



THE
Grampians
Way

INDUSTRY TOOLKIT 2018



DESTINATION BRANDING

As a destination, the Grampians is a spectacular place for people to visit. As a brand, it has a personality that is authentic and entertaining; creatively connecting with people and inviting them to experience life unleashed.

To encourage and support this connection with prospective visitors, it's important to convey a consistent story.

This toolkit is designed for those invested in the success of the region.

It complements a comprehensive brand book and covers toolkit essentials from brand and campaign background through to photo style guidelines and resources.

A united approach will drive equity in our brand that is the Grampians.

Each person who shares our stories or speaks of their own has impact. We invite you to sense ownership of the Grampians brand and welcome opportunities to work together on making the Grampians a brand that every destination aspires to be.

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This Toolkit has been created to illustrate a few ways The Grampians Way campaign assets can be integrated into your marketing and communication materials. It also details resources available to you.

We are invested in your success and are here to help bring your ideas and stories to life. There's no one right way to incorporate the campaign and should you wish to chat through your ideas, please do not hesitate to contact the Grampians Tourism team.

Visit
grampians

grampians tourism

1. BRAND STRATEGY

1.1 THE GRAMPIANS WAY

The Grampians Way is a campaign that supports an already well established Grampians brand.

It is a brand platform designed to connect with audiences on a deeper emotional level as well as the rational, and is central to Grampians Tourism's marketing activity.

It works both literally and figuratively, and is an invitation we can all extend to visitors to the region.

While the breathtaking landscapes and diverse attractions from all corners of the Grampians speak for themselves, our campaign brings them to life.

Grand visual statements are paired with thoughtful emotive observations, that tap into the mindset of those seeking a truly unique brand experience.

From epic to intimate, everything we do is intended to capture the range of experiences, when you unleash your spirit of adventure, The Grampians Way.

1.2 TARGET AUDIENCE

Lifestyle Leaders

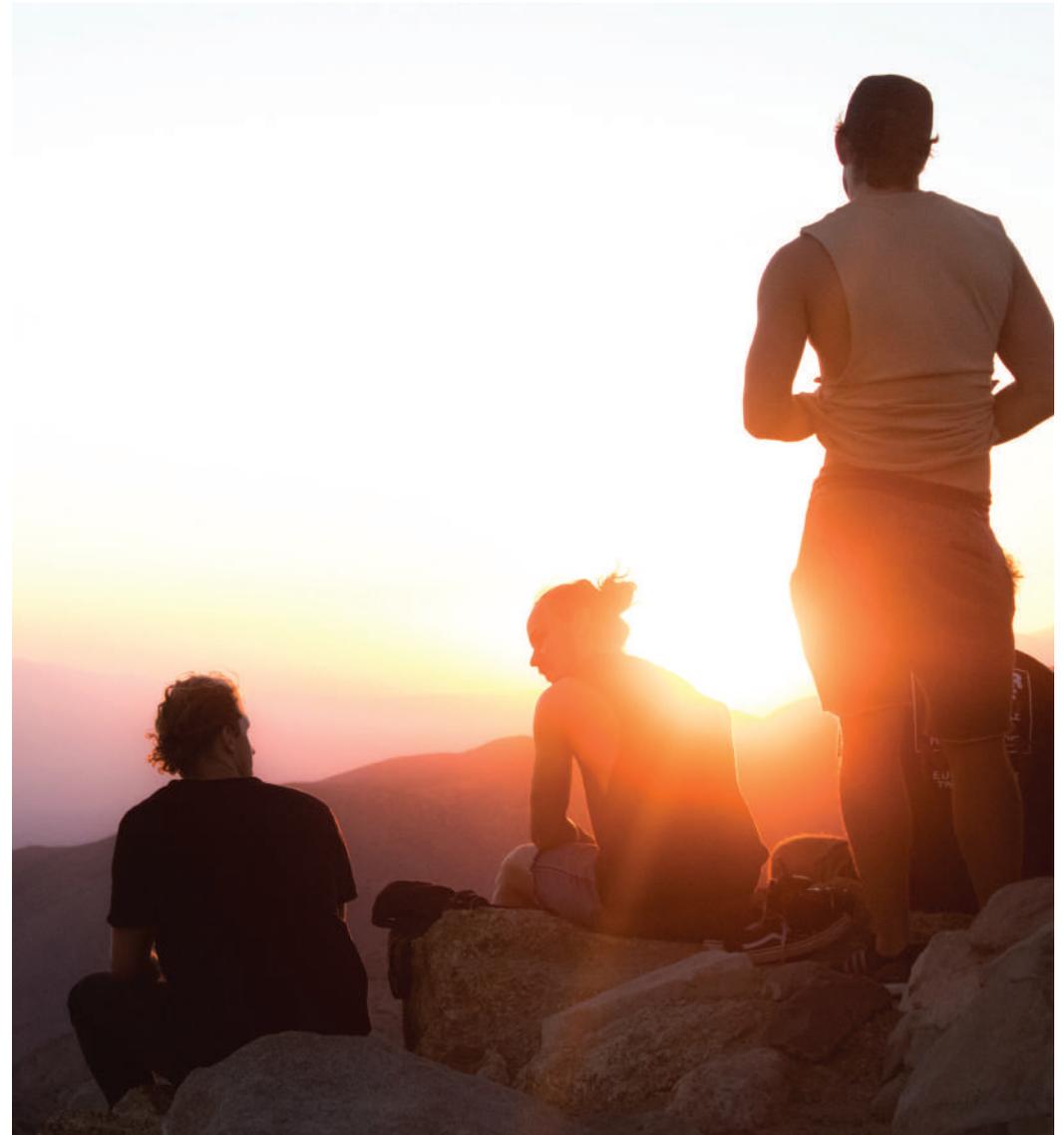
Lifestyle Leaders come in all shapes and sizes, across varying socio-economic groups and market segments.

They have the means and propensity to travel, purchase at local businesses, and attitudinally match with our brand essence.

They are progressive, curious, socially and technologically active, adhere to and seek status, follow trends and love to advocate.

They are socially active with friends and family and are always looking for something better.

They view experiences as life enriching and value the great outdoors, adventure and feeling free.



1.3 BRAND PERSONALITY

Adventurous

Being adventurous means you're willing to go where you haven't been before and do things you've never done, even if you don't know how it's going to turn out.

As a brand, the Grampians appeals to those wanting to experience life unleashed. To some this may mean scaling an escarpment or hiking challenging trails, to others, it could be glamping in the olive groves or sipping rosé while playing croquet.

The majestic open terrain and countless experiences appeals to the outdoorsy, outgoing, passionate and curious.

Peaceful

Free of self-importance and judgment yet majestic and grand in nature, a trip to the Grampians provides space to breathe, perspective and peace.

Ancient Aboriginal rock art and dreamtime stories allows one to reflect and awaken the mind.

Inclusive and untroubled in nature and authentic in its offerings, it's what you can see, hear, taste and smell in the Grampians that entices one to escape from the everyday.

