# Video transcript - Ride High Country Marketing Campaign (Stage 2)

**Bess:** Victoria’s High Country is a tourism region that represents the shires of Murrindindi, Mansfield, Benalla Rural City, Indigo, Alpine, Towong, and the Rural City of Wangaratta. And the Alpine Resorts of Falls Creek, Mt Buller, Mt Stirling, and Mt Hotham.

[On-screen text: A map representing the shires of Murrindindi, Mansfield, Benalla Rural City, Indigo, Alpine, Towong, and the Rural City of Wangaratta. And the Alpine Resorts of Falls Creek, Mt Buller, Mt Stirling, and Mt Hotham.]

**Bess:** Each year, Victoria’s High Country welcomes 6 million visitors who spend an estimated $2 billion.

[On-screen text: $6m visitors, $2b spend]

**Bess:** They travel here for epic snow adventures, endless walking trails, unparalleled food, and drink experiences but most famously, the High Country is known for its world class cycling.

[On-screen text: Bess Nolan-Cook, Ovens Murray Regional Partnership]

**Bess:** In 2017, the Victorian State Government made a $12 million investment into cycling in Victoria’s High Country.

[On-screen: 2017, $12m Victorian State Government Investment]

**Bess:** The funding supported a variety of projects including the soon to be open Beechworth to Yackandandah trail, two rounds of private sector activation and notably $4 million investment towards a strategic communications campaign.

The campaign was designed to activate latent demand and double cycling visitation from 100,000 visitors spending $49 million to just over 200,000 visitors spending $86 million over the four-year life of the campaign.

[On-screen text: 2017: $12m Victorian State Government Investment, 100k visitors and $49m spend. 2022 estimate: 200k visitors, $86m spend]

**Bess:** Fast forward five years and the execution of the campaign has not only captured the hearts and minds of consumers, it’s given the private sector the confidence to invest in cycling experiences that are unique to Victoria’s High Country. Investment spans across cycling friendly accommodation, new bookable products and experiences, bike hire and cycle friendly cafés and restaurants.

At the year ending June 2022, Victoria’s High Country welcomed 263,000 cycling visitors who spent an estimated $176 million.

[On-screen text: 2017: $12m Victorian State Government Investment, 100k visitors and $49m spend. 2022 Estimate: 200k visitors, $86m spend. 2022 Actual: 263k visitors, $177m spend.]

**Bess:** This phenomenal result has well and truly smashed the original targets of 200,000 visitors and $86 million in spend.

[On-screen text: Christina Harris, Marketing Manager, Ride High Country]

**Christina:** Since its launch in 2018, Ride High Country has evolved from simply a way to communicate with existing and potential audiences about cycling in Victoria’s High Country into a cultural movement.

The ethos of the brand has been an integral part in establishing the High Country as a mecca for cycling tourism on a national scale.

Whether you are a mountain biker, road cyclist who loves some good scenery or the thrill of an epic climb like Hotham, or a recreational cyclist who is keen for a peddle to produce experience or choosing your own adventure on the region’s endless gravel roads, the High Country really offers it all.

The success of the campaign has demonstrated that there is significant latent demand among our target audiences.

These results prove that the power of communicating the offer is directly translating into visitation. Delivering exceptional economic benefit to the regional economy.

**Bess:** The relationship between supply and demand activity in the context of regional tourism is so critical. Especially for a region like Victoria’s High Country where tourism supports an estimated 27% of all employment, the health of the visitor economy is imperative to the viability of the regional economy.

[On-screen text: Tourism supports 27% of all employment in the region]

**Bess:** Good communications designed to awaken latent demand among target audiences is an economic development tool and as such, the Ovens Murray Partnership is seeking to have the Ride High Country communications program, re-funded for a further four years with the aim of increasing cycling visitation to 390,000 visitors each year who will spend an estimated $212 million per annum by 2027.

[On-screen text: 2023: Victorian State Government Re-Funding, 2017: 100k visitors and $49m spend. 2022 Estimate: 200k visitors, $86m spend. 2022 Actual: 263k visitors, $177m spend. 2027 Estimate: 390k visitors, $212m spend]

[On-screen text: Regional Partnerships Ovens Murray, Victoria State Government]