

Joint venture successfully targets international tourism

TRADE MEDIA RELEASE, ADVENTURE VICTORIA

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Four Victorian adventure tourism operators have demonstrated the power of joint international marketing after winning an AusIndustry ATDP (Australian Tourism Development Program) grant of \$250,000 one year ago.

Adventure Victoria was formed in 2005 by Michael Watson, Watson's Mountain Country Trail Rides; Geoff Proctor, Australian Adventure Experience; David Chitty, Adventure Guides Australia and Linton Smith, Add-Venture White Water Rafting, whose businesses had all been hit by the bushfires of 2003.

It is the first adventure marketing group of its kind in Victoria, and been heavily involved with Tourism Victoria, Parks Victoria and the Department of Sustainability and the Environment in the development of Victoria's first nature-based tourism strategy.

Adventure Victoria attended the Australian Tourism Exchange in Brisbane in May 2007, and its product is now being distributed by around 20 international and domestic operators including global Flight Centre offices. The group will now also provide adventure experiences for guests of the luxurious Chateau Yering in the Yarra Valley.

Adventure Victoria has subsequently been invited by Tourism Australia to take part in a new product workshop in London in March 2008 for the UK and European markets.

Mr Watson said the international adventure market held great promise. "In 2005, 77% of international visitors undertook at least one nature-based activity during their trip, while only 37% of domestic visitors did so," he said.

Adventure Victoria appointed specialist tourism marketing consultancy TWP Marketing and Communications to develop and implement a marketing program, including the development of new products, a new logo and brand, promotional material and a new website which will be launched this month (www.adventurevictoria.com.au).

Mr Watson said the group was keen to have other Victorian adventure tour operators join the group, and make the brand the best known for Victorian adventure tourism in the domestic and

international industry.

Any adventure tour operators wanting to discuss opportunities should contact Michael Watson on 03 5777 3552, or Greg Wren of TWP Marketing and Communications on 0438 88 55 33.

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