Captivating

You could spend days exploring the beauty and charm of the North, the history and art of the East, the buzz and vibrancy of the South and the ruggedness of the West.

Endless opportunities to discover fresh produce, award winning wineries each with their own personality and style, and even historic stories of the criminally insane charms people...all while the vast surrounds of the region bring a sense of calm over the people that walk it.



1.4 BRAND VALUES

Freedom & Awakening

We create visual space in our language and imagery that reflects our region's physical and emotional offerings, including the space to breathe and reflect as well as the chance to slow down, disconnect and revive the senses.

Adventure & Achievement

The rugged and majestic beauty of our natural surrounds is captured in our language and imagery to appeal to the adventurous at heart.

Inspiration, Imagination & Entertainment

Inspired by nature, our communications are creative to capture a sense of the possibilities to unwind, explore, feast and enjoy.

Spirituality & Contribution

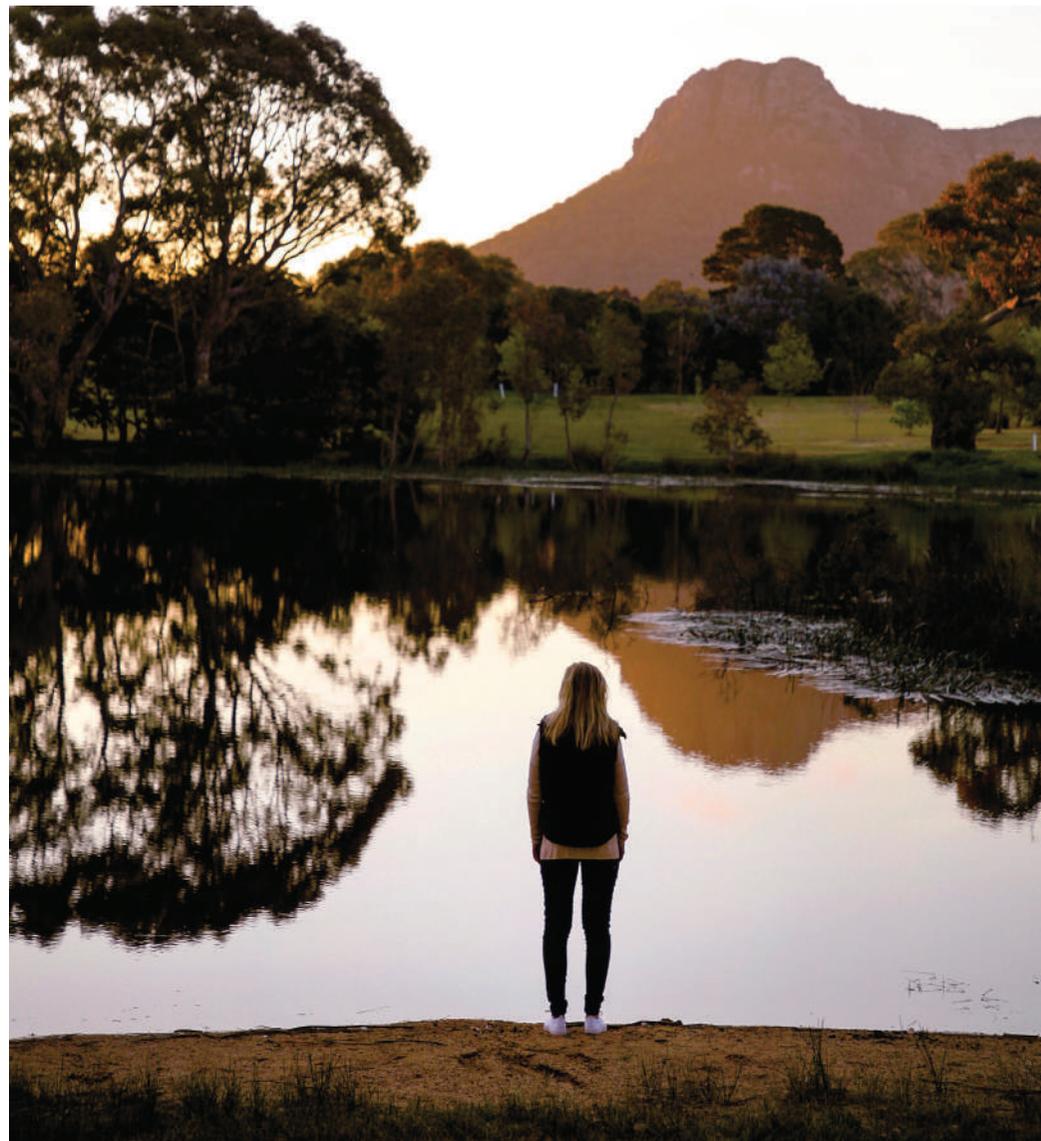
The spirit of ancient Aboriginal people, the power of a timeless landscape and the opportunity to support a regional community is captured in our visual and written imagery.

Togetherness & Connectedness

Whether it be with family, friends, local businesses or with nature itself, the Grampians warmth and friendliness is captured in our visual elements and tone of voice. Without compromising on quality or enriched experiences, the Grampians values the basic emotional needs of people.

A Happy Space in a Happy Place

Whether it be for a short stay, holiday or just a day visiting friends and relatives, what the Grampians values and offers can help one find their happy space and a chance to find perspective.



1.5 BRAND ATTRIBUTES - UNIQUE

Whether you're a wine taster, outdoor explorer or food finder, the Grampians region has an adventure waiting.

With four diverse patches to explore and stories to uncover, there are physical attributes that make up Grampians tourism offering, some more unique to the region than others.

Unique attributes

Diverse & Rugged Landscape:

With the south of the region home to the largest volcanic plains in the Southern Hemisphere and the west known for the Wimmera Plains, the Grampians offers escarpments to climb, waterfalls to discover and tracks for adventure. It is also home to the iconic Grampians National Park, Mt Arapiles and Mt Langi Ghiran.

Grampians Peaks Trail:

Be inspired by the spectacular outlook from the top of Mount Rosea, panoramic views from the Pinnacle Lookout and ancient rock features of the Grand Canyon. The first stage of Victoria's newly established long distance trail is now ready to explore. Once completed the trail will be a 13 day/12 night experience in its entirety.

Wildlife Sightings:

Cross paths with kangaroos, wallabies, echidnas and emus in national parks, along quiet country roads and even on the grounds of your accommodation. Delight in the opportunity to see kookaburras and cockatoos in their natural habitat.

Award Winning Wineries, with a view:

Swipe your finger along the dusty barrels in the hand-dug 1860s cellars at Best's Great Western and get a feel for the rich history of the Grampians and Henty wine regions, home to some of the world's oldest vines and countless award winning wines.

Aboriginal Rock Art:

The Grampians National Park is the richest site for Aboriginal rock art in Victoria. The region has the largest number of rock art sites in Southern Australia and over 80% of Victoria's rock art sites, some dating back more than 20,000 years.

