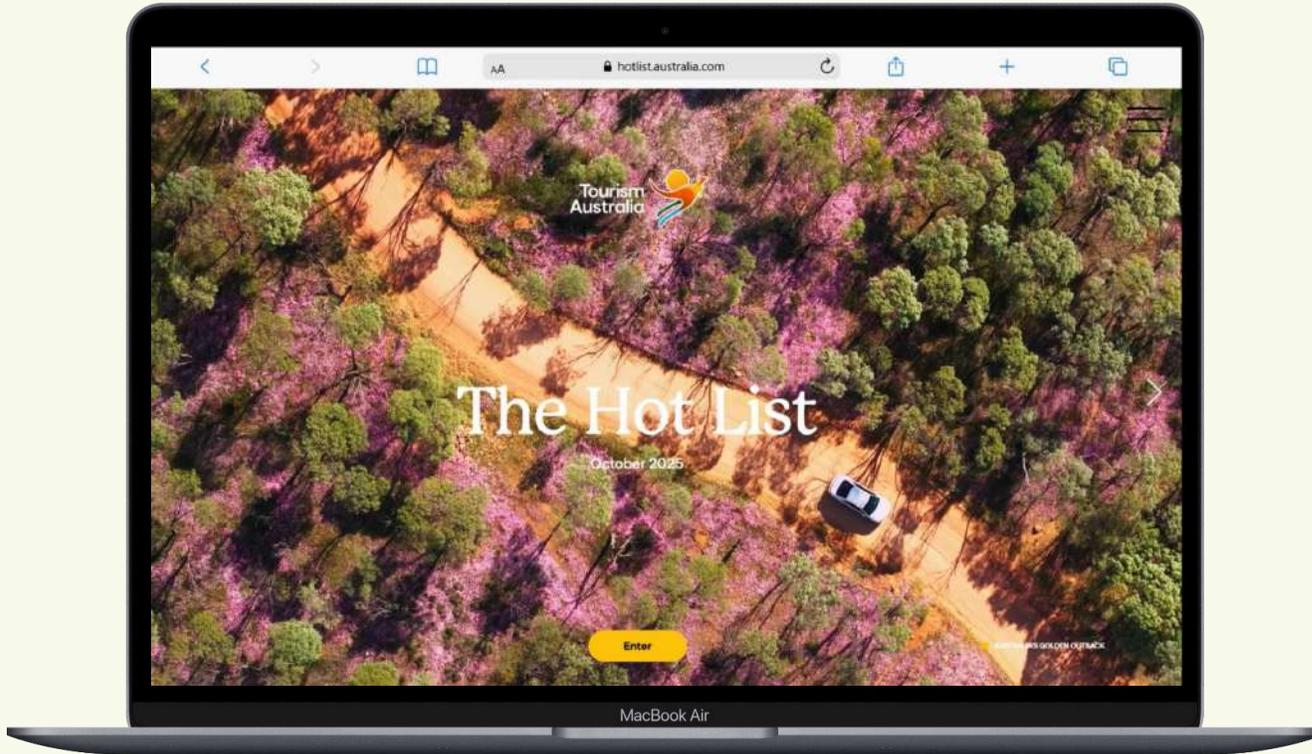


Indonesia Agent Famil



China Mega Training Carnival Event

PR & International Media Hosting

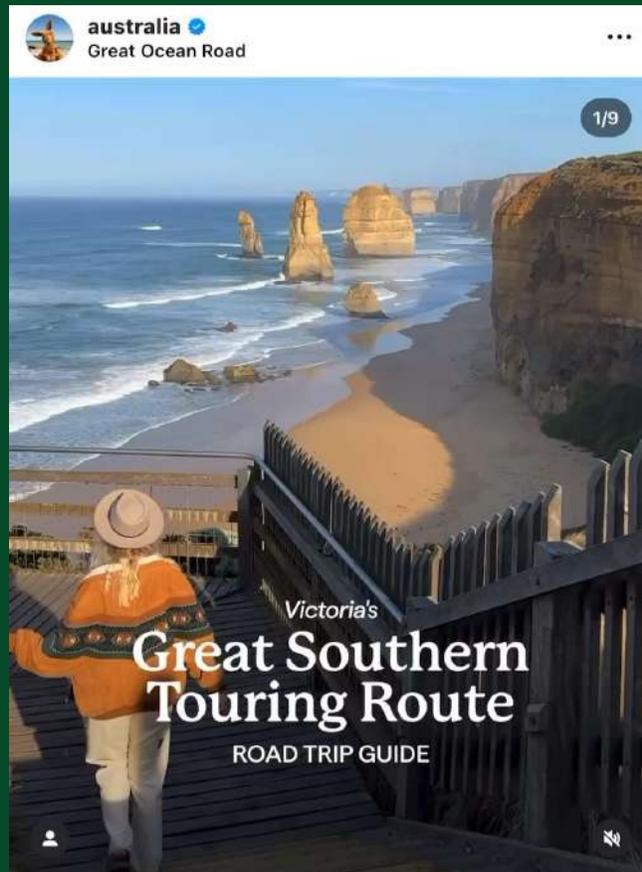


 **1,000**

 **16**

Share any relevant media releases with InternationalMedia@tourism.australia.com

@australia socials





And of course, our trade events

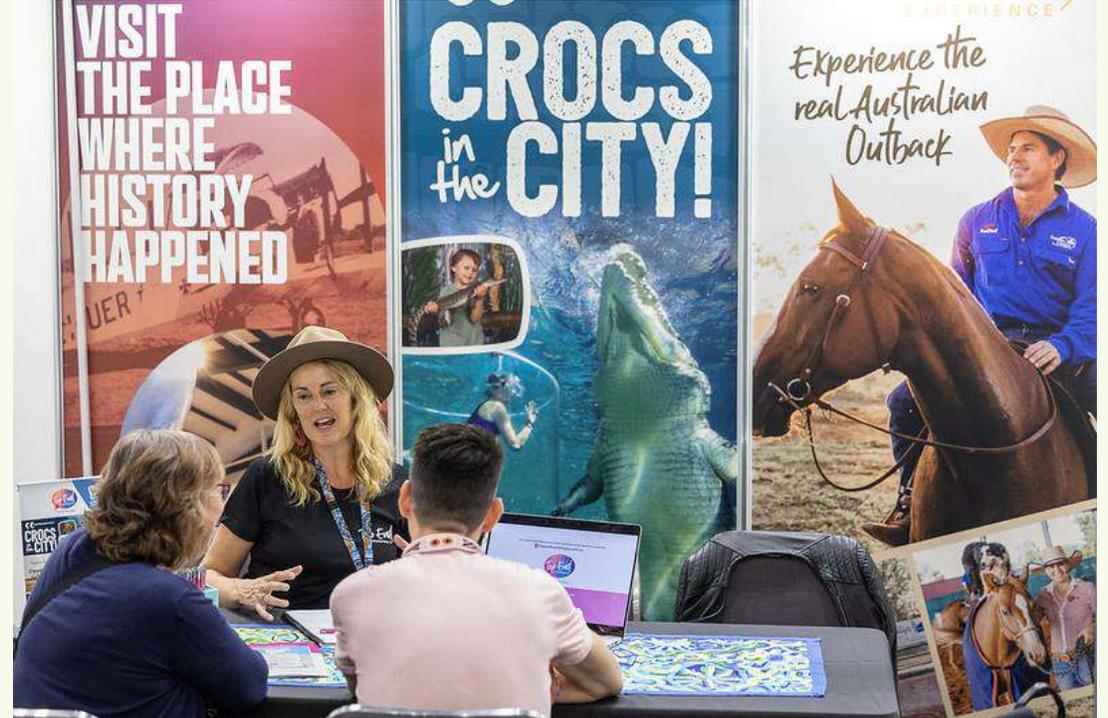
Australian Tourism Exchange (ATE) 2026



events.tourism.australia.com/ATE26

G'day Australia 2026

13 - 15 October, Darwin/Garramilla

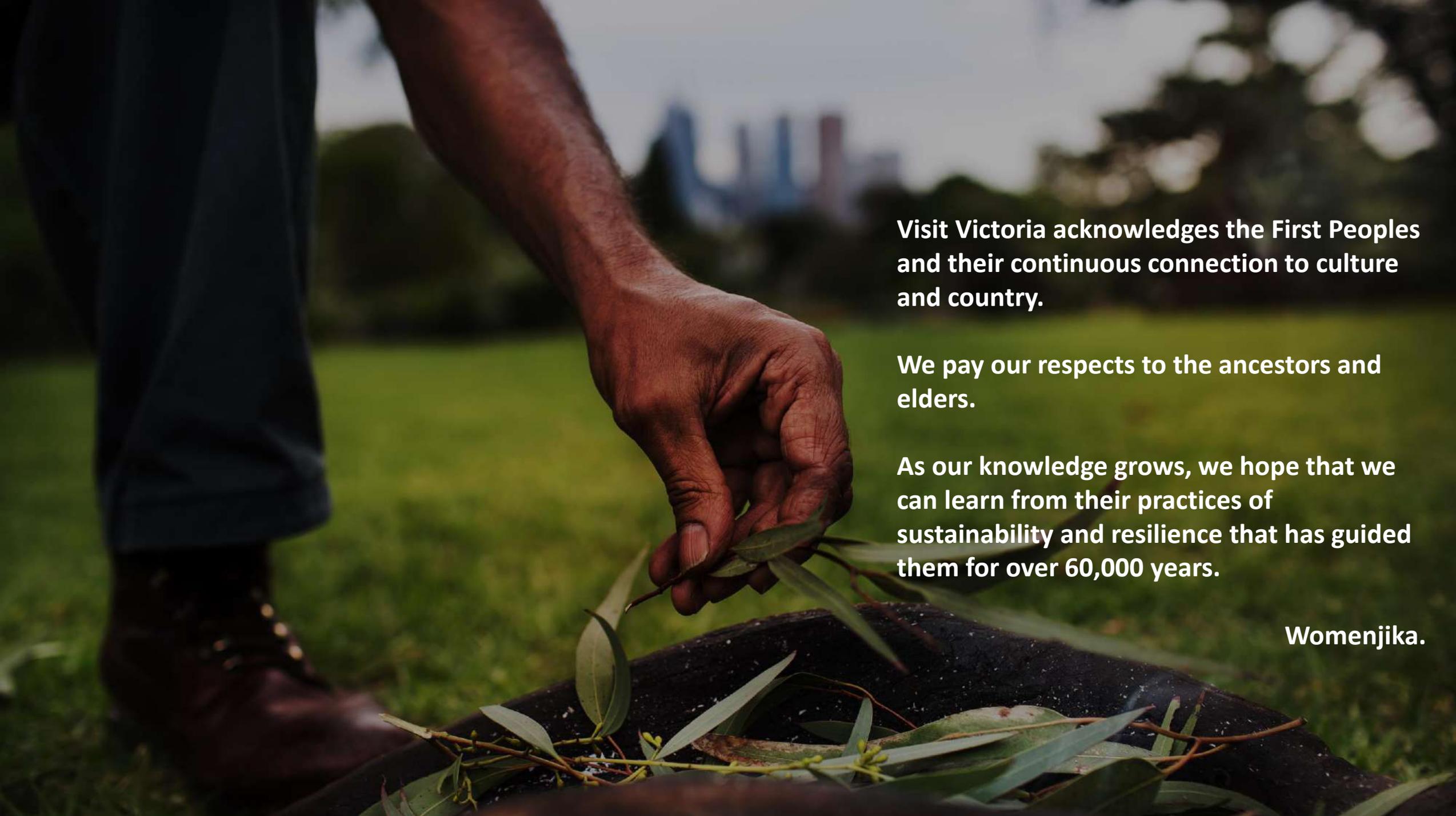




● LAKE DIMBOOLA, VICTORIA

Working with TA

Rachael Glendinning
Industry Relations Manager – SA, TAS & VIC | Youth
rglending@tourism.australia.com
0438 488 286

A close-up photograph of a person's hand, with a dark complexion, holding a thin branch with several green, elongated leaves. The hand is positioned over a dark, circular container that also contains some of the same branches. The background is a soft-focus outdoor setting with green grass and trees under a bright sky. The text is overlaid on the right side of the image.

Visit Victoria acknowledges the First Peoples and their continuous connection to culture and country.

We pay our respects to the ancestors and elders.

As our knowledge grows, we hope that we can learn from their practices of sustainability and resilience that has guided them for over 60,000 years.

Womenjika.

MEET THE TEAM

VISIT VICTORIA



INTRODUCTIONS



DAVE EVANS

Group Manager, Market
Development + Distribution



DIANA MORGAN

Group Manager, Industry
Engagement & Product
Development



EMMA HUTCHINSON

Specialist, Product
Development



TOURISM ECOSYSTEM



BRAND AWARENESS FOR AUSTRALIA

To influence people to travel to Australia, including for events,
To influence people travelling to Australia to also travel throughout Australia,
To help increase the economic benefits to Australia from tourism.



