

Grampians & Wimmera Mallee Quarterly Marketing Report

Period: July 1, 2024 – October 31, 2024

Welcome to the Quarterly Marketing Report from the team at Grampians Wimmera Mallee Tourism.

Contents

1. Quarterly Activity Summary
 2. Cheeky Midweek Campaign
 3. Website Results
 4. Digital Advertising Results
 5. Social Media Results
 6. PR Results
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Quarterly Activity Summary

This quarter has been highly productive for both the Grampians and Wimmera Mallee regions. Responding to feedback from operators about low midweek bookings, we launched the Cheeky Midweek Campaign, successfully driving bookings across both regions. The Cheeky Midweek competition also contributed significantly, expanding our email database with 2,642 new entries.

We also wrapped up a campaign with [Australian Traveller](#) and concluded the Visit Victoria Cooperative campaign, both of which further boosted visibility for the regions. In addition to these campaigns, we implemented key SEO improvements to our website, such as changing the title of the "Self-Contained" page to "Holiday Homes," and introduced a [weddings landing page](#) targeting a growing visitor segment.

Moreover, we partnered with [Caravan World](#) on an advertorial feature that showcased the Wimmera Mallee to a national caravanning audience, promoting attractions like the Silo Art Trail. This partnership helped position the region as an ideal destination for caravanners seeking wide-open spaces and scenic routes.

The September school holidays brought strong family visitation, with operators reporting solid bookings and positive visitor feedback. As we look toward the summer period, we anticipate the region operating at much higher capacity, expecting even greater engagement and bookings.

Cheeky Midweek Campaign

The Cheeky Midweek Campaign ran from June to September and focused on promoting midweek accommodation deals. It was a direct response to feedback from operators and was designed to increase visitation during traditionally quieter periods.

- Meta Ads (Facebook & Instagram): Delivered 2.2M impressions and generated 32,969 landing page views at a \$0.30 CPC.
 - TikTok Ads: Reached 177K impressions with 35K clicks at an impressive \$0.01 CPC.
 - SmoothFM Melbourne: The radio campaign reached 1.57M listeners, amplifying our message across key urban markets.
 - The campaign contributed to an 84.5% increase in active users and an 87.5% rise in new users on the Visit Grampians website.
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Website Results

Our website saw strong growth in traffic and user engagement, driven by campaign efforts and key SEO updates.

- **Grampians:**
 - Website sessions increased by 44.56%, and new users by 56.19%.
 - Blog posts, including "Dog-Friendly Accommodation" and "Fishing in the Grampians," attracted 13,109 views.
- **Wimmera Mallee:**
 - New users increased by 41.7%, driven by interest in the Silo Art Trail and self-drive tours.

These gains reflect the growing online visibility of the regions.

Digital Advertising Results

Digital advertising continued to drive consistent traffic to both regions:

- Meta Ads: Achieved 2.5M impressions and generated 44,439 link clicks, maintaining strong visibility.
- Google Ads: Delivered 12,015 clicks with a 5.87% conversion rate, at an economical CPC of \$0.39.

The campaigns remain efficient in acquiring visitors and driving website engagement.

Social Media Results

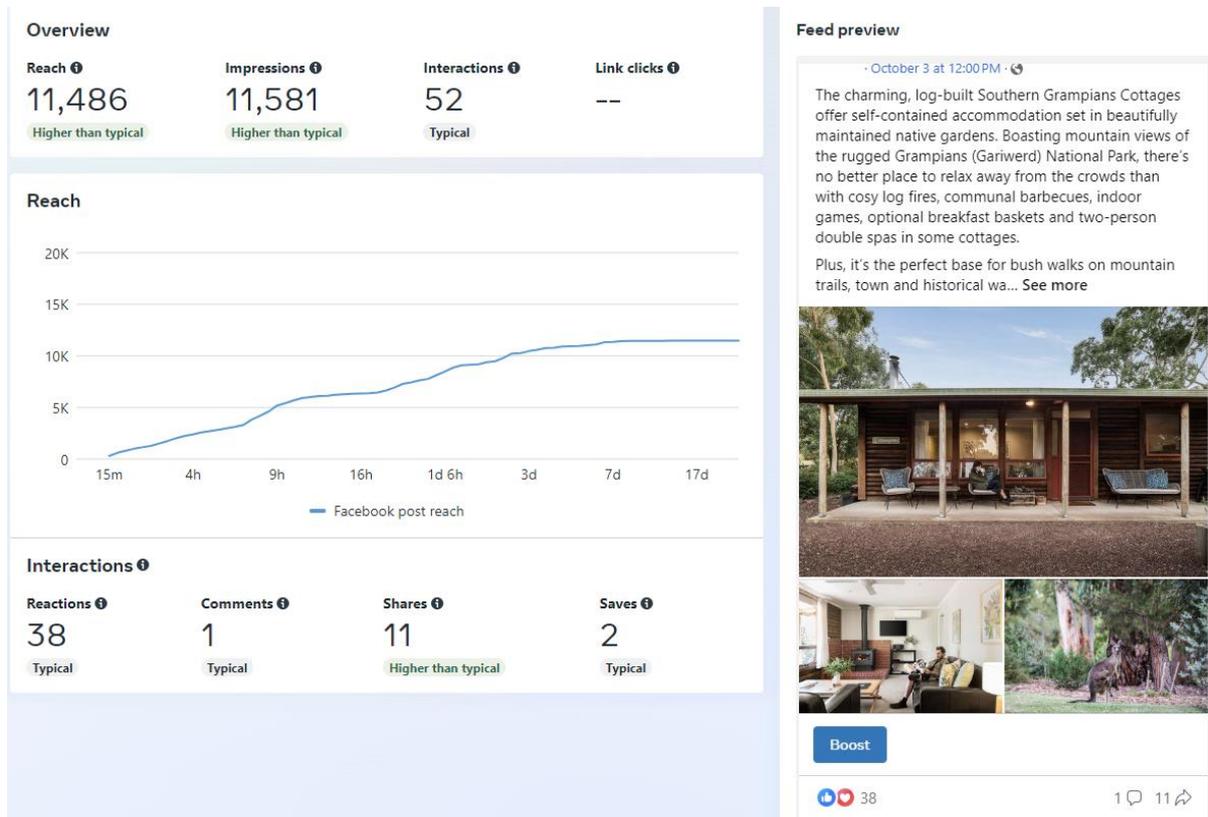
Grampians

Our social media platforms continued to boost engagement, supporting local operators and attractions.