Wildflowers in Season:

Wildflower finders and Sunday strollers can cross paths with a dazzling array of native flowers in the Grampians. Once described as the 'garden of Victoria', our region is home to more than one third of Victoria's flora, dotted from one side to the other.

1.6 BRAND ATTRIBUTES – SUPPORTING

Whilst not unique to The Grampians, supporting attributes strengthen reasons to visit our diverse region.

Supporting attributes

Olives:

Olive groves create a striking landscape with the region home to some of Australia's oldest (organic) olive groves, which thrive in the Mediterranean climate and produce award winning olive products.

Events:

Events hosted in the Grampians provides visitors with the opportunity to experience our breathtaking natural assets, diverse communities and local hospitality. The region is home to one of Australia's longest running Food & Wine Festivals, Grampians Grape Escape, and the iconic Dunkeld Races.

Family Fun:

Halls Gap Zoo is Victoria's largest regional zoo exhibiting over 160 native and exotic mammals, reptiles and birds. Whilst the icecreamery in Halls Gap is on every families bucket list, Venus Baths, MacKenzie Falls and the many walking tracks are also nature-based family favourites

Towns and Villages:

The towns, villages and hamlets of the region are hidden. Rich in history, each has their own amazing story to discover. They are also home to many and varied stores, producers, craftsmen and memorable local experiences.

Arts, Culture and History:

The Grampians region is dotted with many communities rich in arts and culture. From art galleries, studios and museums to heritage listed buildings and volcanic trails, there's something to inspire tastes and styles.

Produce:

Local producers are proud of their specialist meat, organic vegetables, free range eggs, sheep's milk yoghurt, honey and pink salt from our historic salt lakes. And the many local cafés and award winning restaurants draw on local produce as inspiration for their menus, including the Royal Mail Hotel in Dunkeld who boast the largest kitchen garden of its kind in Australia.

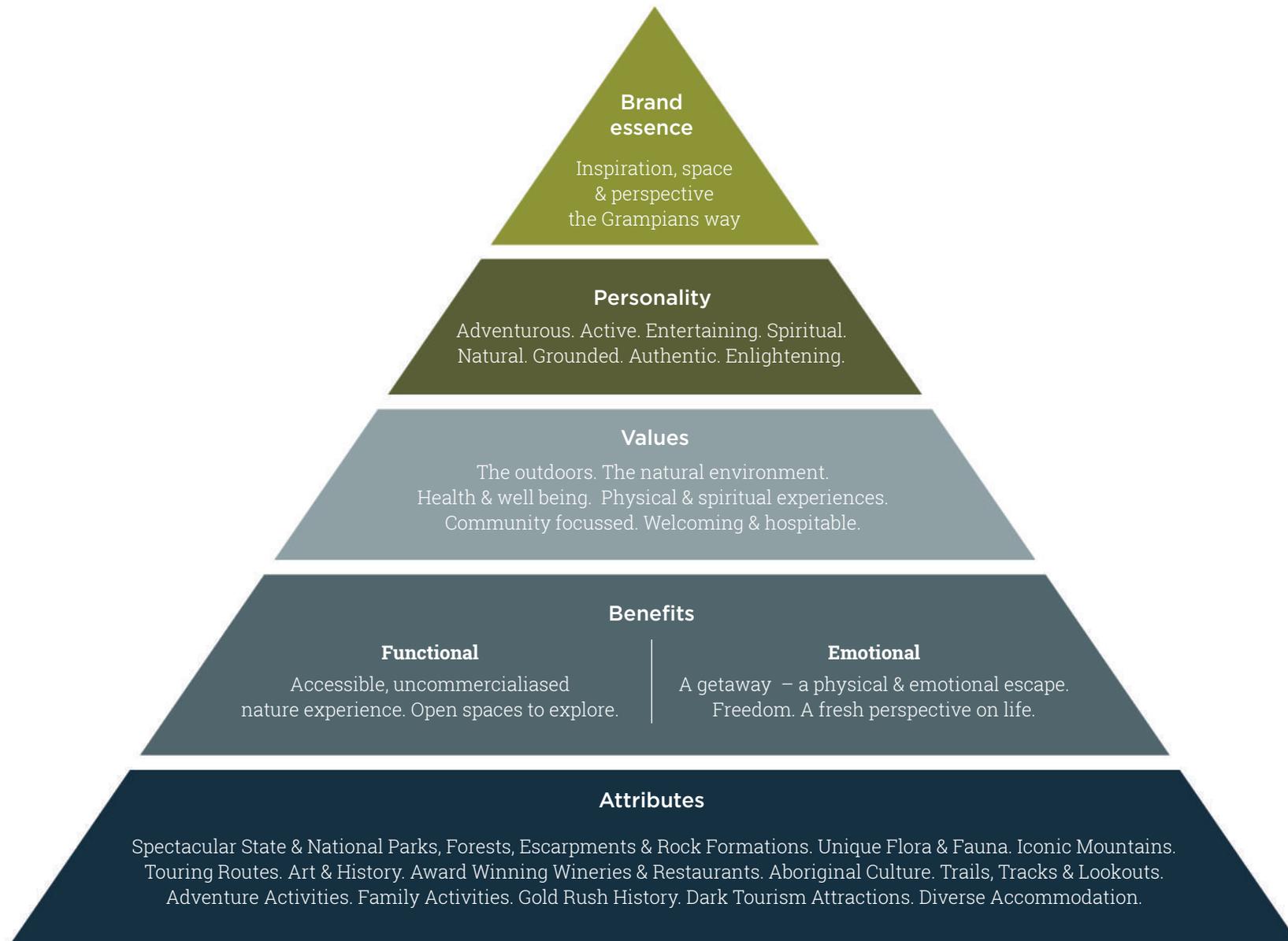
Dark Tourism:

Walk through the cavernous wards and halls of the institutions that treated and housed the mentally ill and most hardened criminals. A visit to the imposing Aradale Asylum and the infamous JWard are experiences that won't be forgotten.

Lakes and Waterways:

The Grampians is blessed with many wonderful lakes, rivers, streams, and waterfalls. Whether it's fishing, kayaking, swimming, canoeing, sailing or water skiing, there is a waterway that will accommodate most water based activities.

1.7 BRAND ARCHITECTURE Brand Essence



2. WORDMARK

2.1 WORDMARK



Correct use guidelines exist as part of the Grampians Way Brand Book .
If you wish to use the wordmark, artwork approval is required from Grampians Tourism.

The Grampians Way wordmark has been designed to have synergy with Visit Grampians brand. The wordmark is available for industry use by emailing marketing@grampianstourism.com.au.

The Grampians Way wordmark

THE
Grampians
Way

White on photographic background



3. CAMPAIGN

3.1 GRAMPIANS WAY CAMPAIGN

The Grampians Region has a significant destination profile through its nature-based and outdoor adventure offerings. Surrounding the Grampians National Park are extensive agricultural areas and their service towns. Tourist visitation to these areas is predominantly driven through food, wine and heritage-related products.