CONSIDERATION FOR VICTORIA

Create Demand	Building awareness and desire to visit
Convert Demand	Turning that interest into bookings through events and partnerships
Connect Demand	Ensuring Victorian businesses and products are connected into global markets



REGIONAL DEVELOPMENT

Marketing and industry development of regions
Offering a connection between Visit Victoria and the industry
Voice for regional tourism matters

INTERNATIONAL TEAM



- LOS ANGELES
- LONDON
- FRANKFURT
- BEIJING
- SHANGHAI
- GUANGZHOU
- TOKYO
- SINGAPORE
- MUMBAI*

GLOBAL MARKETS TEAM STRUCTURE

HEAD OFFICE



Nigel Aldons
Head of Global Markets + Commercial



Dave Evans
Group Manager, Market Development
david.evans@visitvictoria.com.au

INTERNATIONAL MARKET DEVELOPMENT



Andrew Wilson
Market Development
Manager, UK-Europe
andrew.wilson@
visitvictoria.com.au



Sissi Wang
Market Development
Manager, North Asia
sissi.wang@
visitvictoria.com.au



Sarah Breheny
Market Development
Manager, South +
South East Asia
sarah.breheny@
visitvictoria.com.au



Vacant
Market Development
Manager, Americas

GLOBAL COMMUNICATIONS / PUBLIC RELATIONS



Vanessa Hollidge
Manager, Marketing
Communications + PR
vanessa.hollidge@
visitvictoria.com.au

COMMERCIAL PARTNERSHIPS



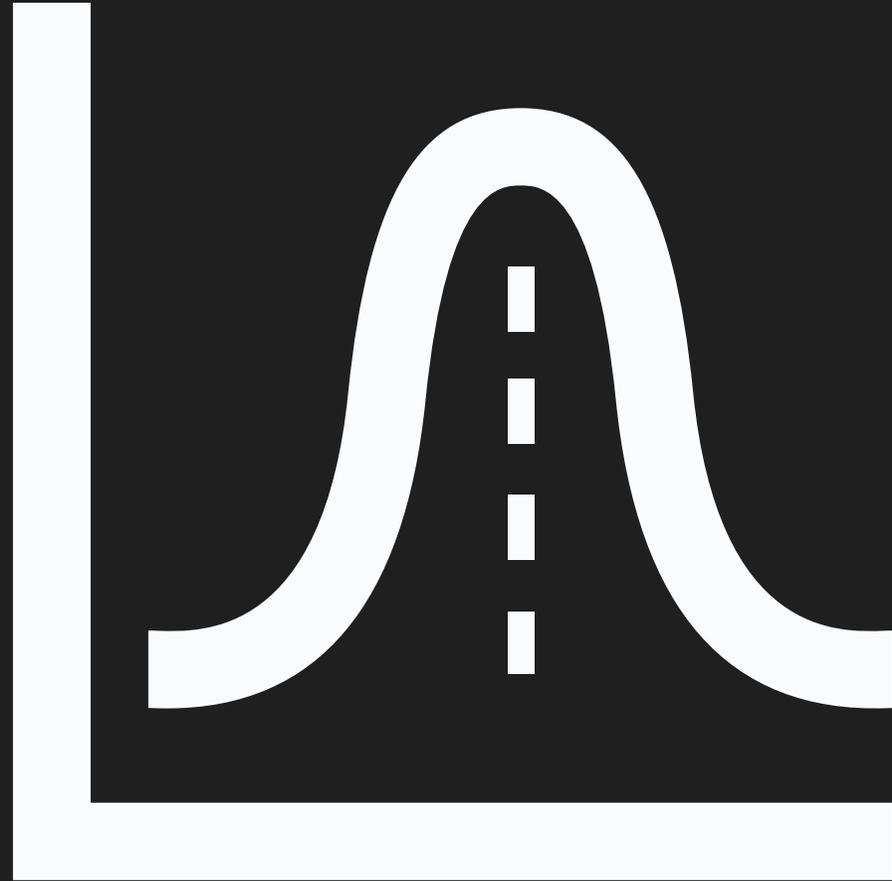
Kelly Johnson
Manager, Commercial
Partnerships
kelly.johnson@
visitvictoria.com.au

COORDINATOR, GLOBAL MARKETS



Makida Kebede
Coordinator,
Global Markets
makida.kebede@
visitvictoria.com.au

THE STATS BIT



VICTORIA HAS HIT A NEW RECORD IN VISITOR EXPENDITURE, AT \$43.7BN IN YE JUNE 2025.



INTERNATIONAL VISITATION TO VICTORIA WAS 88 PER CENT RECOVERED FROM 2019 LEVELS.



SEP 24 QTR	580,300
DEC 24 QTR	782,300
MAR 25 QTR	789,900
JUN 25 QTR	623,800

SOURCE: TOURISM RESEARCH AUSTRALIA, INTERNATIONAL VISITOR SURVEY, REGIONAL EXPENDITURE MODEL, DATA TO YEAR END JUNE 2025.

INDONESIA AND THAILAND SAW HIGH GROWTH IN REGIONAL DISPERSAL RATE COMPARED TO PRE-COVID LEVELS.

Top 10 International Markets, Nights Spent in Regional Victoria. 2-Year Average, YE June 2024-2025

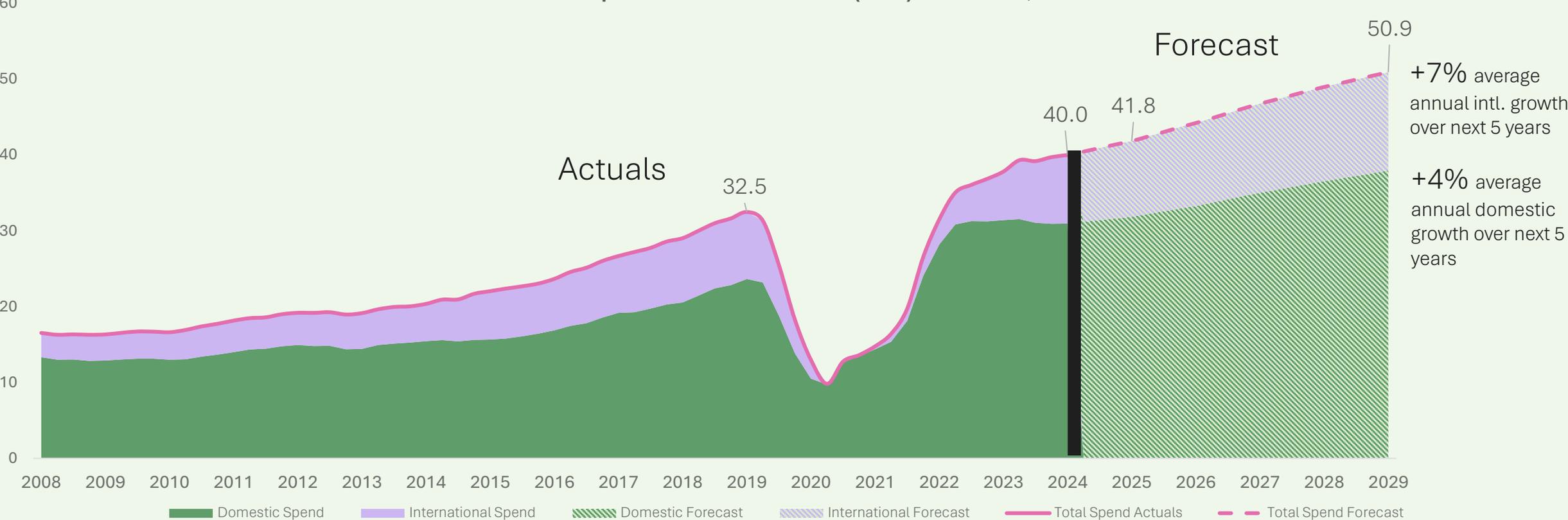


DISPERSAL RATE	23.3%	7.8%	22.7%	16.8%	17.5%	17.7%	25.4%	2.8%	17.2%	18.4%
PP CHANGE VS. PRE-COVID	-0.7	1.8	15.4	-5.4	-18.6	-	17.6	-1.9	0.6	-0.7

SOURCE: TOURISM RESEARCH AUSTRALIA, INTERNATIONAL VISITOR SURVEY, REGIONAL EXPENDITURE MODEL, DATA TO YEAR END JUNE 2025.

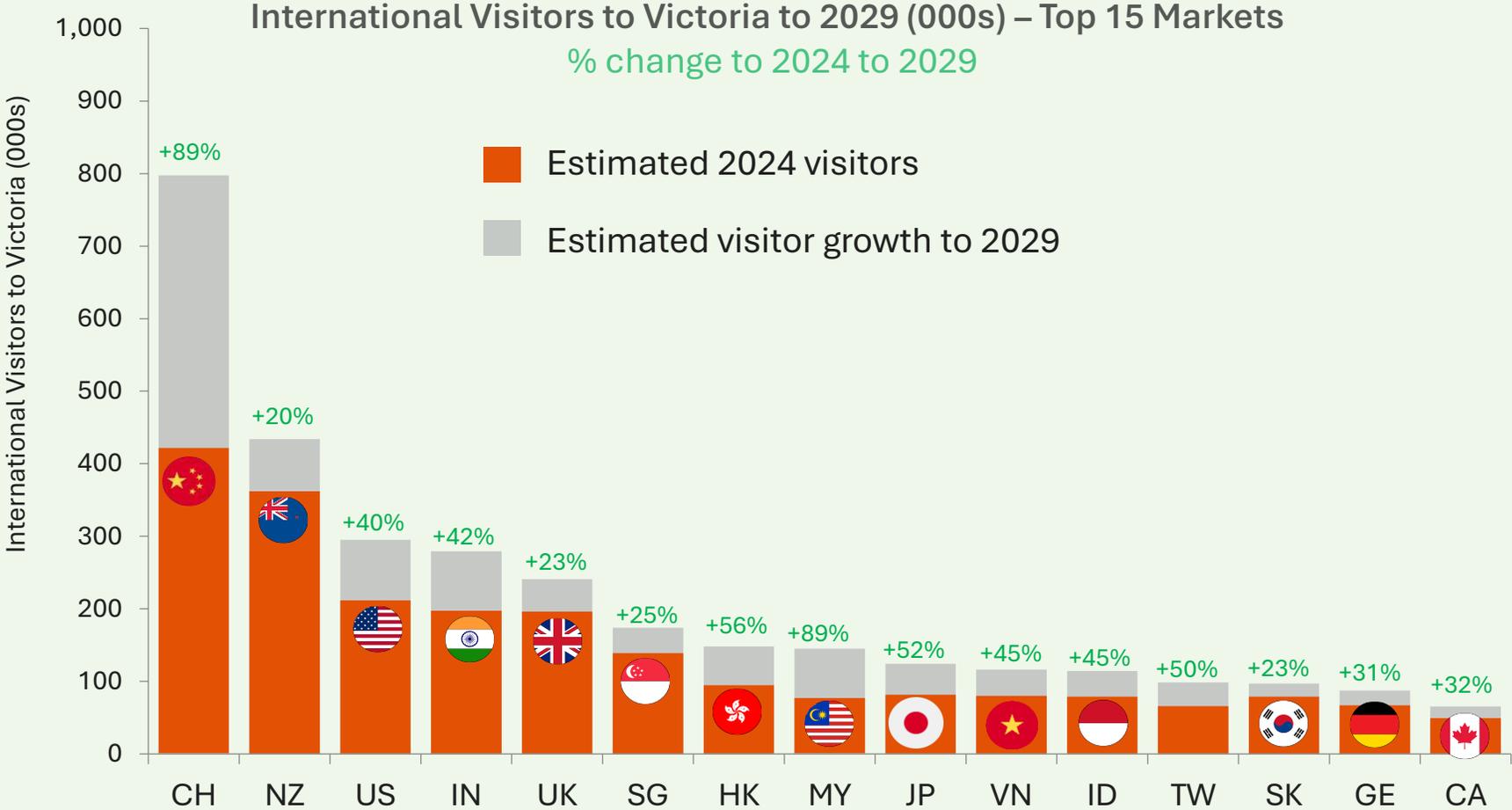
DELIVER PROSPERITY FOR VICTORIA BY GROWING THE VISITOR ECONOMY

Total visitor expenditure to Victoria (\$bn) - Actuals, Forecast



SOURCE: TOURISM RESEARCH AUSTRALIA. DATA TO YE DEC 24. REGIONAL EXPENDITURE MODEL. FORECAST FROM TOURISM FORECASTS, TOURISM RESEARCH AUSTRALIA, VICTORIA FORECAST PUBLISHED BY DJSIR, VICGOV.

TOURISM FORECAST FOR VICTORIA

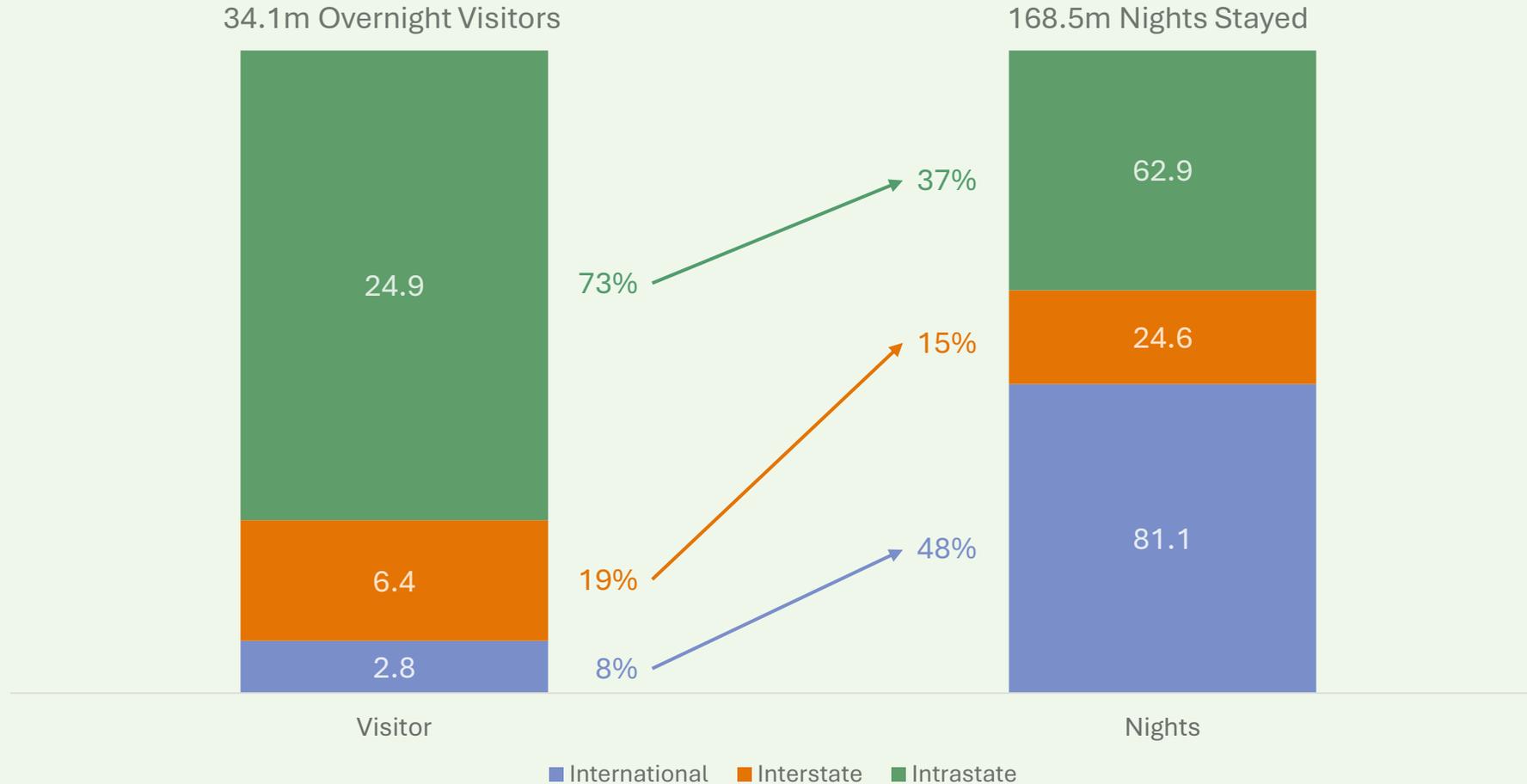


SOURCE: 2024-2029 TOURISM FORECASTS, TOURISM RESEARCH AUSTRALIA, VICTORIA FORECAST PUBLISHED BY DJSIR, VICGOV.