- **Facebook:**
 - Reach: 222.3K, helping sustain visibility.

- Visits: 2.8K, driven by family-friendly and outdoor content.
- Follows: 268, showing steady growth.
- **Instagram:**
 - Reach: 393.9K, with content focusing on scenic beauty and adventure.
 - Follows: 8.5% increase this quarter, demonstrating ongoing audience growth.

Top performing [post](#):

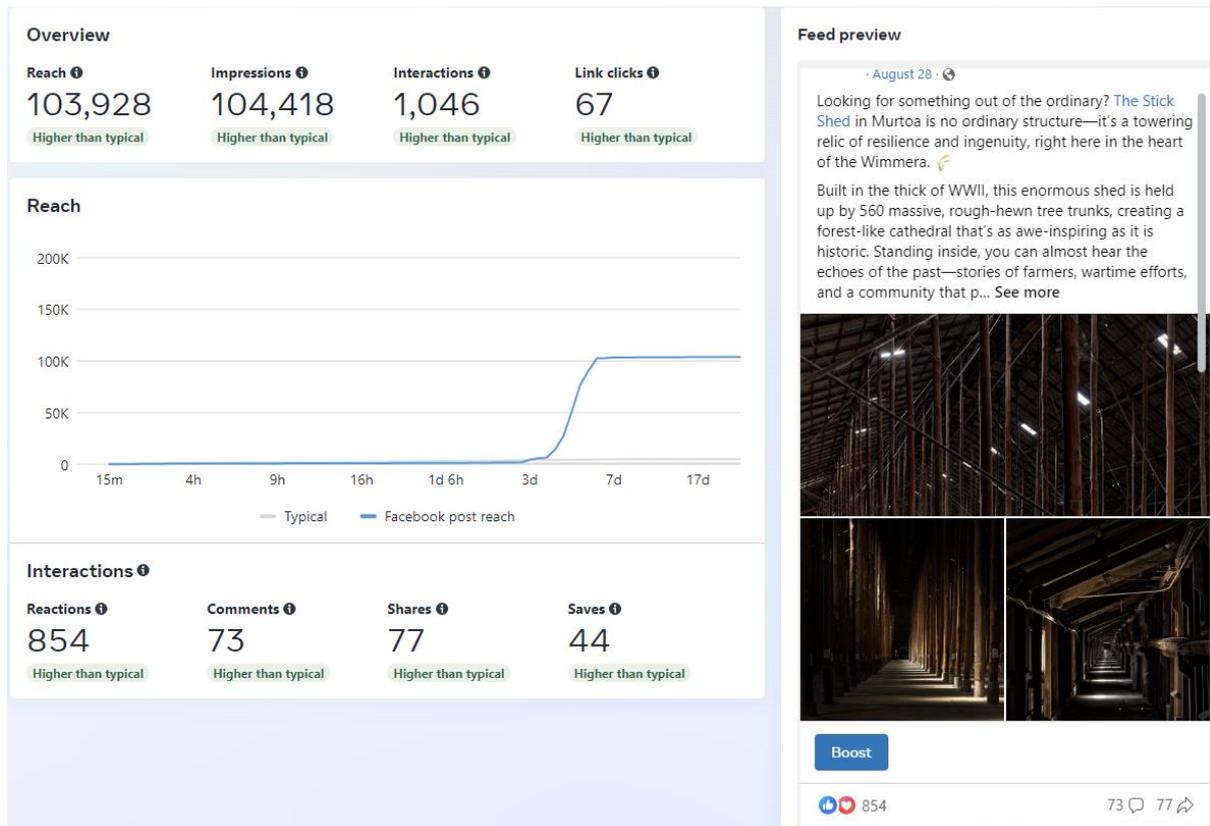


Wimmera Mallee

Wimmera Mallee's social media channels remained consistent in their engagement with audiences.

- **Facebook:**
 - Reach: 222.3K, featuring posts about local landmarks like the Silo Art Trail.
 - Visits: 2.8K, reflecting targeted content success.
 - Follows: 268, showing strong engagement.
- **Instagram:**
 - Reach: 2.5K, highlighting the region's landscapes and cultural attractions.
 - Visits: 239, focusing on local tourism.
 - Follows: 70, reflecting steady growth from visual-driven content.

Top performing [post](#):



PR Results

PR efforts this quarter focused on influencer partnerships and national media coverage:

- Collaborations with influencers like [Olympia Vallance](#), [Locklan Gilbert](#), and [Irena Srbinovska](#) resulted in 1.3M impressions.
- [The Today Show](#) featured our region, providing valuable national exposure.

Closing Remarks

This quarter saw strong growth across all key areas, from the success of the Cheeky Midweeky Campaign to the expansion of our audience through digital and social channels. As we head into the summer period, we are excited for what lies ahead, with increased capacity and continued opportunities for growth. We are confident that the foundations laid this quarter will drive further success for the region into the new year.