The Grampians Way campaign will be rolled out over 12 months with the intention to continue for another year upon a review.

Content will have seasonal relevance and highlight the regions key themes including Nature & Outdoors, Art & Culture and Food & Wine. It will also continue our successful patch approach, promoting the diversity of the Northern, Southern, Western and Eastern Grampians. The campaign will also support deals and events.

The campaign strategy considers all stages of the travel planning cycle – dreaming, planning, booking & experiencing and will aim to:

- raise destination awareness
- drive visitation all year round including off-peak periods
- encourage dispersal around the region by promoting the diversity
- increase social media following and traffic to website
- show value to our partners and connect tourists with operators through deals and promotion

Key focus areas include:

- Social media (facebook and instagram)
- Search marketing
- Remarketing
- Digital display advertising
- PR and strategic media partnerships

Other paid tactics will include Urbanlist, Smooth FM and a partnership with Movida. Grampians Tourism will also work together with stakeholders to unlock content that will drive organic activity across social media, blogs, websites, email newsletters and digital itineraries.

3.2 DIGITAL DISPLAY AD EXAMPLES

The Grampians Way campaign will be rolled with themes around seasons, North East South West regions, nature and outdoors, art and culture as well as food and wine will also form part of the strategy. Additionally, the campaign will support deals and events.

The following examples are how the Grampians Way look and feel will be executed.

FIND SPACE.
FIND BEAUTY.
FIND YOURSELF.

Experience life unleashed.
Awaken your sense of adventure.

THE Grampians Way

PLAN YOUR GETAWAY

TO SOME IT'S A VIEW.
TO OTHERS, PERSPECTIVE.

Whether you're looking for adventure or enlightenment, find your Zen

THE Grampians Way

PLAN YOUR GETAWAY

FIND SPACE. FIND BEAUTY.
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Life unleashed THE Grampians Way PLAN YOUR GETAWAY

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3.3 SOCIAL MEDIA EXAMPLES

Visit Grampians
Sponsored

From epic to intimate, awaken your sense of adventure and experience life unleashed - #TheGrampiansWay.

THE Grampians Way

Dotted with surprises. [Book today](#)

Marked by wonder. [Book today](#)

Feel more alive than ever. [Book today](#)

Escape this weekend. [Book today](#)

29 Likes 562 Comments 311 Shares

[Like](#) [Comment](#) [Share](#)

Visit Grampians
Sponsored

Whether you're looking for adventure or enlightenment, find your zen - #TheGrampiansWay.

THE Grampians Way

To Some It's A View. [Learn more](#)

To Others, Perspective. [Learn more](#)

Feel Free to Feel Free. [Learn more](#)

29 Likes 562 Comments 311 Shares

[Like](#) [Comment](#) [Share](#)

Visit Grampians
Sponsored

Experience life unleashed, awaken your sense of adventure and plan an escape - The Grampians Way.

THE Grampians Way

FIND SPACE. [Learn more](#)

FIND BEAUTY. [Learn more](#)

FIND YOURSELF. [Learn more](#)

#TheGrampiansWay [Learn more](#)

20 Likes 562 Comments 311 Shares

[Like](#) [Comment](#) [Share](#)

Visit Grampians
Sponsored

To Some It's A View. To Others, Perspective. Find Your Zen, The Grampians Way.

THE Grampians Way

Explore a world-famous National Park. [Book today](#)

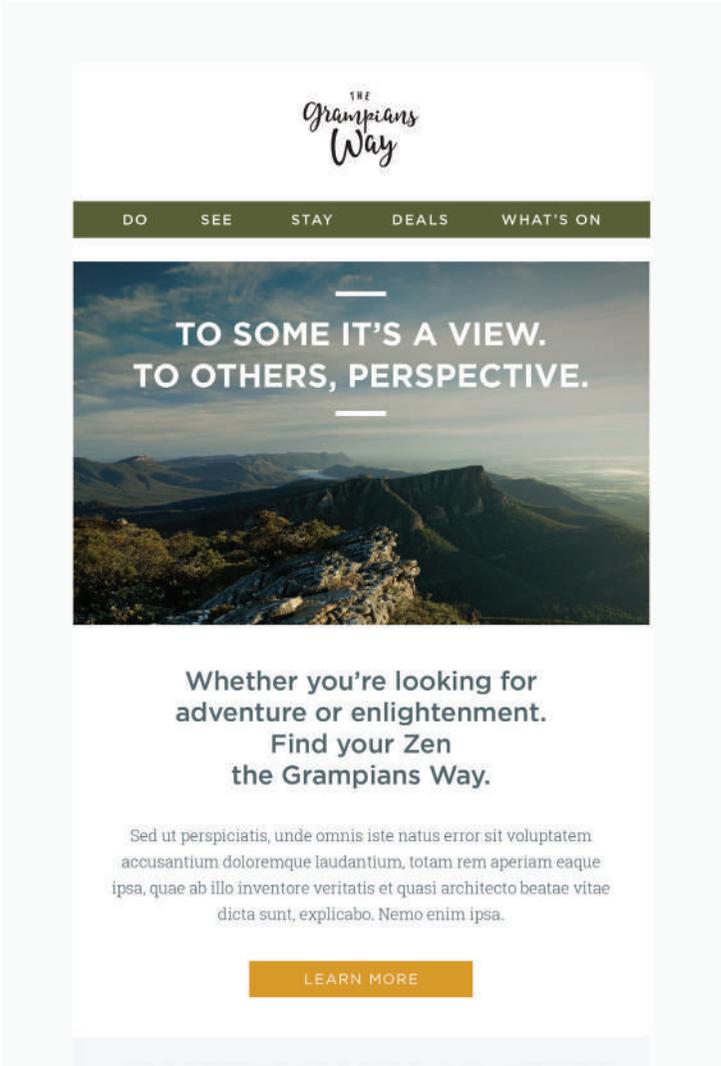
where the paths to discovery are endless. [Book today](#)

Escape... The Grampians Way [Book today](#)

29 Likes 562 Comments 311 Shares

[Like](#) [Comment](#) [Share](#)