MARKET DISTRIBUTION – VICTORIA

Avg. nights per trip of international visitation is 6.6x higher than that of interstate and 10.6x higher than that of intrastate.

Overnight Visitation (m) and Nights (m) by Segment (%) to Victoria – YE Jun'25



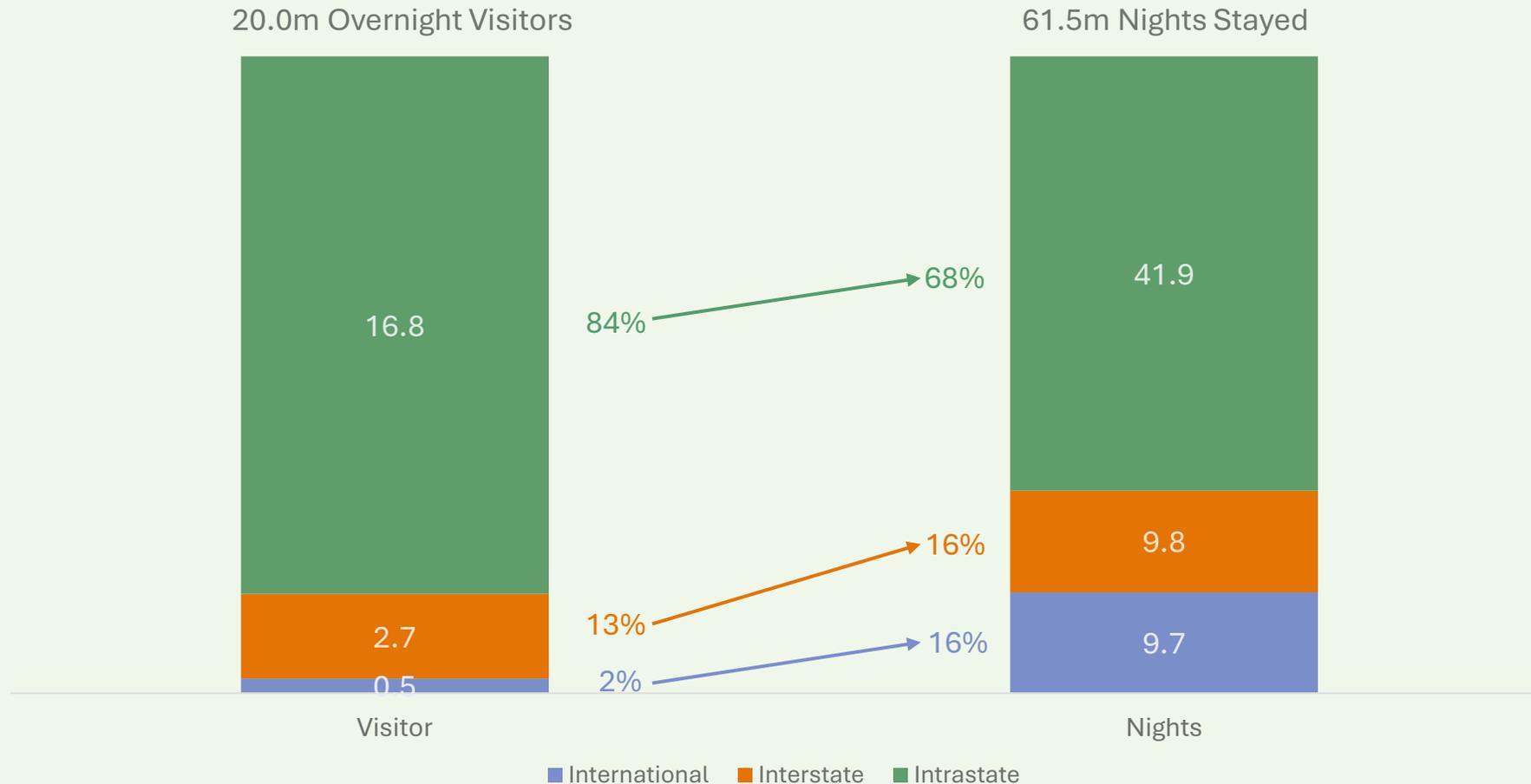
NOTE: OVERNIGHT VISITORS ONLY. EXCLUDING DOMESTIC DAYTRIP VISITORS.

SOURCE: TOURISM RESEARCH AUSTRALIA, DOMESTIC TOURISM STATISTICS AND INTERNATIONAL VISITOR SURVEY, DATA TO YEAR END JUNE 2025.

MARKET DISTRIBUTION – REGIONAL VIC

Avg. nights per trip of international visitation is 4.8x higher than that of interstate and 7.6x higher than that of intrastate.

Overnight Visitation (m) and Nights (m) by Segment (%) to Regional Victoria – YE Dec'24



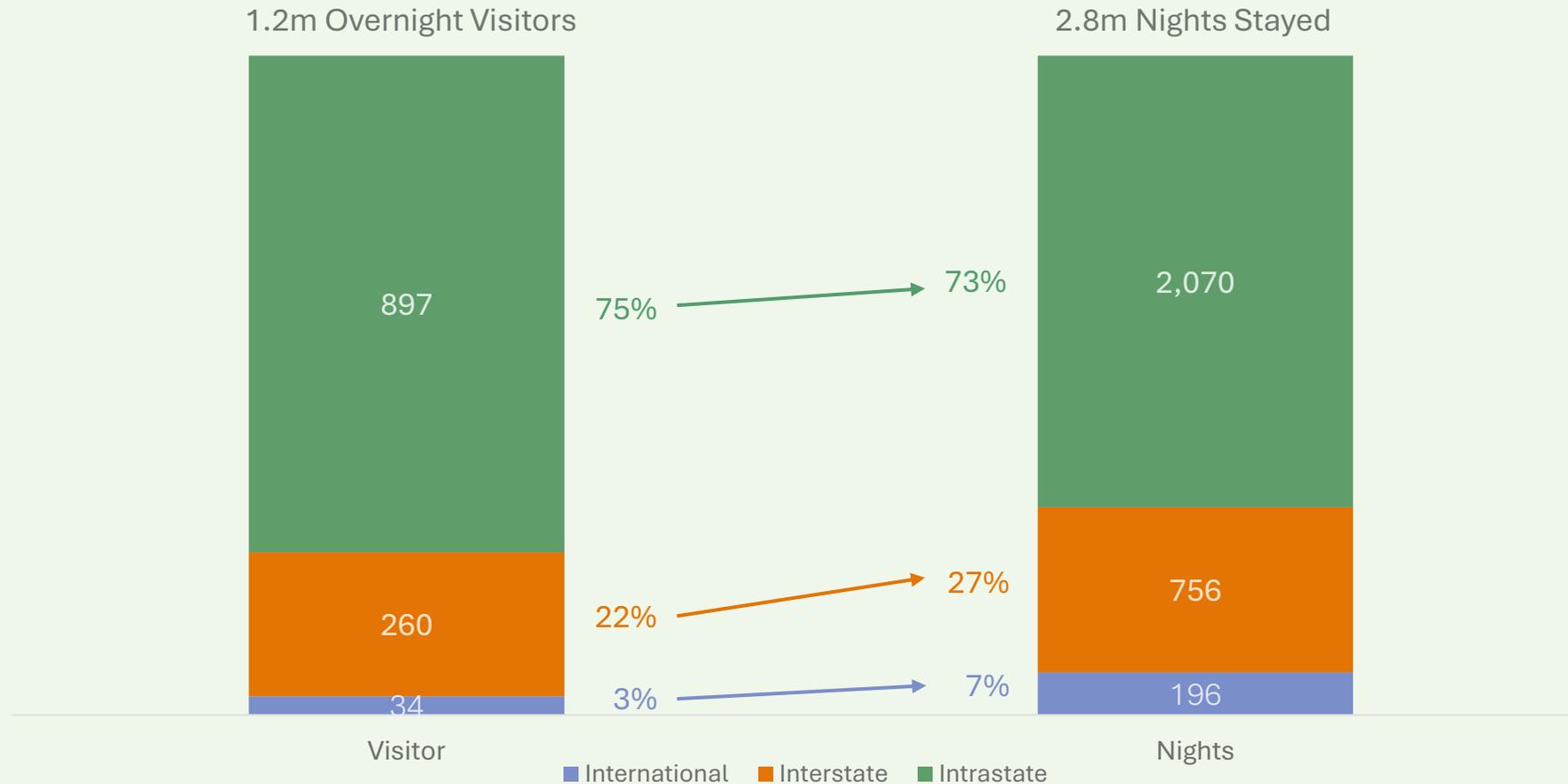
NOTE: OVERNIGHT VISITORS ONLY. EXCLUDING DOMESTIC DAYTRIP VISITORS.

SOURCE: TOURISM RESEARCH AUSTRALIA, INTERNATIONAL AND NATIONAL VISITOR SURVEYS, REGIONAL EXPENDITURE MODEL, DATA TO YEAR END DECEMBER 2024.

MARKET DISTRIBUTION – GRAMPIANS

Avg. nights per trip of international visitation is 2.0x higher than that of interstate and 2.5x higher than that of intrastate.

Overnight Visitation ('000) and Nights ('000) by Segment (%) to Grampians – YE Dec'24



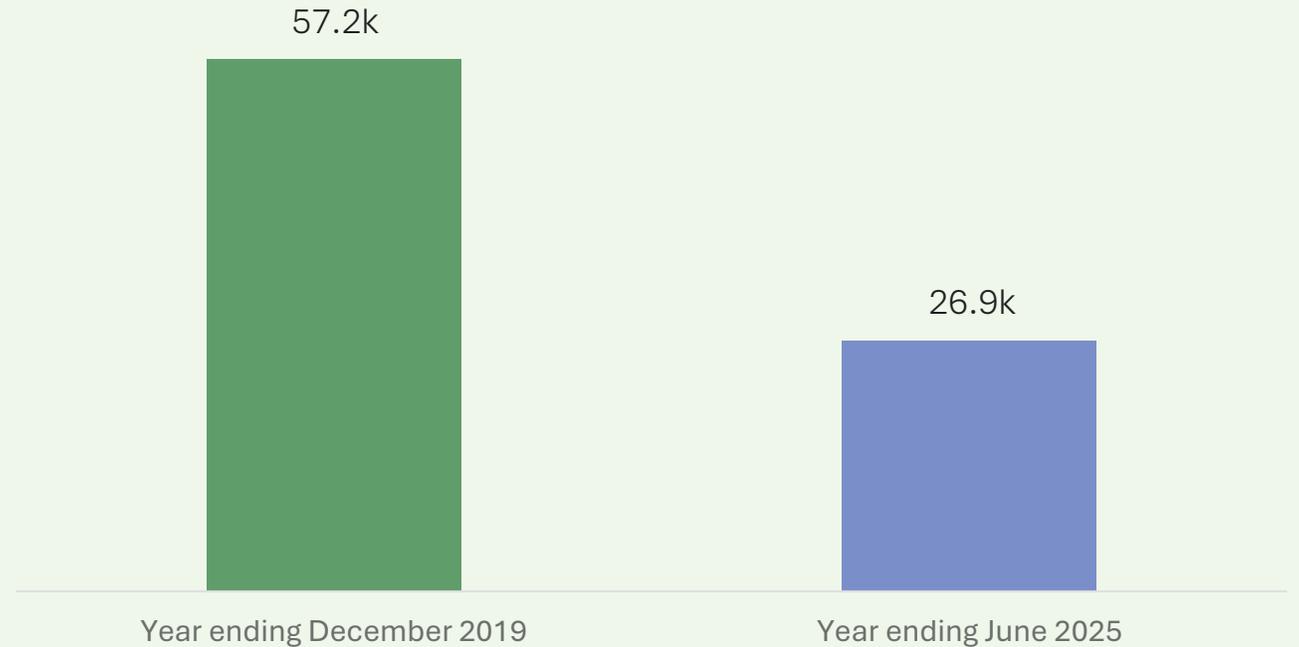
NOTE: OVERNIGHT VISITORS ONLY. EXCLUDING DOMESTIC DAYTRIP VISITORS.

SOURCE: TOURISM RESEARCH AUSTRALIA, INTERNATIONAL AND NATIONAL VISITOR SURVEYS, REGIONAL EXPENDITURE MODEL, DATA TO YEAR END DECEMBER 2024.

GRAMPIANS INTERNATIONAL OVERNIGHT VISITORS

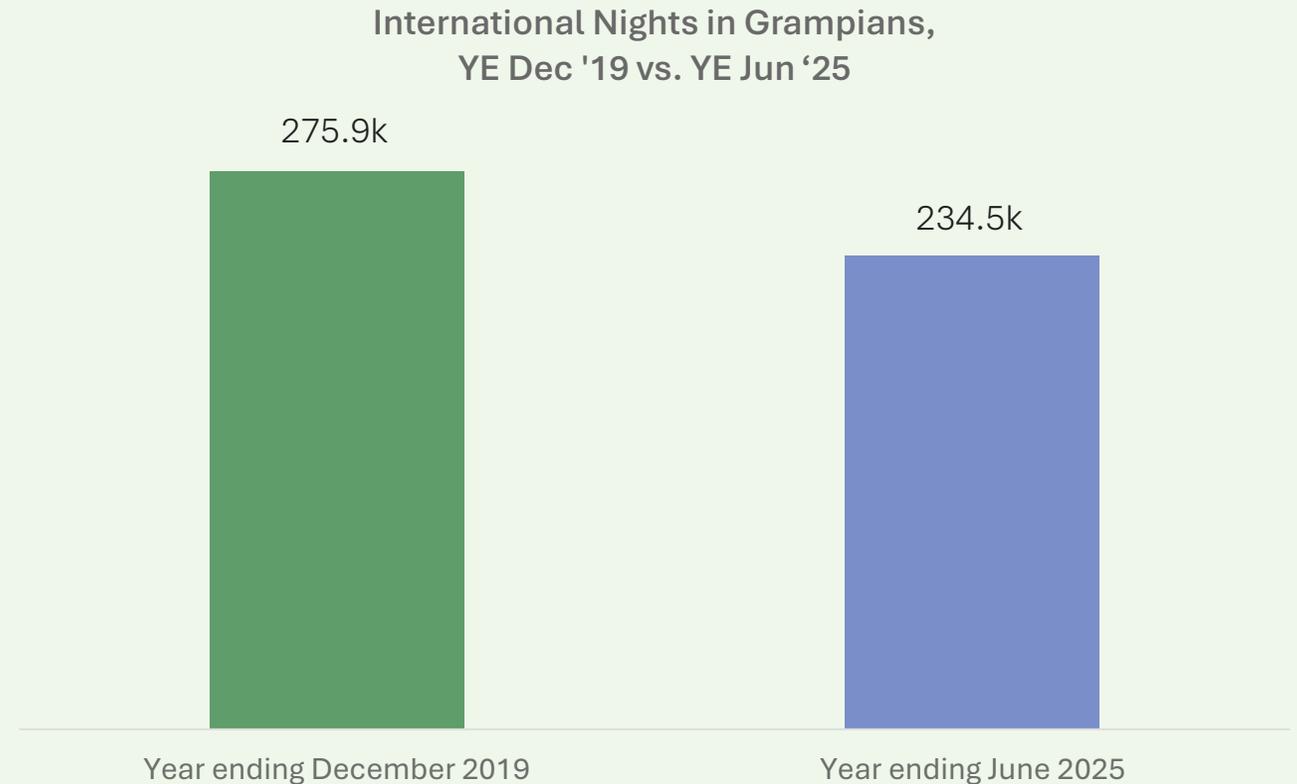
- International visitation was at 57.2k for YE Jun 2025, -53.0% lower than 2019.
- Total Regional Victoria recovery for international overnight visitation is at -21.2% for YE Jun 2025 vs. YE Dec 2019.

International Visitors to Grampians, YE Dec '19 vs. YE Jun '25



GRAMPIANS INTERNATIONAL NIGHTS

- International nights in Grampians has yet to recover to pre-Covid level.
- International visitor nights have dropped from 276k to 235k since 2019 (-15.0%), but average nights per visit has increased by 3.9 nights.
- Overall, total Regional Victoria has 7.7% higher international nights than 2019.

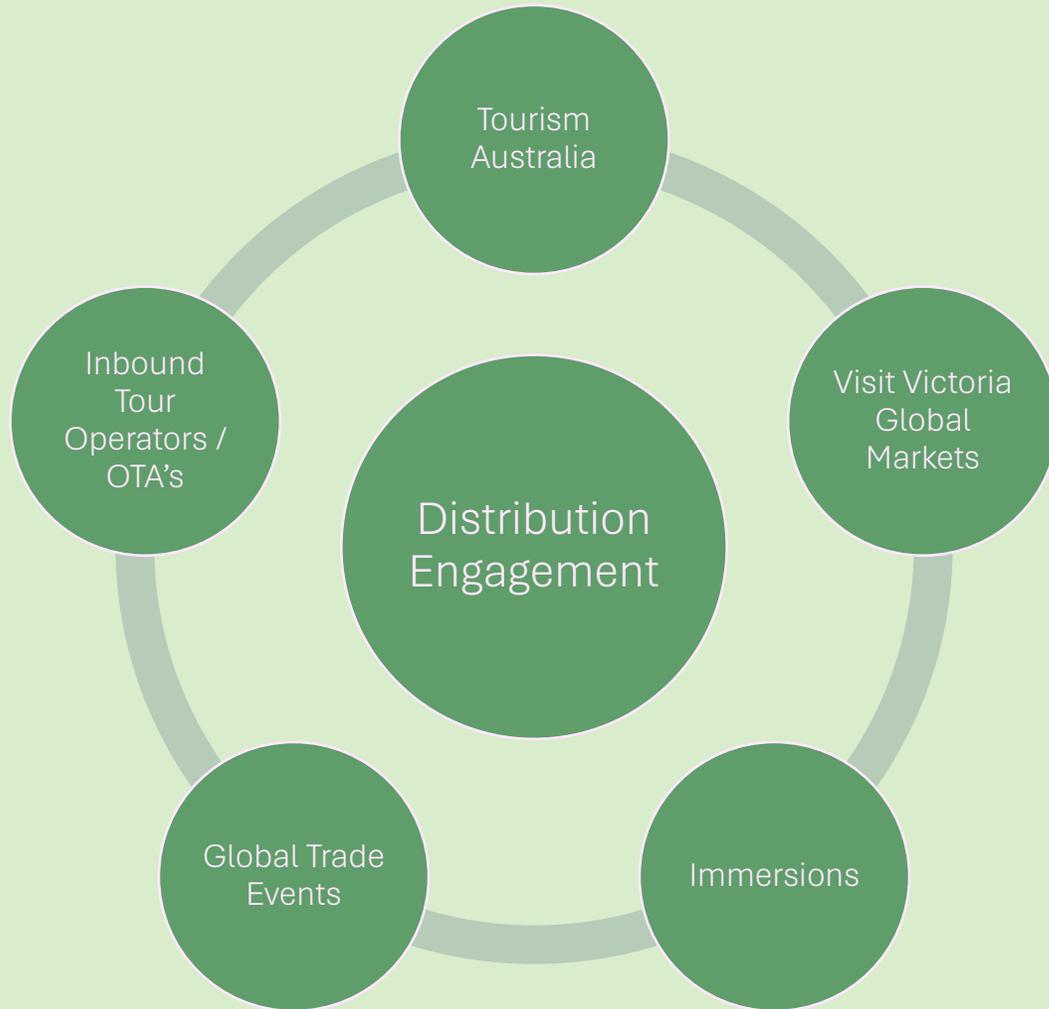


INTERNATIONAL MARKETING

WHAT WE DO



TRADE ENGAGEMENT



WHAT'S NEW IN VICTORIA 2025

Thursday, January 23 at 1PM PST / 4PM EST



There is an energetic culture in Melbourne/Narrm and Victoria that gives space for people to feel inspired and be creative. Join the Visit Victoria team as they enlighten you with what's on the horizon for 2025, including new wellness options, big events, fresh dishes to try and sustainable experiences to explore.



Attend live and earn your Aussie Specialist Virtual Training Superstar badge and 15 points to spend in the inwards store! Not able to attend? RSVP, and you'll receive a link to the recording.



Plus, enter for the chance to win Qantas economy flights for two to Melbourne and five nights' accommodation in Victoria. To enter, complete the following by February 10, 2025:



- Complete the [Victoria Training Course](#) (available to qualified Aussie Specialists)
- Attend the [Virtual Training: What's New in Melbourne 2025](#) on January 23 or watch the recording
- Attend the [Virtual Training: Qantas Magic in the Sky to Melbourne](#) on January 30 or watch the recording
- Complete the [Victoria Spotlight 2025 Quiz](#)

[Register for the virtual training.](#)

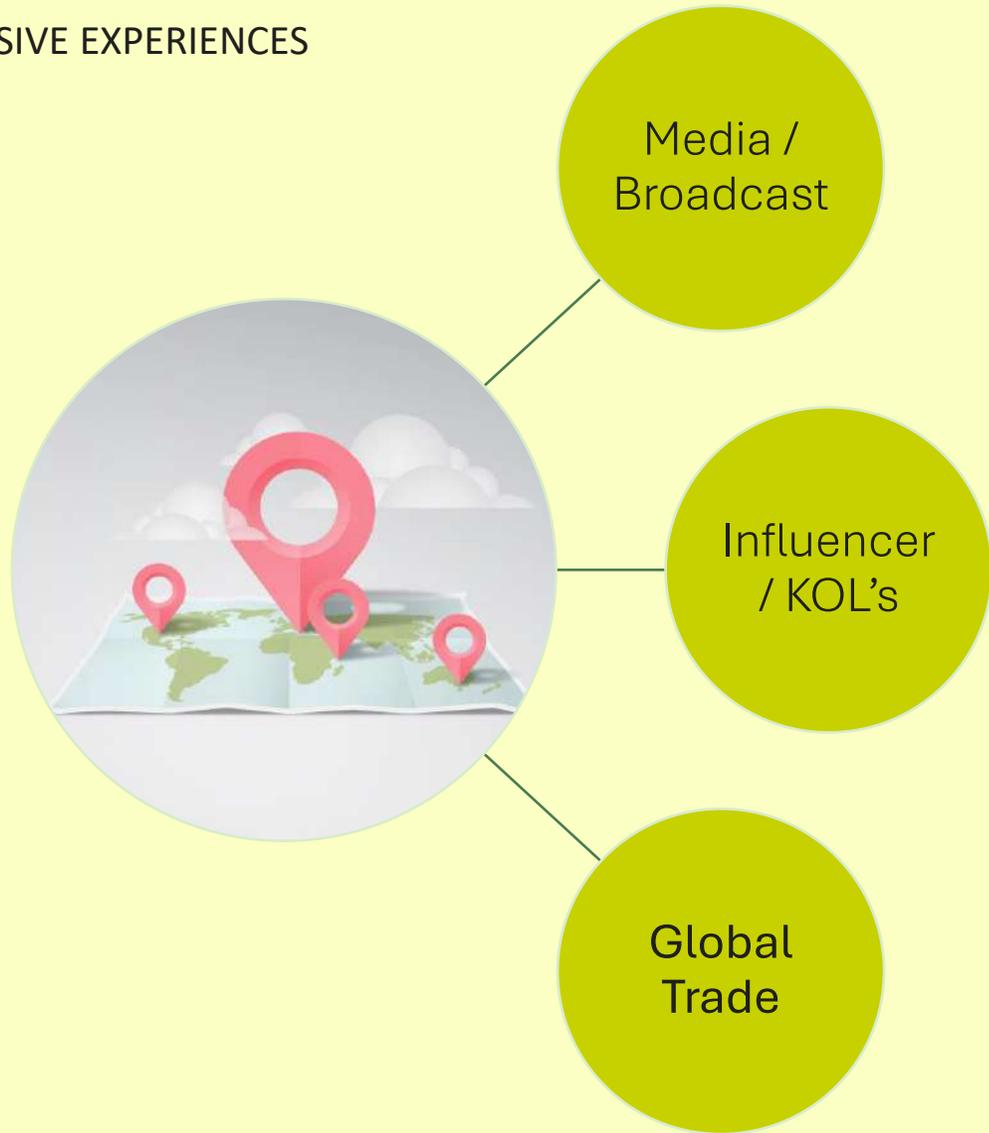


GLOBAL TRAINING AND EVENTS



FAMILIS

IMMERSIVE EXPERIENCES



2000

PER YEAR

\$50M

**ADVERTISING VALUE
EQUIVALENT**

AVIATION



509
Flights / week
(up 29 flights since 2019)

136K
Seats per week
(up 3.5K over 2019)

6M
PAX through MEL
Airport in 1st half of 2025

7%
Increase in PAX
traffic since 2019

21
Marketing Partnerships



GLOBAL REACH



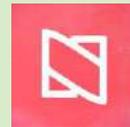
80+



campaigns

PARTNERSHIP MARKETING

80+ PARTNERSHIPS PER YEAR



GRAMPIANS ACTIVITY



VICTORIA: THE FLY DRIVE STATE

Considered one of the world's most vibrant and beautiful states, Melbourne is a gateway to Victoria's vibrant regional landscape. Discover the state's rich and varied natural beauty, from the rugged mountains and back to the blue coastline of Lake, or perhaps you prefer a visit to a beautiful beach. Victoria's diverse landscapes from the coast and inland offer you a wide range of experiences.

The Great Ocean Road

One of Australia's most beautiful and scenic coastal roads, the Great Ocean Road is a 240-kilometre-long coastal highway that winds along the southern coast of Victoria. It is a must-see for anyone visiting the state, offering a unique experience of the rugged coastline and the iconic rock formations of the Twelve Apostles.

Great Southern Touring Route

This scenic route is a must-see for anyone visiting the southern coast of Victoria. It is a 240-kilometre-long coastal highway that winds along the southern coast of Victoria. It is a must-see for anyone visiting the state, offering a unique experience of the rugged coastline and the iconic rock formations of the Twelve Apostles.

Melbourne to Sydney

From Melbourne, take the scenic coastal route, passing through the rugged coastline and the iconic rock formations of the Twelve Apostles. It is a must-see for anyone visiting the state, offering a unique experience of the rugged coastline and the iconic rock formations of the Twelve Apostles.

WHAT'S INCLUDED

11 Days | 10 Nights | Land Only

23 DAY 10 NIGHT HOLIDAY

From \$3,199*

TRAVEL ANSWERS

TRAVEL2 DOWN UNDER ANSWERS ISLANDS IN THE SUN AFRICA ANSWERS ASIA ANSWERS



MELBOURNE EVERY BIT DIFFERENT | malaysia airlines

Experience a different kind of landscape.

GRAMPIANS NATIONAL PARK

Australia Deals

Melbourne & Beyond

11 Days | 10 Nights | Land Only

Melbourne | Port Campbell | Port Fairy | Grampians | Daylesford

Experience the best of Melbourne and beyond. Spend three nights in the vibrant city, exploring its hidden treasures and beaches, and meeting the adorable little penguins at Phillip Island. Then, venture out to the breathtaking Great Ocean Road, witness ancient rock formations in Grampians National Park, and witness your spirit in Australia's sparkling "spa capital."

From \$3,199*

travel answers

TRAVEL2 DOWN UNDER ANSWERS ISLANDS IN THE SUN AFRICA ANSWERS ASIA ANSWERS



calibon123 Grampians National Park

This first wildlife video and the photo of the children were taken during the Great Otway National Park. I never had my own camera but due to some mandatory gear and SD card requirements I had it with me. When they got a gap on me they'd wait for me to catch up. As they turned to continue their journey into the bush I snaggged a quick video to remember them.

Here are a few other critters I wanted to remember too:

Lucy_Burthellomew Course record and content king all in a 50k walk

Jim_Saker The best place in the world I'm happy you got to see all our favourite friends 🐨 🐘 🐨

intellwycasee Hahaha the way you've captured the name of our critters who visits my blog is awesome. The local road know he is behind a fence and can't get to them, so they make the most of stirring him up. Love it! 🐨

runningwiththePoc 20k

Used by 99700mlr and 1,439 others

Entdecken Sie Australiens Südosten

z.B. 22 Tage inkl. Flug mit Singapore Airlines und Mietwagenreise

Entdecken Sie Australiens Südosten

z.B. 22 Tage inkl. Flug mit Singapore Airlines und Mietwagenreise

BEST OF TRAVEL GROUP

Rediscover Melbourne with Jetstar

All day, every day, low fares

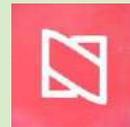
Jetstar MELBOURNE Book Now

WHAT'S THE
OPPORTUNITY
(AND WHAT'S THE
CATCH)?