3.4 EMAIL NEWSLETTER EXAMPLE



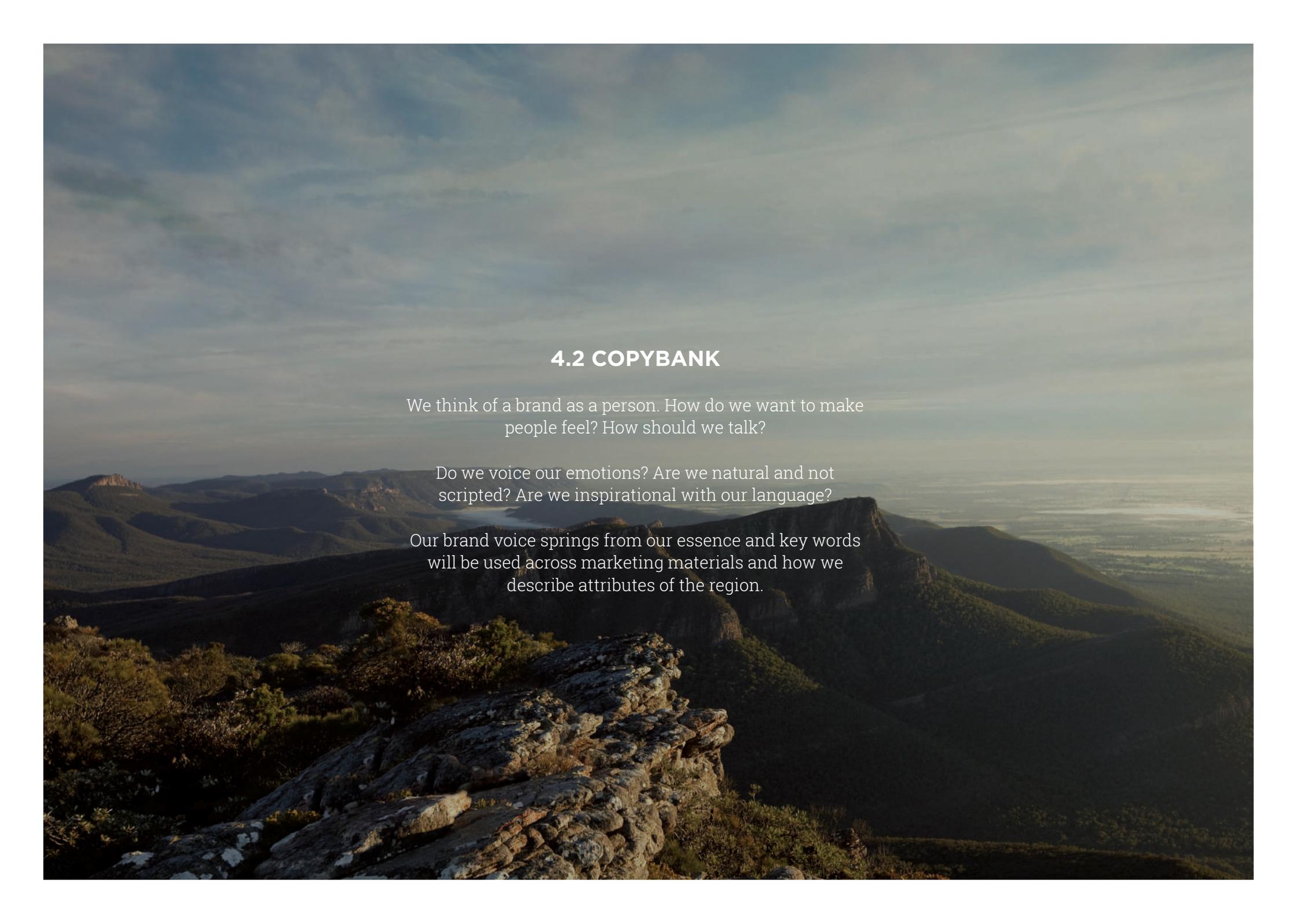
4. COMMUNICATIONS

4.1 BRAND VOICE

A tone of voice forms part of any marketing execution and stakeholders can strengthen the region's voice by giving consideration to The Grampians Way language used, while staying true to their own brand personality.

The Grampians tone of voice is:
Inspirational: encouraging, reassuring, influential
Conversational: informal, lively, chatty, familiar
Thoughtful: reflective, absorbed





4.2 COPYBANK

We think of a brand as a person. How do we want to make people feel? How should we talk?

Do we voice our emotions? Are we natural and not scripted? Are we inspirational with our language?

Our brand voice springs from our essence and key words will be used across marketing materials and how we describe attributes of the region.

4.2.1 COPYBANK – DESCRIPTIVE PHRASES

Following are some creative ways of communicating The Grampians Way, both literally and figuratively. The elements are interchangeable, and can be altered to showcase different aspects at different times. You're welcome to use these examples, or create your own.

The Grampians Way – Literal road trip

Picture yourself on a road to...

Take a short break...

An adventure of a lifetime is...

Escape the city...

Journey into an ancient landscape....

Your Grampians roadtrip begins with....

Embrace the freedom to explore and....

Hit the open road.....

Imagine a weekend when you...

Leave it all behind and...

Take the road to....

A spontaneous road trip will have you....

Escape the hustle and bustle..

Down the road and over the hill, you'll find

Closer than you think is...

Life is a highway...or not.

Life's a trip...

Sometimes the most scenic roads are found after a detour.

Many of life's great stories, started with a random roadtrip.

It's as much about the journey as it is the destination.

Get on the road and go.

No two directions are ever the same.

Everything is ahead of you...

The Grampians Way – Summary descriptors

Make your escape this weekend - The Grampians Way.

Awaken your sense of adventure and experience life unleashed - The Grampians Way.

Find your space, The Grampians Way.

Whether you're looking for adventure or enlightenment, find your Zen. - The Grampians Way

Feel free to feel free - The Grampians Way.

Find your Zen. - The Grampians Way

Take a road trip, take a journey - The Grampians Way.

A journey of discovery awaits - The Grampians Way.

To Some It's A View. To Others, Perspective. Find Your Zen, The Grampians Way.

Discover endless possibilities - The Grampians Way.

Connect with an ancient culture - The Grampians Way.

Now's time for a weekend getaway - The Grampians Way.

Worship from above - The Grampians Way.

Sip & Savour - The Grampians Way.

Catch a "xx" - The Grampians Way.

Give in to your wanderlust - The Grampians Way.

Wide open spaces - The Grampians Way.

Make memories - The Grampians Way.

Escape the everyday - The Grampians Way.

...will leave you breathless - The Grampians Way.

#thegrampiansway

#grampians

#yourhappyspace

4.2.2 COPYBANK – DESCRIPTIVE WORDS

Stakeholders should use the following language guide when writing describing attributes of the Grampians region.

Grampians National Park:

ancient
iconic
renowned / famous
vast

Waterfalls:

majestic
cascading
pristine

Views / Vistas:

stunning
panoramic
expansive plains
wide open space
unrivalled

Aboriginal Culture:

Ancient rock art
Aboriginal rock art
stories of our first people
meaningful art stories

Mountain Ranges:

rugged peaks
rocky ridge tops
unusual rock formations
rugged ranges

Parks & Gardens:

beautiful grass surrounds
designed public gardens
perfectly manicured

State & National Parks:

spectacular
enchanted bushland
gentle sloping woodlands
forested terrain
cool fern gullies
forests rich in wildlife
lush native forests

Wildlife:

native inhabitants
meet the locals
feathered friends
wildlife sightings

Wildflowers:

vibrant
dazzling wildflower displays
unique
Grampians Garden

Tracks & Trails:

A network of tracks & trails
Bushwalking & trail hiking
Destination rides
Casual wander

Wineries:

Award winning
Picturesque views to...
Wine adventure
Robust reds
Vast vineyards
Welcoming wineries
Historic