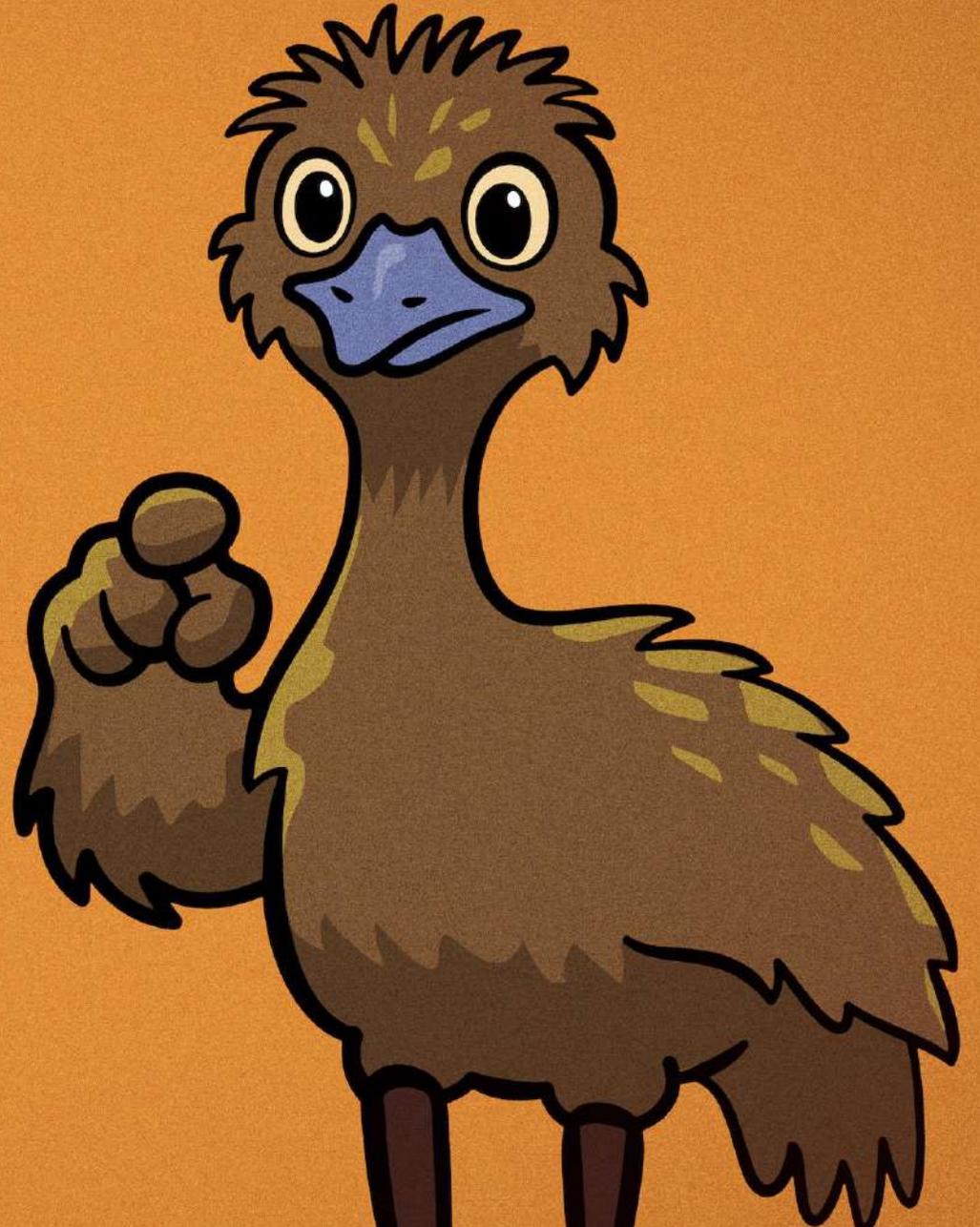


PARTNERSHIP MARKETING

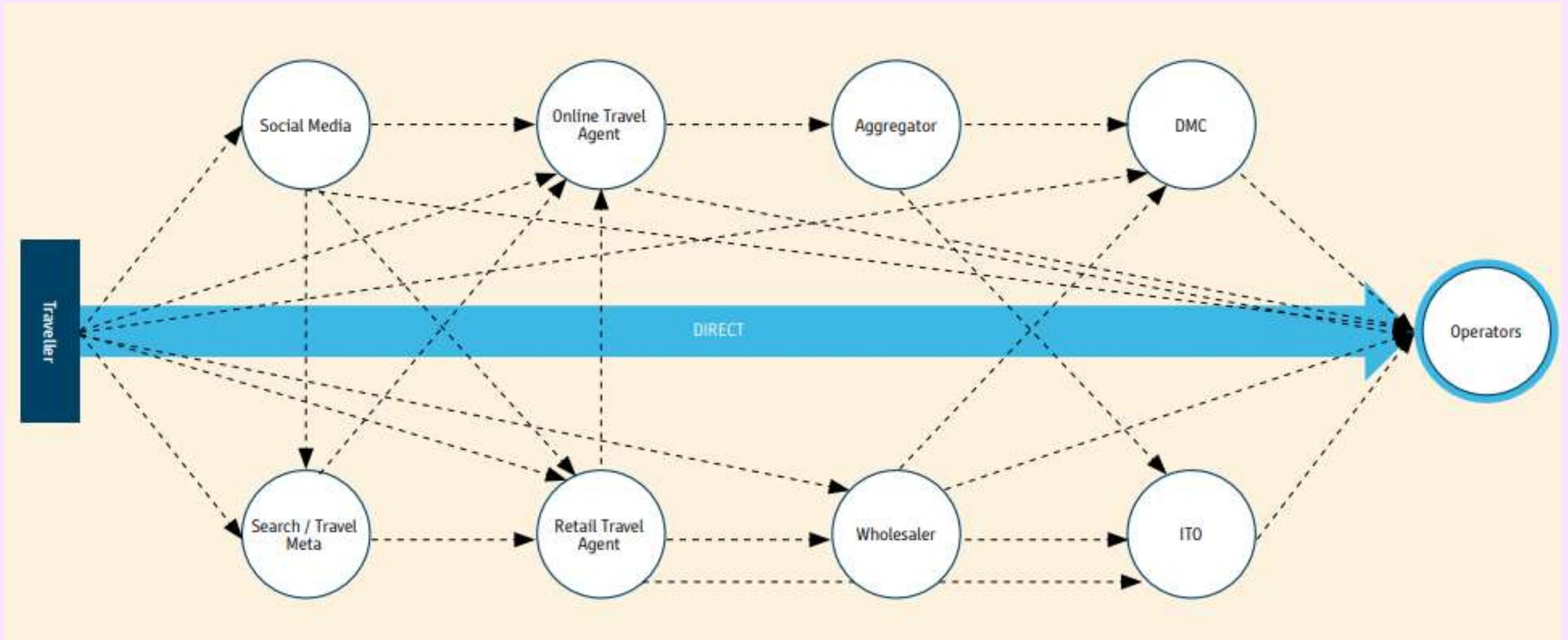
80+ PARTNERSHIPS PER YEAR



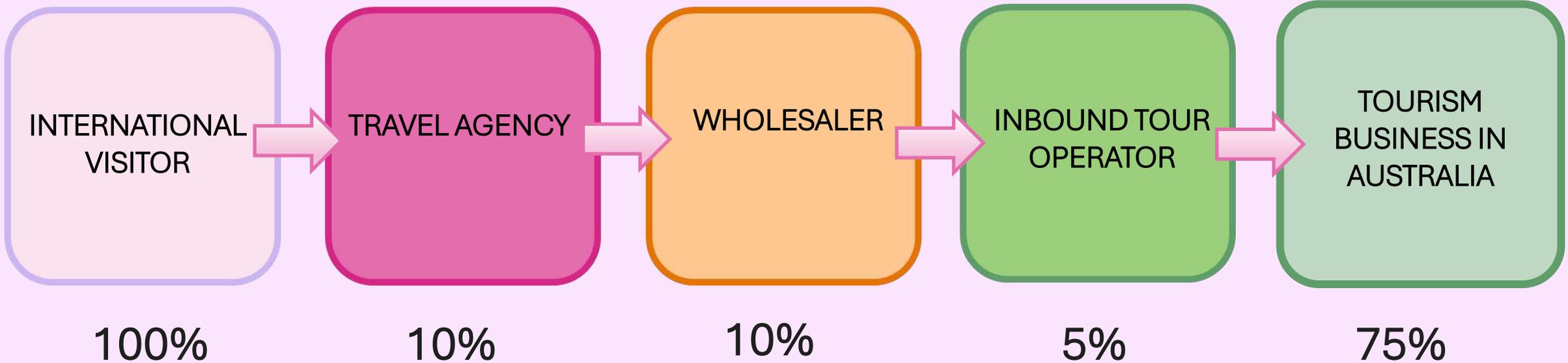
WE WANT
YOU!



IT'S COMPLEX + CHANGING



THE SIMPLIFIED VERSION (TRADITIONAL)



COMMISSIONS

MARKETING COST

Accommodation: 25-30%

Large attractions: 25-30%

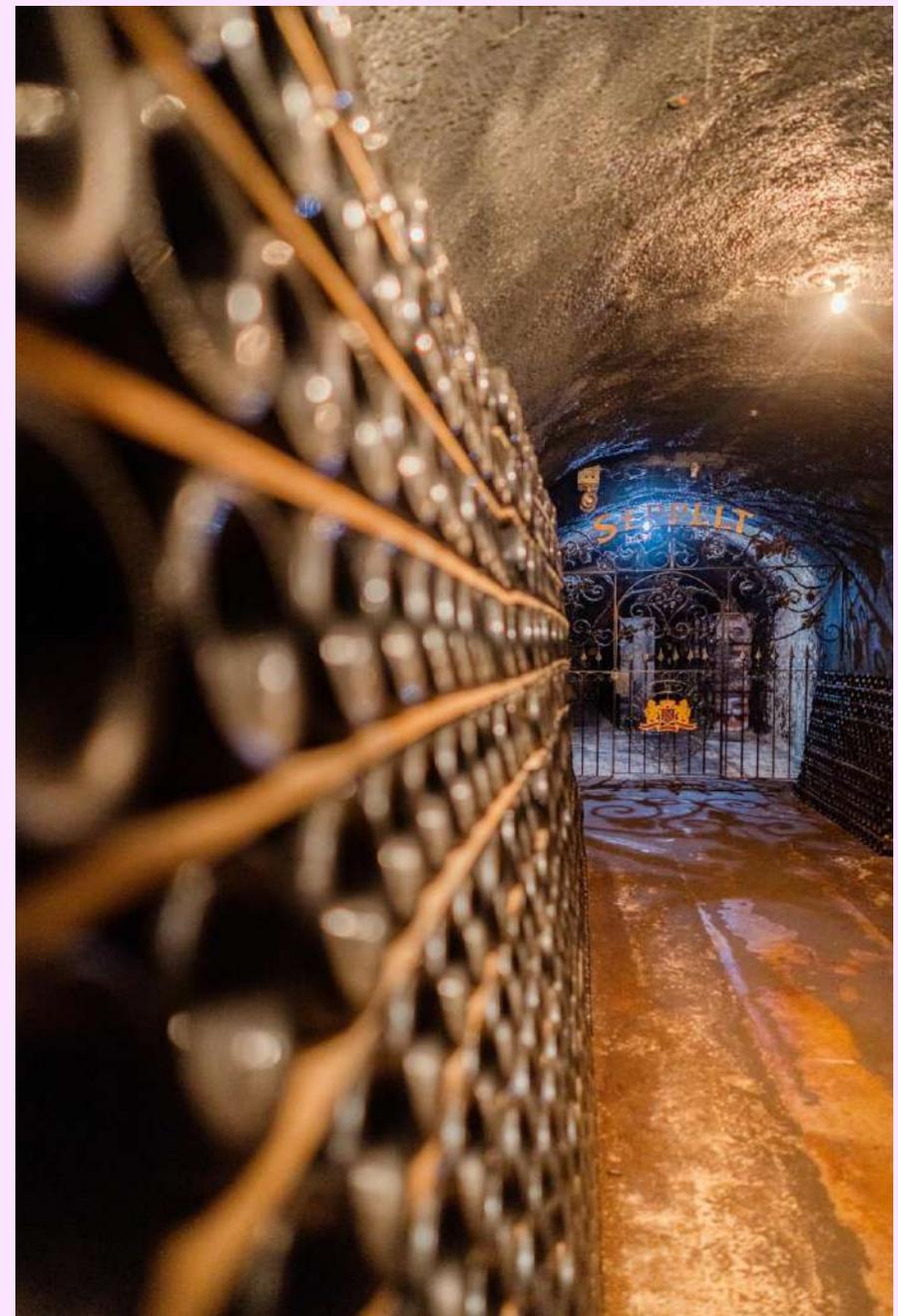


RATE PARITY

The rate you give a KDP must be the same as the rate if someone came direct (eg on your website)

BUT

It's all about market mix!