Art:

creative
fascinating
intriguing
captivating

History:

wealth of history
Rich in culture
Historial buildings with an eerie past
Notorious former prison

Produce:

Fresh
Organic
Indulgent
Regional
Soulful
Gourmet

General:

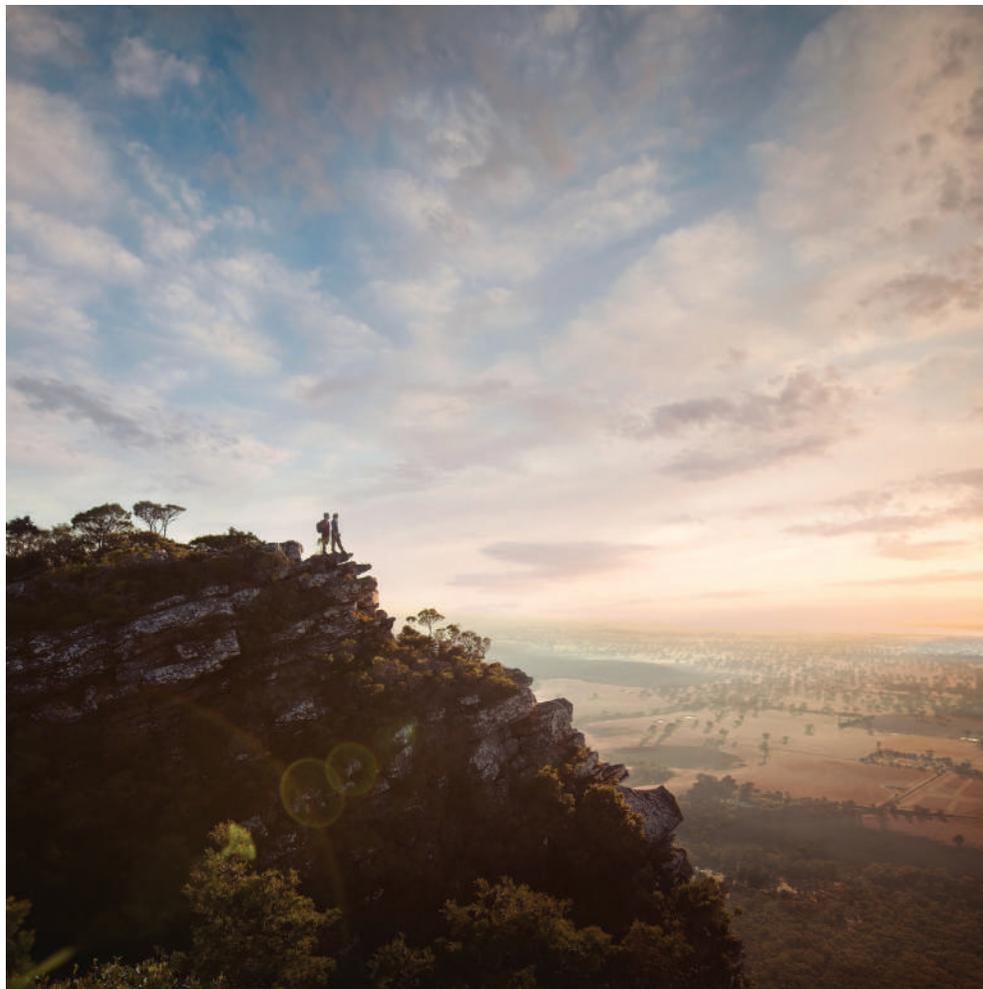
explore
adventure
experience
discover
escape
journey
wander
imagine
awaken
savour
unwind

4.3 PHOTOGRAPHY

Photography is a key component of the visual language of The Grampians Way brand.

Photography should capture the spirit of adventure and sense of escape. Tones should be warm and natural. It's different here, and our imagery should reflect that.

Photography should feel inspirational and authentic. There's nothing artificial about the Grampians region, so the image we convey should not feel staged or posed.



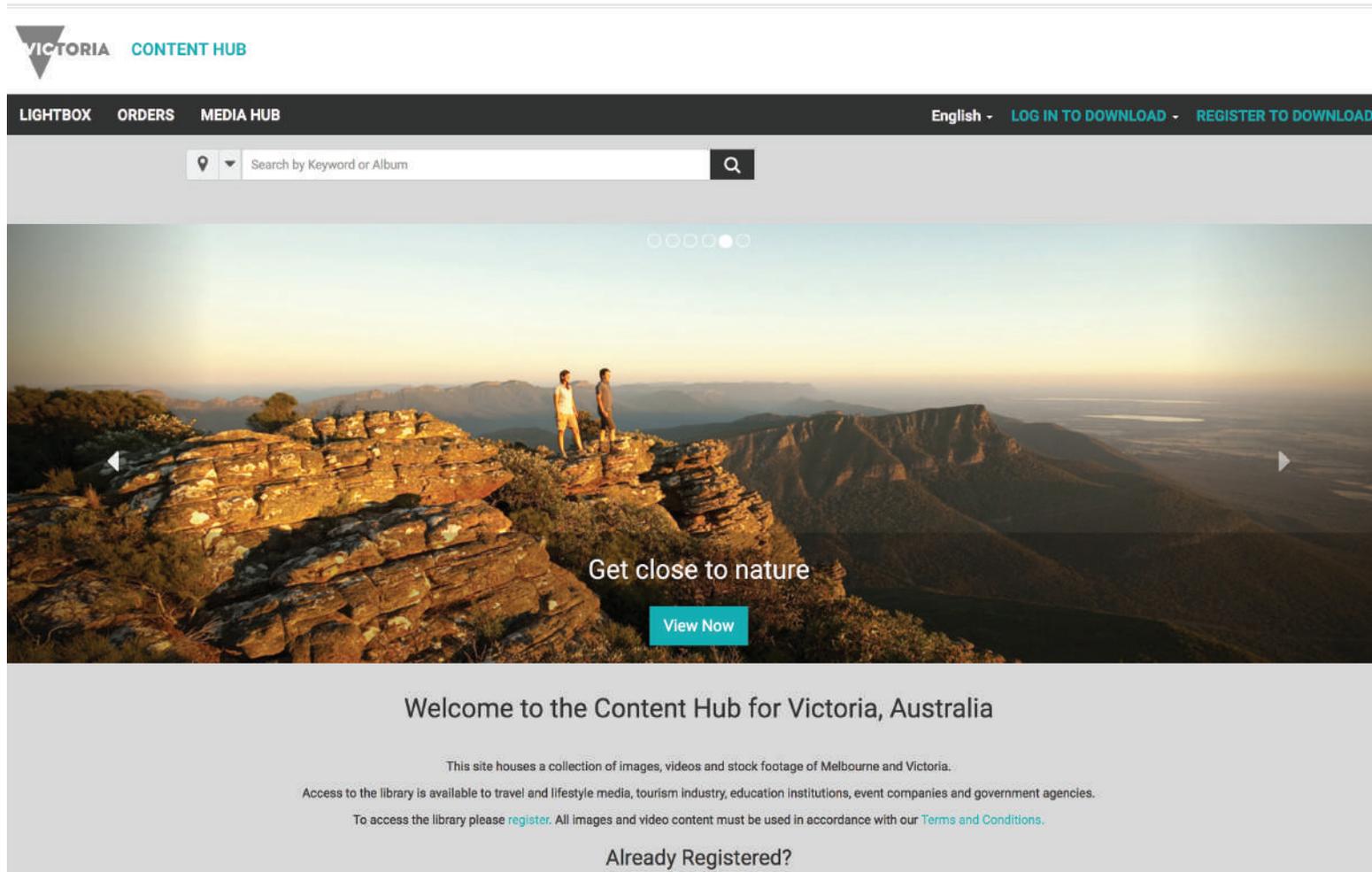
4.4 VISIT VICTORIA CONTENT HUB

Visit Victoria offer the tourism and other relevant industries a library of images, videos and stock footage from Victoria and the Grampians Region.