PRICING FOR INTERNATIONAL

Room Rate / Tour Cost	\$200	
Plus 33%	\$266	$\$200 + 33\% = \266
Less 25% for an ITO/OTA	\$199.50	$\$266 - 25\% = \199.50

BASED ON 65% OCCUPANCY AND MOSTLY DIRECT SALES

Market	Nights booked (max 140)	Charge	Total income
Direct	91 rooms	\$200	\$18,200

BASED ON 95% OCCUPANCY AND A MIX OF CHANNELS

Market	Nights booked (max 140)	Charge	Less %	Total income
Direct	40 rooms	\$266	0%	\$10,640
OTA	60 rooms	\$266	15%	\$13,566
Inbound	33 rooms	\$266	25%	\$6,583
	133 rooms			\$30,789

BASED ON 95% OCCUPANCY AND A MIX OF CHANNELS

Market	Nights booked <small>(max 140)</small>	Charge	Less %	Total income
Direct	40 rooms	\$229	0%	\$9,160
OTA	60 rooms	\$229	15%	\$11,679
Inbound	33 rooms	\$229	25%	\$5,668
	133 rooms			\$26,507

PARTNERSHIPS



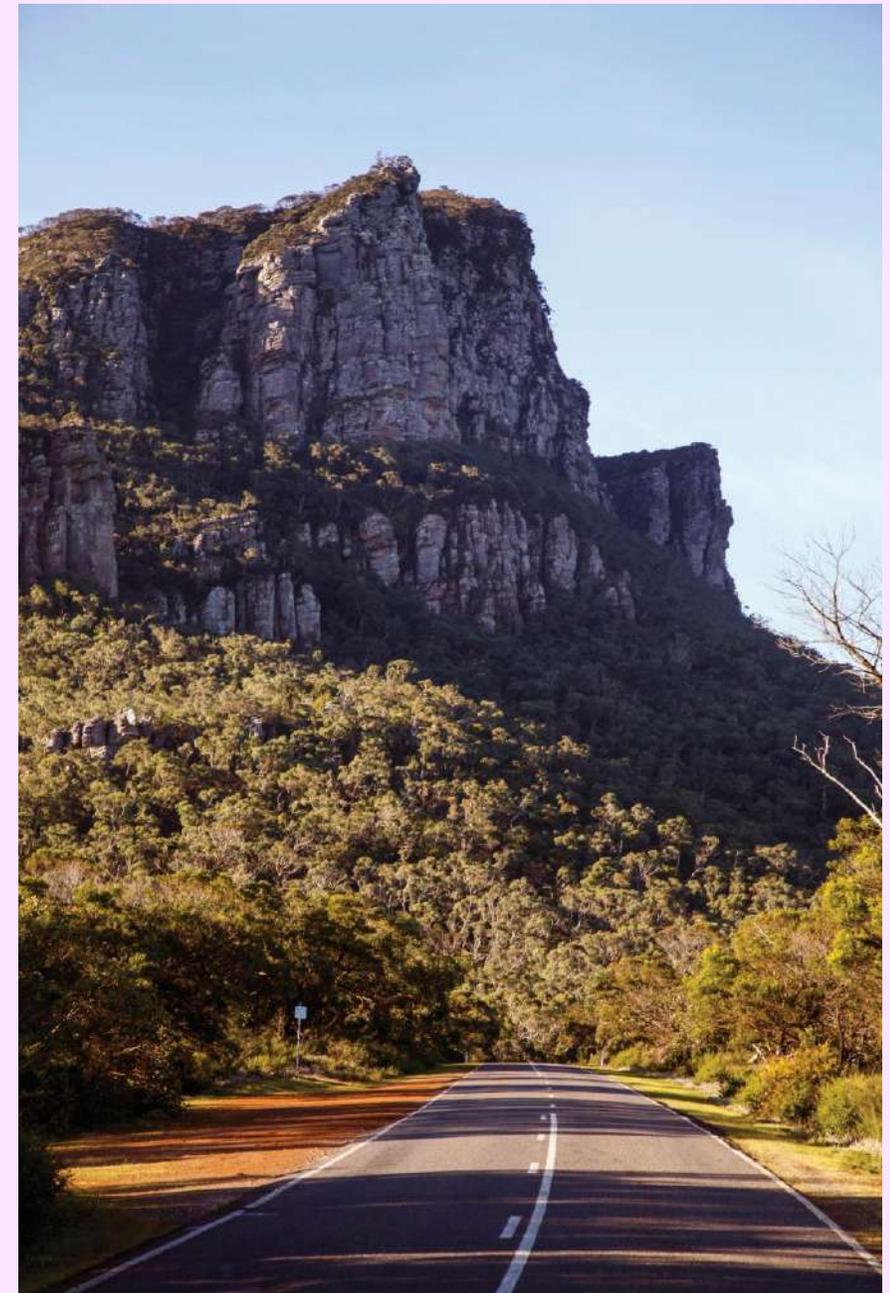
PARTNERSHIPS

Potential partners

- Accommodation
- Tour Companies
- Like-minded Businesses

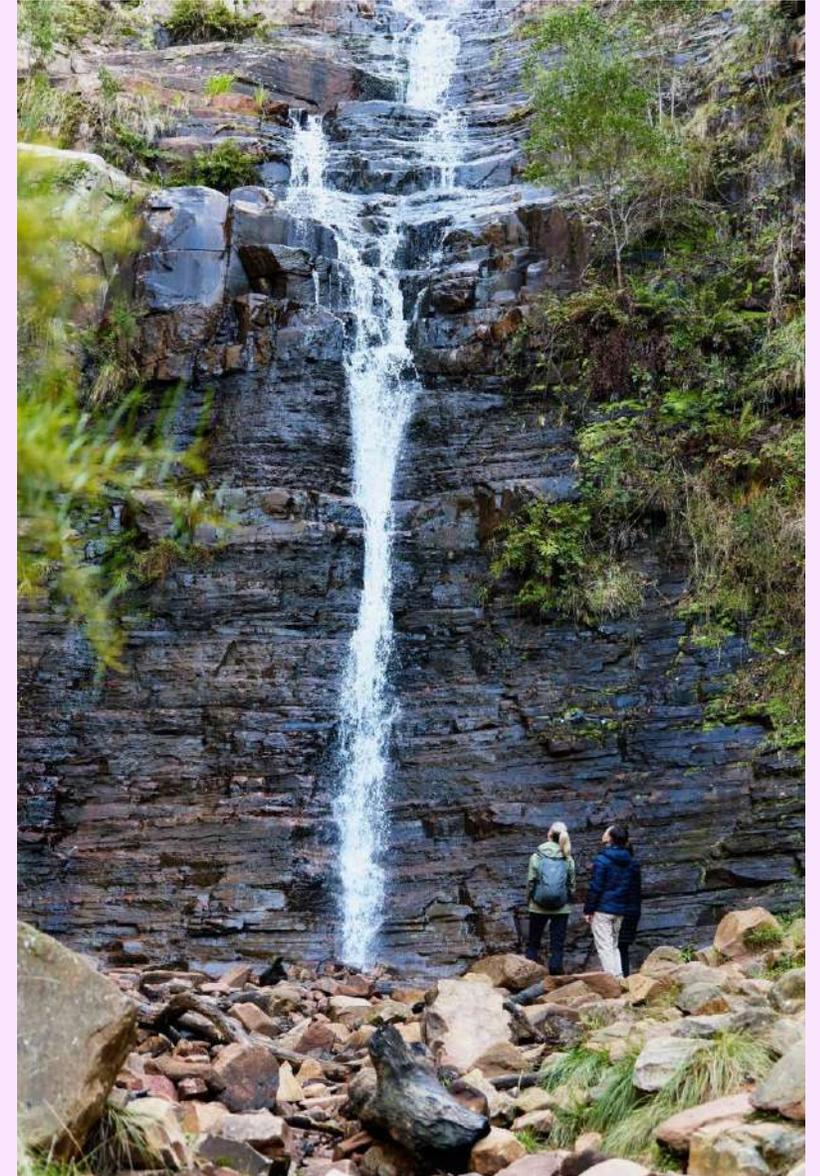
You don't necessarily need a rate sheet and commissionable product!

- Catering/activity packages
- Inclusions in day & extended touring
- Concierge & compendiums
- OTA bundles
- Reciprocal listings & mentions



BEING A GOOD PARTNER

- Set menu – rate parity
- Personalisation
- Flexible payment & cancellation
- Ability to flex
- Communicate the benefits



BENEFITS

- More bookings in low season/mid week
- Higher spend
- Longer lead times on bookings
- Trade bookings only a portion of your market mix
- Inclusion on international immersions
- Representation at international trade shows
- Higher profile in Visit Victoria and Tourism Australia's in-market activities



INDUSTRY DEVELOPMENT

INTERNATIONAL MENTORING PROGRAM

- Two 2-day workshops and sales mission
- 150 graduate businesses in Victoria (15 in 2025)
- Critical for the state to ensure we can continue to grow international visitation and spend
- Includes significant 1:1 mentoring
- Introduction to key ITO's and OTA's via the Showcase Events

Significant
1:1
Mentoring

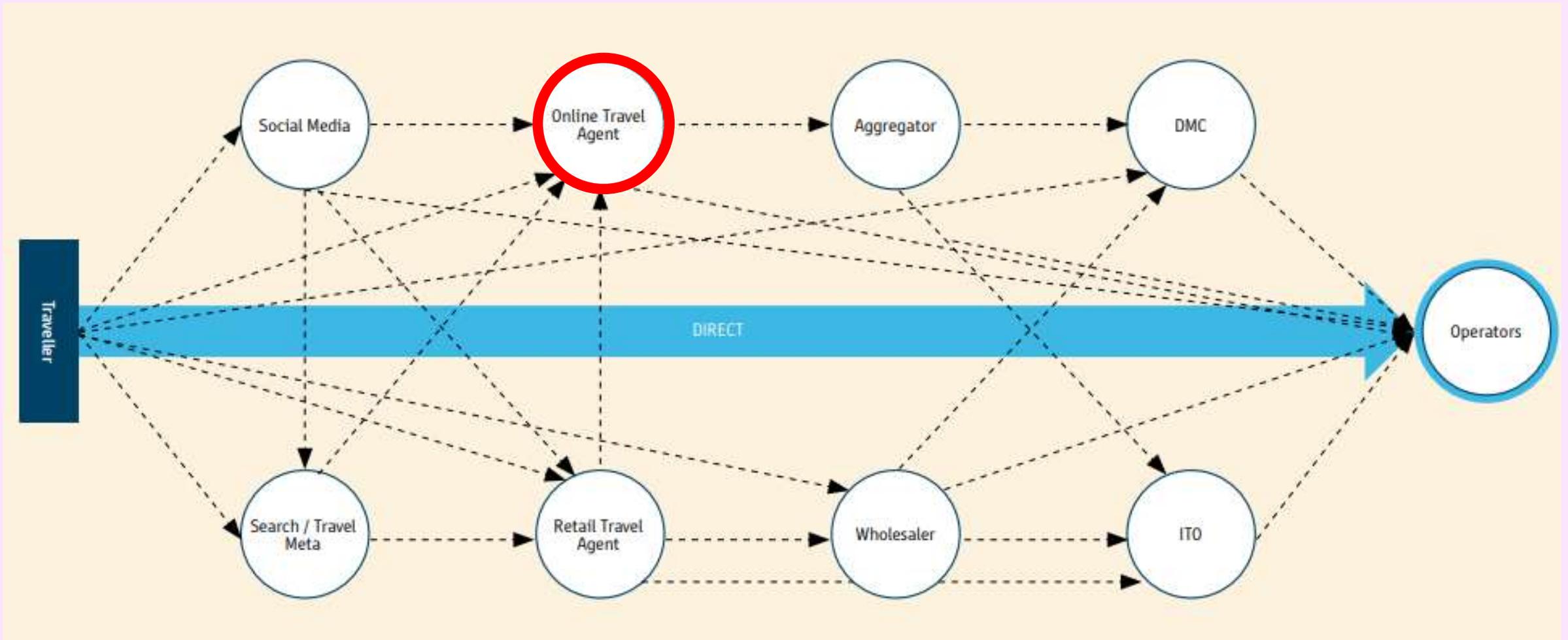
Meet the VV
Team

Digital
Strategy

Showcase
events to
connect



REMEMBER THIS?



ONLINE TRAVEL AGENCIES (OTA)



WHAT ARE THEY?

- Specialise in online distribution and deal directly with consumers and tourism businesses/product.
- Consumers can purchase or book elements or their entire holiday through an OTA.
- Cater to a wide range of travellers.
- Budgets and reach is huge for OTA's!



THE RISE & PROMINENCE OF OTA'S

UNITED KINGDOM



USA



GERMANY



SINGAPORE



INDIA



CHINA



WHAT OF THE FOLLOWING OPTIONS DID YOU USE TO BOOK THE DIFFERENT ASPECTS OF YOUR TRIP?
SOURCE: TOURISM RESEARCH AUSTRALIA, FUTURE OF DISTRIBUTION, 2024

DESTINATION APPEAL

Booking.com AUD [Register](#) [Sign in](#)

[Stays](#) [Flights](#) [Flight + Hotel](#) [Car rental](#) **Attractions** [Airport taxis](#)

Destination: Grampians Dates: Jan 20 [Search](#)

Home > Grampians

Grampians attractions

Sort by: Our top picks

Filter by:

Category

- Food & drink
- Entertainment & tickets
- Tours

Smart filters

What kind of activity are you looking for?

Try "Find highly-rated natural history museums" or "Find a food tour with free cancellation"

[Find attractions](#)

Show results with Free cancellation



Seppelt Wines Underground Cellar Tour

Lake Fyans **#1 Best seller**

Explore the largest underground wine cellars in the Southern Hemisphere and discover the story behind the making of Australia's very own Sparkling Shiraz. Your...

Duration: 2 hours

★ 5 · Exceptional (2 reviews)

Free cancellation available

From **AUD 28**
Available starting Jan 20

[See availability](#)



Rock Adventure Beginner Climb and Abseil

Lake Fyans

The Grampians/Gariwerd – Geologically a uniquely formed mountain range. Ecologically, it is one of the most diverse National Parks in Australia. Culturally, this i...

Duration: 3 hours

Free cancellation available

From **AUD 150**
Available starting Jan 20

[See availability](#)

GET YOUR GUIDE [Search](#) [Become a supplier](#) [Wishlist](#) [Cart](#) [EN/AUD \\$](#) [Profile](#)

[Dates](#) [Price](#) [Languages](#) [Duration](#) [Start time](#) [Filters](#)



Grampians National Park Small-Group Eco Day Tour

Snacks included • Pickup available • 13 hours

★★★★☆ 4.8 (54)

From **AS155**

Sold out today. The next available dates are:

Sat Dec 6 Mon Dec 8



Grampians National Park: 2 Hour Canoeing Experience

2 hours

From **AS120**



From Melbourne Grampians National Park Kangaroos Guided Tour

Optional audio guide • 12.5 hours

★★★★☆ 4.7 (79)

From **AS135**



From Melbourne: Grampians National Park Bushwalking Tour

1 day

Certified by GetYourGuide

★★★★☆ 4.7 (90)

From **AS155**



Melbourne: Grampians Day Tour

Drinks included • Small group • 12 hours

★★★★☆ 4.7 (37)

From **AS219**



Melbourne: 2-Day Great Ocean Road & Grampians Tour

Meal included • 2 days

★★★★☆ 4.7 (40)

From **AS475**



Adelaide to Melbourne: 3-Day Ultimate Overland Journey

3 days

Certified by GetYourGuide

★★★★☆ 4.7 (41)

From **AS805**



Melbourne to Adelaide: 3-Day Great Ocean Road Grampians Tour

Meal included • 3 days

Certified by GetYourGuide

★★★★☆ 4.5 (44)

From **AS805**

DESTINATION OPPORTUNITIES

Booking.com AUD [Register](#) [Sign in](#)

Stays Flights Flight + Hotel Car rental **Attractions** Airport taxis

Destination: Katoomba Dates: Jan 20 Search

Home > Katoomba **Katoomba attractions** Sort by: Our top picks

Filter by:

- Location
 - Emu Plains
 - Katoomba
- Category
 - Tours
 - Nature & outdoor
 - Museums, arts & culture
 - Entertainment & tickets

Smart filters

What kind of activity are you looking for? Try "Find highly-rated natural history museums" or "Find a food tour with free cancellation"

Blue Mountains Stargazing Experience #1 Best seller

During this 90-minute excursion, you'll head into Australia's UNESCO-listed Blue Mountains to explore the wonders of the night sky. You can choose between a sunse...

Duration: 1 hour 30 minutes
★ 4 · Very good (21 reviews)

From **AUD 92**
Available starting Jan 20

[See availability >](#)

Blue Mountains Hop On Hop Off Tour #1 Best seller

Emu Plains

Hop on hop off all day at your own pace. Maps and walking guides are included in the Guide Book that you will be given at the booking office. Live commentary provided ...

★ 4.7 · Exceptional (57 reviews)
Free cancellation available

From **AUD 109**
Available starting Jan 20

[See availability >](#)

GET YOUR GUIDE Katoomba Search

Explore Katoomba Places to see Things to do

Dates Cable cars Day trips Gondolas Hop-on hop-off Kangaroos & koalas Zoos & aquariums Bus tours Etc. Filters

87 results: Katoomba Sort by: Recommended

- Top pick** Scenic World 1-Day Unlimited Discovery Pass **Like to sell out** ★★★★★ 4.4 (220) From **AS61**
- Verified provider** Katoomba: Lyrebird Hop-On Hop-Off and Scenic World Pass Skip the line · 1 day Certified by GetYourGuide ★★★★★ 4.6 (325) From **AS109**
- Blue Mountains: Megalong Valley Wine Tasting & Lunch Meal included · 4.5 hours · Skip the line From **AS195**
- From Sydney: Blue Mountains Full-Day Trip Pickup available · 10 hours ★★★★★ 4.6 (4,208) From **AS210**
- Blue Mountain Small Group Scenic World, Wildlife, Waterfall Meal included · Small group · 10 hours Certified by GetYourGuide ★★★★★ 4.8 (2,272) From **AS220**
- Katoomba: Blue Mountains Full-Day Hop-On Hop-Off Bus Tour Skip the line · 1 day Certified by GetYourGuide ★★★★★ 4.5 (255) From **AS55**
- Blue Mountains Adventure: Scenic World, Zoo & Koala Photo Pickup available · 10.5 hours **Like to sell out** ★★★★★ 4.7 (1,695) From **AS208**
- Blue Mountains Adventure: Wild Boar Rock & Cable Car Pickup available · 12 hours ★★★★★ 5 (1) From **AS136**

Christmas Sale | Buy 3 get 1 free + adults at kids prices at Dreamworld | Save \$100+ | Shop Now

EXPERIENCE.CO.UK Destinations Experiences Christmas Sale What's New Hot Deals Gift Vouchers Search by location or experience

100% Results for 'hunter valley'

Results for 'hunter valley' 144 experiences found Sort: Popularity

Regions

- Queensland
- New South Wales
- Victoria
- South Australia
- Tasmania
- Western Australia
- Northern Territory

Price Range

All prices \$0 - \$80

- Hunter Valley Scenic Helicopter Flight with Lunch From **\$295.00**
- Hunter Valley Helicopter Flight - 12 Minutes From **\$189.50**
- Hunter Valley Scenic Helicopter Flight and Breakfast From **\$300.00**

KEY OTA OVERVIEW

WESTERN MARKETS

COMPANY PORTFOLIO	TARGET MARKETS	INVENTORY SOLD	MANAGE LISTING	COMMISSION
Booking.com	“Anyone with intent to travel”	<ul style="list-style-type: none">Accommodation, Car Hire, Ground Transportation,Tours & Attractions managed via partners	✓	10-25%
Big Red Group	<ul style="list-style-type: none">DomesticInternational (Experience Oz)	<ul style="list-style-type: none">Tours & AttractionsFood & Wine	✓	Upon request
Viator	<ul style="list-style-type: none">North AmericaOther Western markets	<ul style="list-style-type: none">Tours & Activities	✓ New product listing fee \$49	22-26%
Get Your Guide	<ul style="list-style-type: none">US, Germany, UK, France & India for Victoria	<ul style="list-style-type: none">Tours & Activities	✓ Hybrid – AI assist	20-30%

KEY OTA OVERVIEW

EASTERN MARKETS

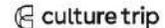
COMPANY PORTFOLIO	TARGET MARKETS	INVENTORY SOLD	MANAGE LISTING	COMMISSION
Trip.com	<ul style="list-style-type: none"> Mainland China Asia-Pacific 	<ul style="list-style-type: none"> Hotels, Flights & Trains Cars and transfers Tours & Activities 	✓	10-25% subject to supplier category
Make My Trip	<ul style="list-style-type: none"> Indian leisure travellers aged 25-35 years. Victoria attracts families and honeymooners 	<ul style="list-style-type: none"> Hotels, Flights & Trains Cars and transfers Tours & Activities 	✗	Varies - available upon request
KKDay	<ul style="list-style-type: none"> Mainland China Asia-Pacific Aged 25-44 years. 	<ul style="list-style-type: none"> Tours & Activities Transport 	✓	Varies – available upon request
Pelago	<ul style="list-style-type: none"> Asia-Pacific 	<ul style="list-style-type: none"> Tours and Activities Transport (trains and cruises) 	✓	Varied – min 20%
Klook	<ul style="list-style-type: none"> Asia-Pacific 	<ul style="list-style-type: none"> Tours and Activities Hotels Transport 	✓	15-25%

EXAMPLE OF REACH

VIATOR (TripAdvisor)

- 6,000 distribution partners
- 100k + travel agents use the B2B platform
- Consumer reach 455+ Million

Viator powers the experiences business of **4000+ global partners**. Here there are some examples:

OTAs & Metasearch	Airlines & Hotels	E-commerce, Fintech, Agency/Wholesaler, Content & Others
 	 	    
 	 	    
 	 	    
 	 	    
 	  	    
 	  	    

OPPORTUNITIES & CHALLENGES

Opportunities

- Reaches huge audience overseas and have big marketing budgets.
- Generates quick bookings in comparison to traditional trade.
- Accepts and exchanges different currencies.
- Accepts bookings on your behalf 24/7
- Translates content into many languages.

Challenges

- Some won't let you promote your own brand or business name.
- Strict privacy laws means you may not get all the details you need to communicate with customers.
- Can have strict cancellation policies which can be hard to work around.
- Their ability to quickly deploy new technology can lead to teething issues e.g. AI auto-descriptions.

OPPORTUNITIES & CHALLENGES CONTINUED...

Opportunities

- Have generated brand trust and loyalty.
- Have the budget and capability to explore new tech (e.g. AI).
- You have access to huge amounts of data including where travellers are from – which could help focus your other marketing efforts.

Challenges

- They can feel faceless, particularly when it comes to business support.
- Can take time to get set up, onboarded and connect channel managers.
- For tours specifically, you may only get 1 or 2 pax booked on a tour which may not be viable.
- Have unusual pay periods e.g. once or twice a month.

HOW TO WORK WITH THEM

- Channel Managers can make managing bookings easier.
- Every platform offers best practice guidance.
- Try to negotiate the commission level but be realistic.
- You only pay when a booking is made.
- Always check the contract or terms and conditions.
- Be flexible and understanding.
- Most platforms offer opportunities to improve visibility e.g. special offers, bundles, value-adds



Save 10% on adult balloon flight tickets

Hot deal

Melbourne

Melbourne Hot Air Balloon Midweek Special

from ~~\$459.00~~ \$413.00



Receive a complimentary Sun and Stars pass to return within 36 hours

Hot deal ★ Best seller

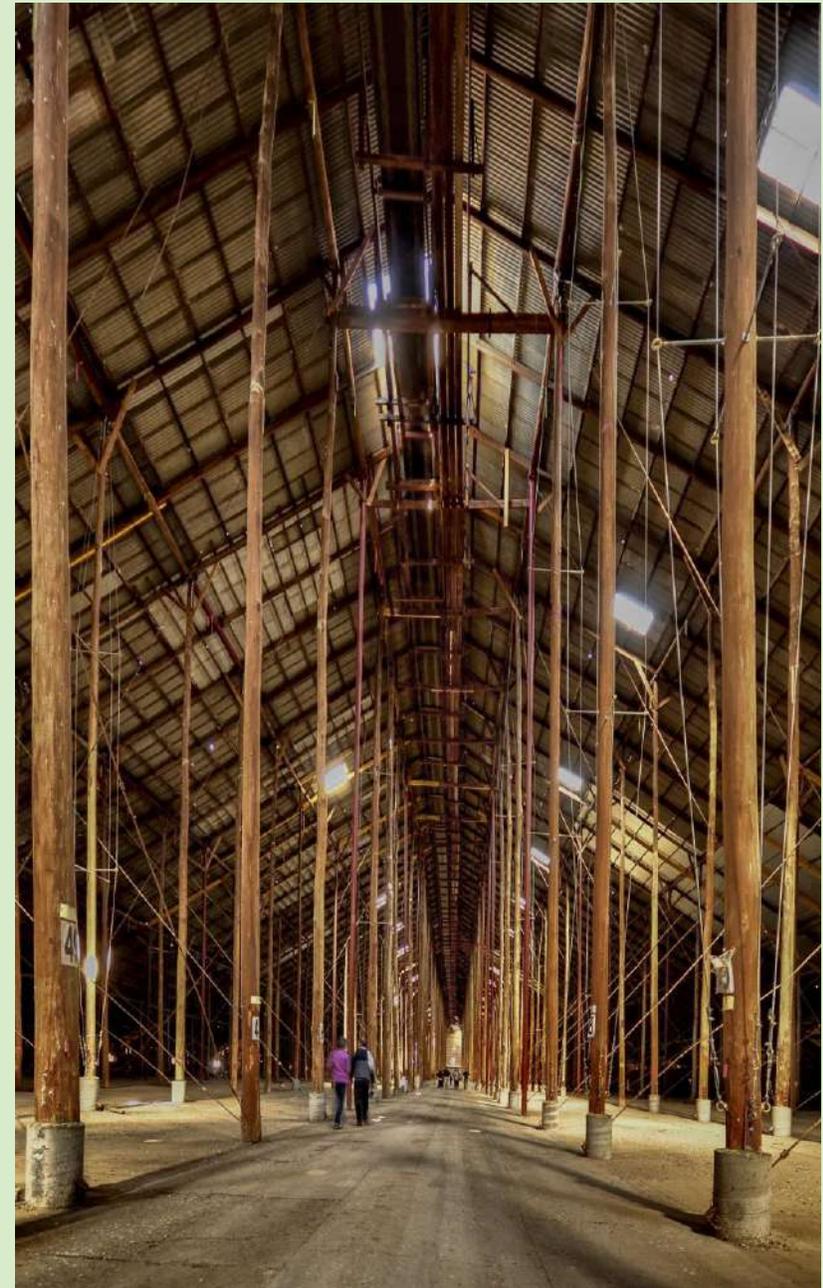
Melbourne

Melbourne Skydeck Edge Experience

from \$55.00

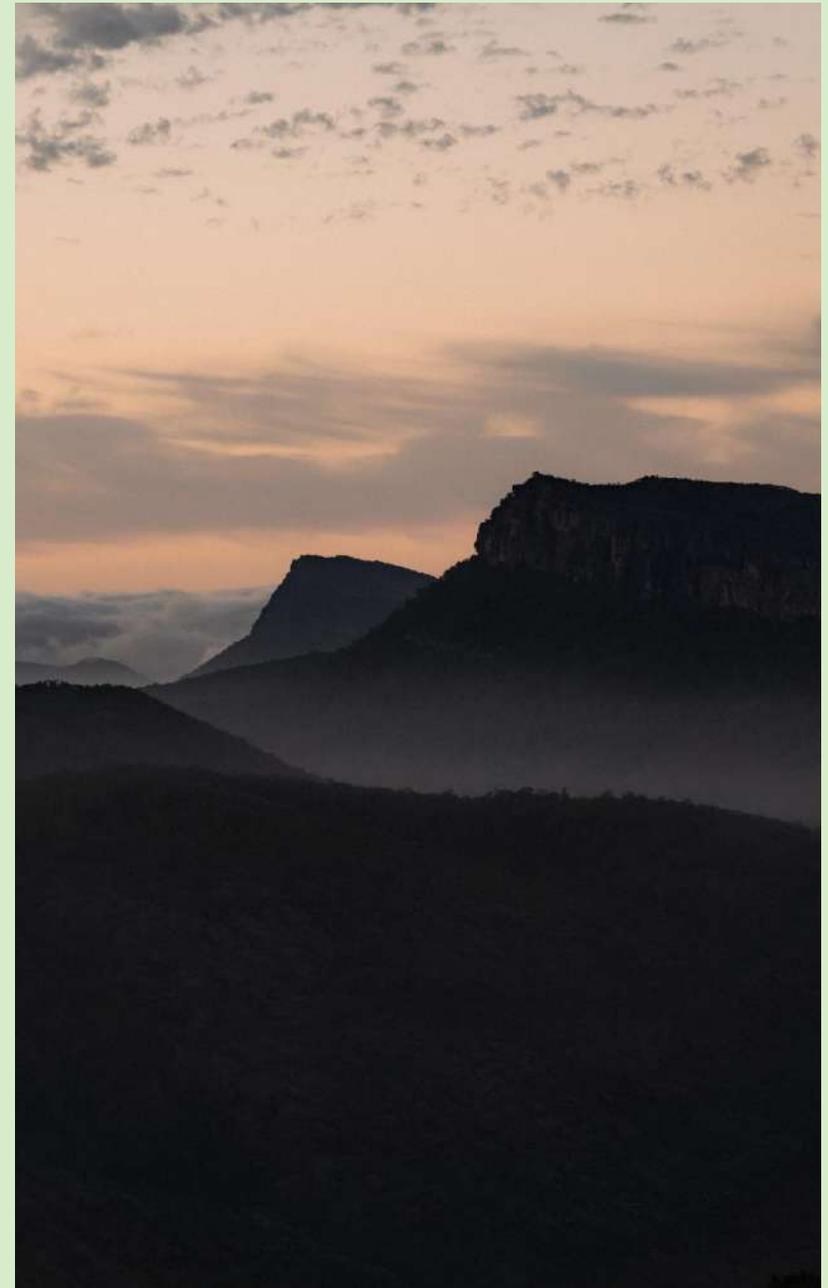
WHERE DO I START?