Registering is easy and provides operators with a wealth of imagery that can be used to promote the region.

To register, simply go to:
<https://contenthub.visitvictoria.com/>

For specific image requests please email marketing@grampianstourism.com.au



The screenshot shows the Victoria Content Hub website. At the top left is the logo 'VICTORIA CONTENT HUB'. Below it is a navigation bar with 'LIGHTBOX', 'ORDERS', and 'MEDIA HUB'. On the right of the navigation bar are 'English', 'LOG IN TO DOWNLOAD', and 'REGISTER TO DOWNLOAD'. A search bar is located below the navigation bar with the text 'Search by Keyword or Album' and a magnifying glass icon. The main content area features a large landscape image of a rocky mountain peak at sunset. Two people are standing on the peak. Below the image is the text 'Get close to nature' and a 'View Now' button. Below the image is a grey box with the text 'Welcome to the Content Hub for Victoria, Australia'. Below this is a paragraph: 'This site houses a collection of images, videos and stock footage of Melbourne and Victoria. Access to the library is available to travel and lifestyle media, tourism industry, education institutions, event companies and government agencies. To access the library please register. All images and video content must be used in accordance with our Terms and Conditions.' Below this is the text 'Already Registered?'.



5. SHARED CONTENT

5.1 SHARING STORIES

We all play an important role in delivering on the brand promise to the region's visitors through the physical and non-physical execution of our brand personality via communications, services and experiences on offer.

There are many Grampians stories waiting to be unearthed. The simplest way to share your happenings with us is to use #grampians and #thegrampiansway.

We constantly monitor these hashtags. By including this addition to your post grants permission to share your news and broadens your potential audience.



Facebook (Visit Grampians) 30,000+ followers



Instagram @thegrampians 23,000+ followers

A great way to keep in touch with what else is happening in the region is to follow the Visit Grampians Facebook and Instagram pages. The more social you become on our channels by sharing content, commenting and liking posts, the more others will learn of our diverse region.

5.2 USING THE GRAMPIANS WAY

Below are a few examples of how to promote The Grampians Way message via social media channels, whether it be including #thegrampiansway in the copy, using a content hub image or words within the copybank.

Meringa Springs

Settle in with rugged peaks and colourful skies, The Grampians Way. An escape awaits you at www.meringasprings.com.au.

#meringasprings #grampians #sunsets #thegrampiansway #yourhappyspace #booktoday



Mount Langi Ghiran

Our wine region is as picturesque as they come; think vast vineyards, natural beauty, robust reds..and how about the views?

#mtlangighiran #grampians #thegrampiansway #grampianswine



Run The Gap

Escape the rat race for a running race. Registrations now open for Run The Gap.

#grampians #runningrace #thegrampiansway





6. SOCIAL MEDIA, CONTENT & RESOURCES

6.1 SOCIAL MEDIA TIPS

Social media is constantly changing, updating and developing; however it's a space most businesses need to play in. Below are some tips and resources we've found useful and would love to share.

Brand Strategy:

A Brand Strategy will provide an understanding of your brand's traits, values and personality. Your brand language will transpire from this, which will be how the character of your business comes across in written and spoken word, including social media. Follow the Grampians Way Brand Book as a guide, available on the Grampians Tourism website as a resource.

Create a Plan:

While it might take a little time initially, creating a Social Media Plan will see returns worth the investment. A handy template has been created by business.gov.au and is available on the Grampians Tourism corporate website as a resource to download.

Follow the Experts:

There are countless blogs on social media, here are our Top 5 to bookmark or subscribe to:

1. Sprout Social (<https://sproutsocial.com/insights/>)
2. HubSpot (<https://blog.hubspot.com/>)
3. Social Media Today (<https://www.socialmediatoday.com/>)
4. Buffer (<https://blog.bufferapp.com/>)
5. Social Media Examiner (<https://www.socialmediaexaminer.com/>)

Like Brands:

Follow other brands, whether they are in your industry or are social media pioneers. You are more likely to learn something new during your daily scrolling and this could spark ideas to set yourself apart from your competitors.

Get App Happy:

Select what suits you the best, but make life easier on yourself and consider:

- A repost app, such as Repost (this will ensure you credit any reposted content)
- A content scheduler, such as Hootsuite
- Photo editing app, such as Snapseed

6.2 CONTENT TIPS

There are countless social media and content tips available online, the following are just a few we've compiled.

Cut Back The Guess Work:

Get to know what content your customer is connecting with. Functionality on business pages show insights such as demographic and geographic data; the best time to post and what content the audience has been engaging with. This cuts back on a lot of the guesswork.

Test & Assess:

Research shows that Instagram posts between 138-150 characters and organic facebook posts between 40-80 characters maximize engagement, however this may not be the case for your online community, so test and assess what works for your page, including tools such as polls, location, live video, etc.

Be Consistent:

Post anywhere between twice daily through to every 2-3 days, depending on the intent of the content or campaign period. Posting less than this will reduce engagement, posting more will result in fans unfollowing your page. Be consistent with the look and feel of your account, staying true to your brand personality.

Quality & Value:

Focus on providing quality content to your online community, even if this means an extra day or two between posts. Question whether your ideal customer would follow your page if it was the first post they'd seen. Does it allow for engagement? Is it of value? Does it solve a problem, educate, entertain or inspire?

Limit Promotional Posts:

Limit your promotional posts so they will be better received when they do appear. The following is a good guide:

70% - valuable and relevant content

20% - share and credit others

10% - hard sell

Community & Engagement:

Focus your efforts on engaging with your online customer. Don't be apprehensive to respond to comments when appropriate and always return messages in a timely manner.

Hashtags:

Instagram and Twitter posts in particular that use hashtags tend to receive more engagement, however find the right balance for your audience. Engagement rates can really decline with too many hashtags and on posts where hashtags have many characters. Find what is relevant by using tools like [Hashtagify.me](https://www.hashtagify.me) to find other trending hashtags related to your specific tag.

6.3 RESOURCES

Grampians Tourism create shareable content for you to use. Content and templates are available for stakeholders at <https://grampianstourism.com.au/marketing/>.

Bookmark this url for easy access. Specific requests are welcomed at marketing@grampianstourism.com.au.

Blogs:

Blogs showcasing the diversity of the region will continue to form part of the regional content planner. Shares to your pages are appreciated, and when doing so remember to write some copy with your post for better reach.

Itineraries:

Now featured on the Visit Grampians website are interactive regional guides that showcase our region's businesses and attractions along with curated itineraries designed to inspire discovery and exploration.

Email Newsletter Banner:

A Grampians Way email newsletter banner is available to download for inclusion in stakeholders email campaigns.

Industry News:

Partners and stakeholders will be kept up to date with industry news in email newsletters and on the Grampians Tourism Industry Facebook Group. Please ensure you've subscribed to the newsletter and joined our industry facebook page.

Training:

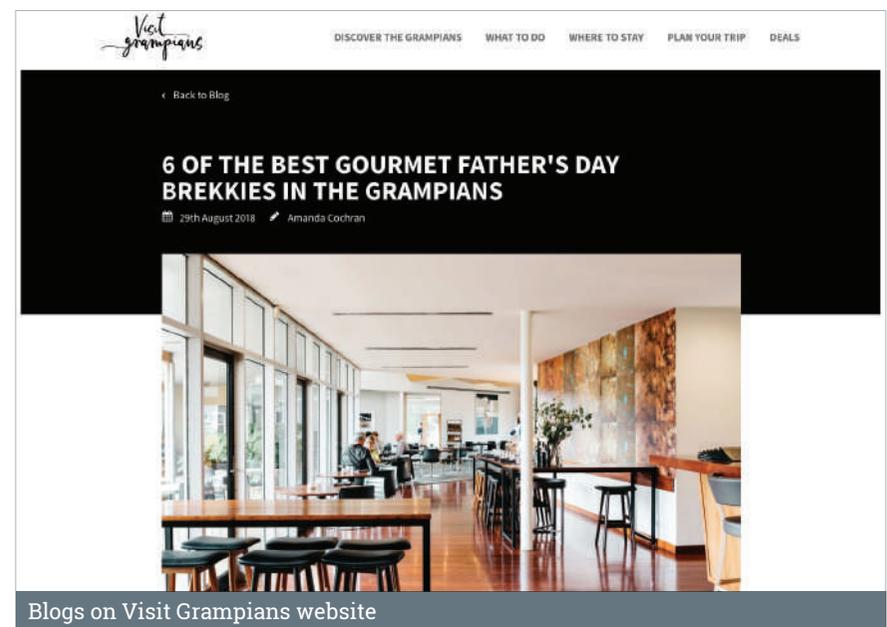
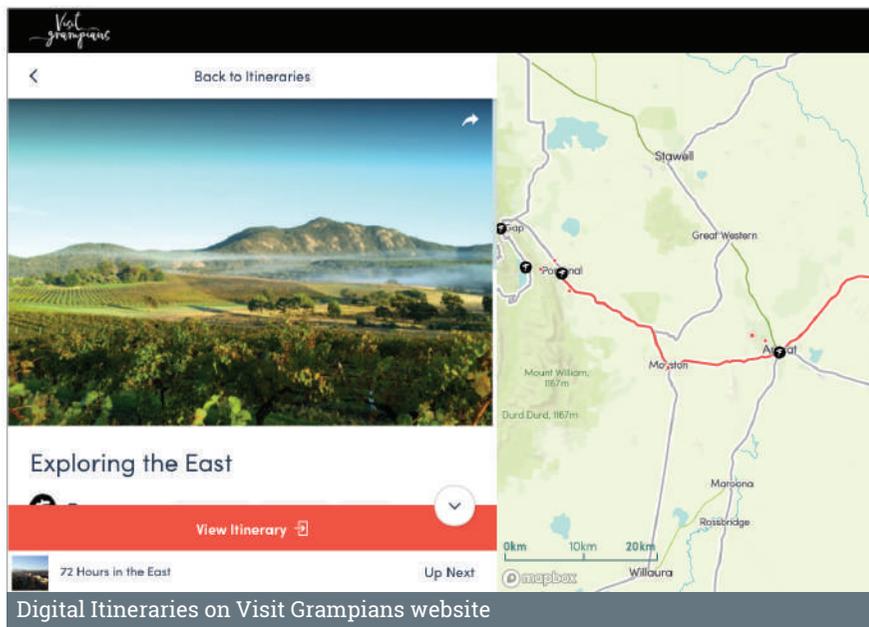
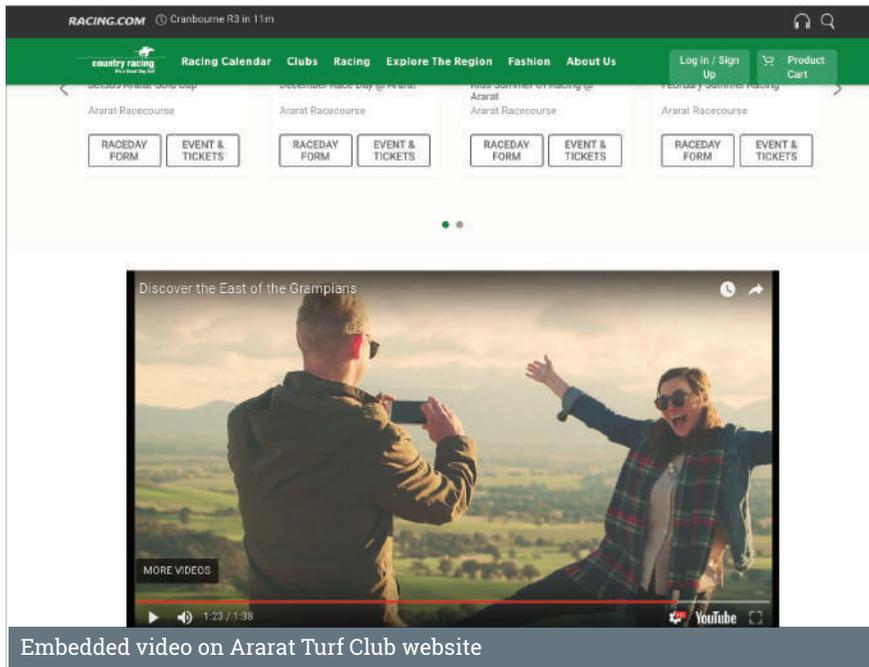
Training opportunities will again be available for industry along with conference and networking days.

Promotional Videos:

30 second videos have been created to promote the diversity of the North, East, South & West patches. These are available to embed on your website and share from the Grampians Tourism YouTube channel, www.youtube.com/user/visitgrampians.

Website:

The Visit Grampians website is continually being refreshed and developed and the corporate site www.grampianstourism.com.au will host content including the Grampians Way Brand Book, this Toolkit and Industry Newsletters.



CONTACT

Thank you for your support. For more information on The Grampians Way please contact:

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*Visit
grampians*