- The more prepared you are in advance, the easier it will be to get listed on their platforms.
 - Minimum 5 hero images
 - Titles with and without your name in them
 - Descriptions of varying lengths: 1 sentence, 3 sentences, 1 paragraph
 - Property details: facilities, proximity to key attractions, house rules, accessibility
 - Tour details: specific details e.g. are tickets/food/activities included?



WHY WORK WITH THEM?

- It is expensive to reach international markets by yourself.
- They are an important part of travellers' booking behaviours.
- They have created strong brand loyalty and trust.
- They can, quite quickly, generate bookings for you.
- You can access a ton of data, which can guide future marketing decisions.
- You can be incredibly successful.



WHERE DO I BEGIN?



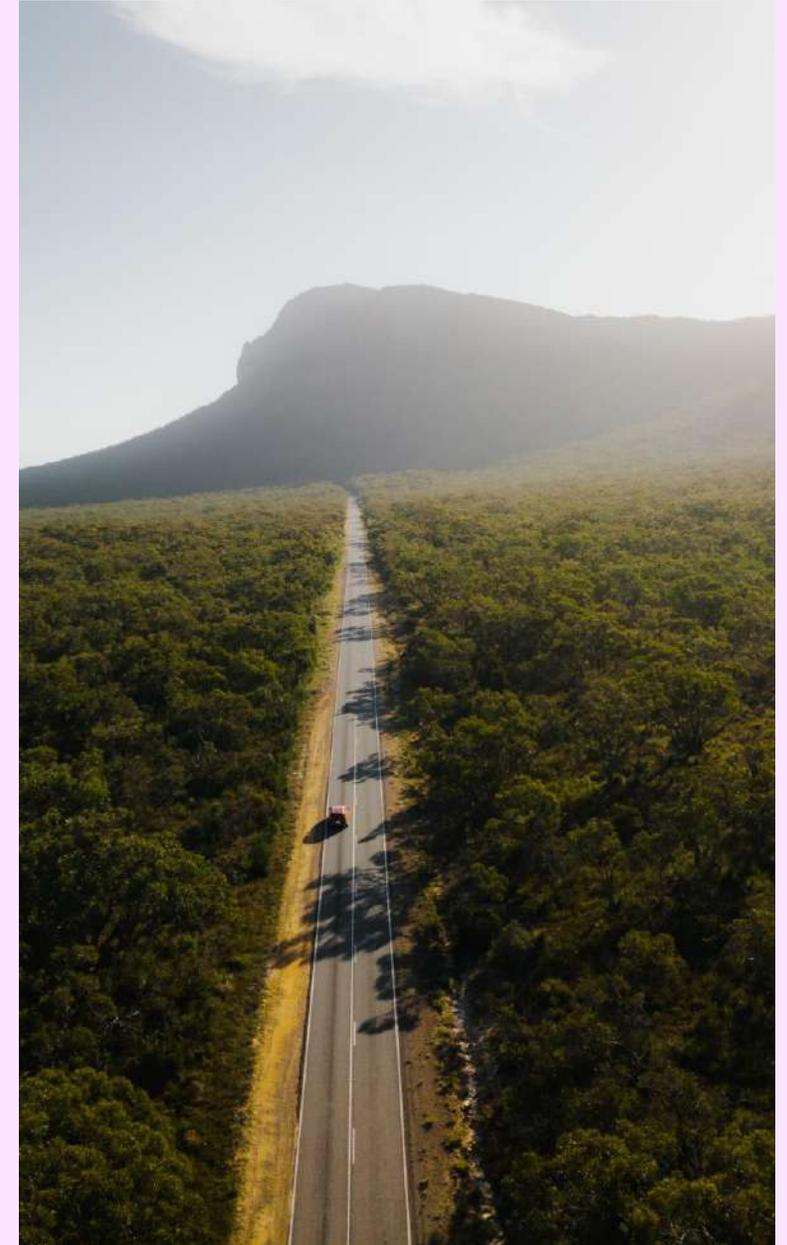
WHERE DO I BEGIN

DO YOUR HOMEWORK

- Grampians Tourism
- Region first approach
- Visit Victoria engagement
- Tourism Australia Insights
- Determine traveller fit

PRODUCT READINESS

- International standards
- Cultural Awareness
- Uniqueness
- Sustainability
- Niche appeal
- ATDW Listing
- ATEC | Tourism Trade Ready
- International Mentoring Program



CONSIDERATIONS

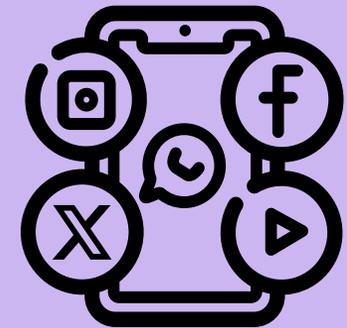
OPTIMISE YOUR WEBSITE

- 1st Impressions last!
- Mobile First
- Simplify your menus
- Where are you located?
- Things do around you?
- Visual led with quality imagery
- Seek reviews...and respond
- Chase testimonials



DIAL UP YOUR SOCIAL

- It's your brand!
- Post consistently
- Re-post visitor content
- Test and learn
- Travel tips to get to you
- Promote Testimonials
- Host local creators
- Customers will check



WHERE DO I BEGIN

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PRODUCT READINESS

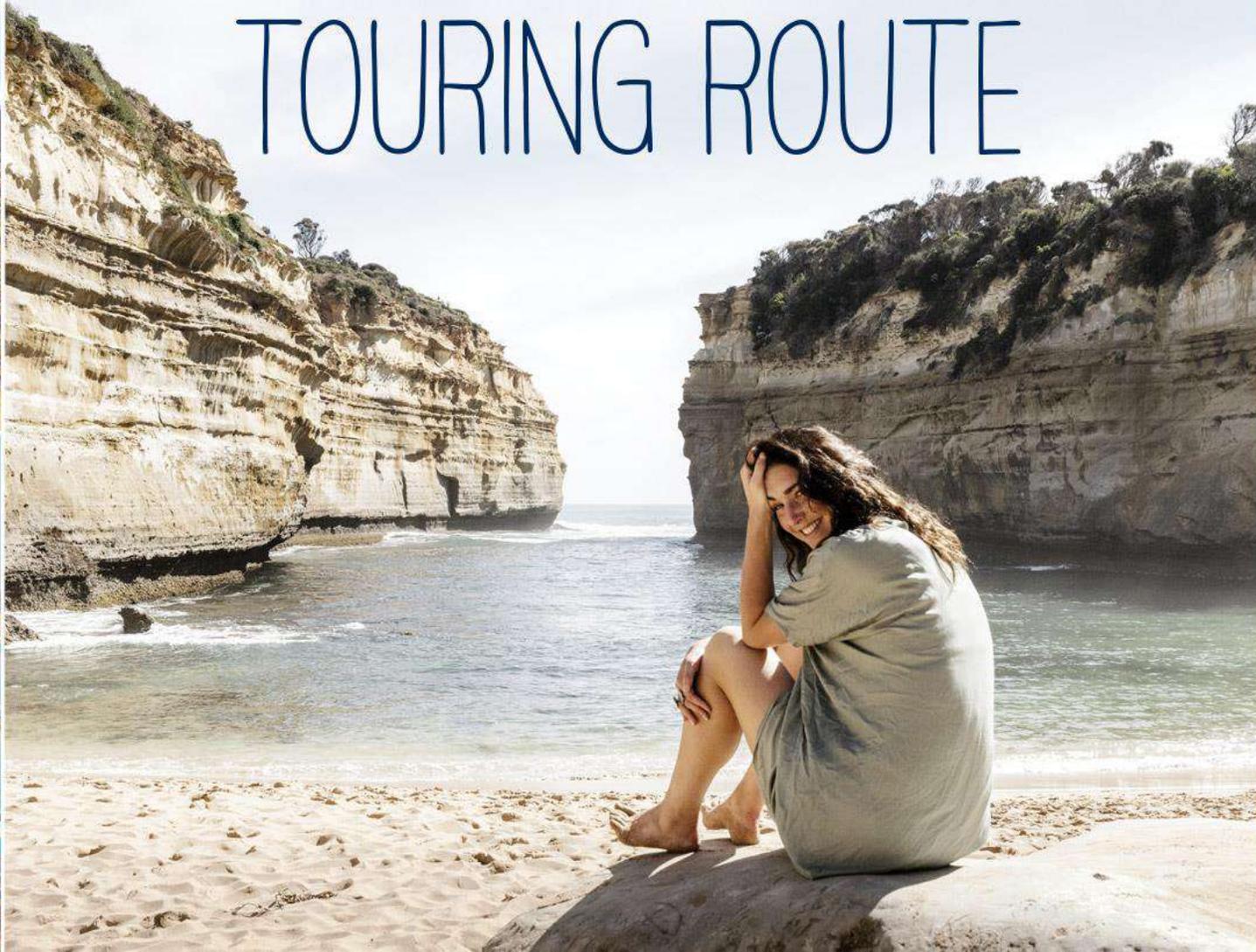
- International standards
- Cultural Awareness
- Uniqueness
- Sustainability
- Niche appeal
- ATDW Listing
- ATEC | Tourism Trade Ready
- International Mentoring Program

GET IN THE GAME

- Generate ITO relationships
- OTA selection / preference
- Network / Collaborate
- Prep trade/media kit
- Great Southern Touring Route
- ATEC Membership

GEELONG • GREAT OCEAN ROAD • GRAMPIANS • BALLARAT

GREAT SOUTHERN TOURING ROUTE



GREAT SOUTHERN TOURING ROUTE

Australia's GREAT Road Trip

THE GREAT SOUTHERN TOURING ROUTE IS AUSTRALIA'S GREAT ROAD TRIP, AN ADVENTURE FULL OF EXPERIENCES THAT WILL DELIGHT AND INSPIRE EVERY TRAVELLER.



Facebook page
facebook.com/GreatSouthernTouringRoute



Great Southern Touring Route
GREATSOUTHERNTOURING.COM.AU



Great Southern Touring Route

GSTR – A Background

- History
- Funding
 - RTB's /Visit Victoria/Operators/Austrade
 - Annual Budget by pooling of resources averages to \$421k (over 10years)
- Markets
- Why it works
 - key motivators for international travel, relationships, consistency, in-market rep, brand recognition



Great Southern Touring Route

Organisational Objectives

- Increase yield
- Increase dispersal
- Increase length of stay

Through awareness/engagement/education/conversion



Great Southern Touring Route

Key Markets & Tactics

- Europe and UK/North Asia/South Asia/North America
 - Trade Focused/Market Differences
 - Representation – Language/culture
 - New Product
 - ITO education and training
 - Co-operative/itinerary options
 - Resource collateral – website one stop shop
 - Tradeshows
 - Famils
 - Partnerships ATEC, Visit Victoria and Tourism Australia - leveraging

Activity



Great Southern Touring Route



Success



Great Southern Touring Route

- Australia's premier road trip
- Matching the way internationals consume a destination
- Harnessing time poor internationals to capture their 'Victorian time'
- Delivering on what interests international consumers
- Strong Brand recognition
- Key staff in place
- Collateral
- Co-operative effort helps maximises resources
- Internationals travel mid week

Plan for 25/26



Great Southern Touring Route

- Famils
- ITO's
- Tourism Australia's trade shows in Jakarta/India/US/Europe and China as well as ATE (Adelaide) and ATEC's Meeting Place (Perth)
- In-market rep in Europe
- Nurture partnerships –Tourism Australia, Visit Victoria and the Australian Tourism Export Council (ATEC)



Great Southern Touring Route

GSTR Partnership

- **Base (\$500)**
- Non-commissionable products only (e.g restaurants, small activities)
- **Premium**
 - * **\$900** (Accommodation under 10 rooms / attractions / activities (under 50 patrons per day & commissionable).
 - * **\$1800** (Accommodation 10 rooms and over / large attractions / activities (50 plus patrons per day) / tour & transport operators.
- **Platinum (\$4500)**
- More than one property / chains / corporates.



Great Southern Touring Route

How GSTR represents you

- Website
- Newsletters
- Famils
- Referrals
- Greater exposure through Visit Victoria and Tourism Australia
- Trade Shows



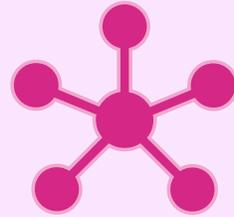
Great Southern Touring Route

INTERNATIONAL READINESS - TAKEAWAYS



WHY INTERNATIONAL

- High-value visitors: spend more, stay longer, book earlier.
- Travel mid-week and off-peak, reducing seasonality risk.
- Diversifies your market mix and mitigates downturn risk.



OPPORTUNITIES

- Leverage global distribution systems: OTAs, ITOs, trade partnerships.
- Tap into fast-growing markets (India, China, SE Asia).
- Align with Visit Victoria & Tourism Australia campaigns.



HOW TO ENGAGE

- Prepare commissionable rates and trade ready products
- Ensure rate parity, flexible conditions, and cultural readiness
- Use OTA platforms strategically, manage via channel managers



BENEFITS

- Increased bookings in low season
- Longer lead times for planning and staffing
- Access to global marketing reach without upfront spend

WE'RE HERE TO HELP!

Diana Morgan
Emma Hutchinson
Product
ATDW Support Team

diana.morgan@visitvictoria.com.au
emma.hutchinson@visitvictoria.com.au
Product@visitvictoria.com.au
atdwsupport@visitvictoria.com.au

Tim Grandfield
Great Southern Touring Route

eo@gstr.org.au

David Evans
International Marketing
Public Relations (International)

david.evans@visitvictoria.com.au
international@visitvictoria.com.au
pr@visitvictoria.com.au

ATEC and Tourism Australia
Rachael Glendinning

Resources
rglending@tourism.australia.com



THANK YOU

VICTORIA EVERY BIT
DIFFERENT