

Orange360 Members' Forum

22nd June 2022

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Agenda

- Welcome
- Tourism Insights
- Winter
 - Campaign
 - Winter Fire Festival
- Workshop: Barriers and Opportunities

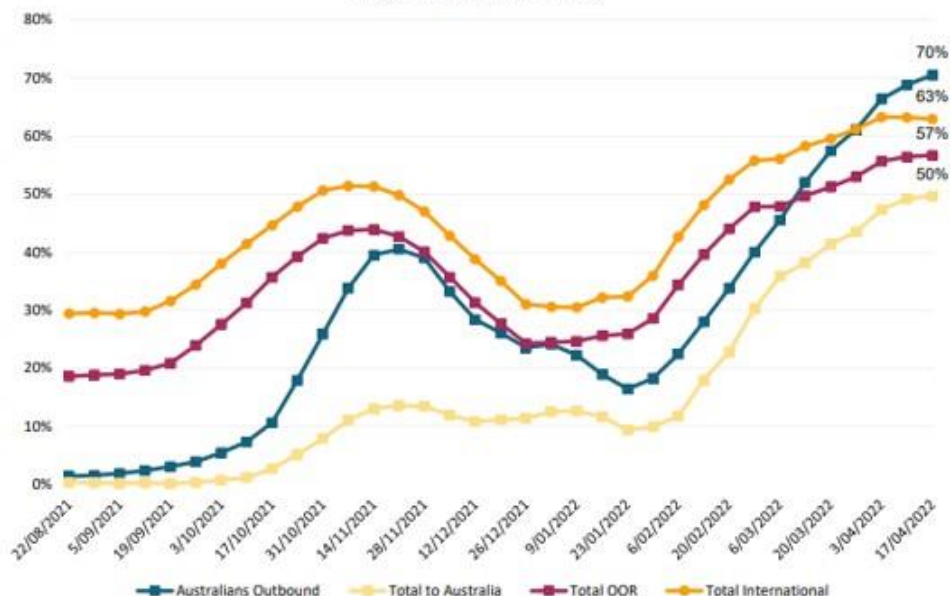
Tourism Insights

RETURN OF DEMAND IS RECOVERING FOLLOWING A DIP FROM OMICRON

Demand for international travel from key markets has picked up to 63% of pre-COVID (same week in 2019) levels.

Outbound: Forward Bookings From Key Markets to Global, OOR Destinations and Australia - as a proportion of 2019 volumes

Aug 21 - Apr 22 (vs 2019)



Source: ForwardKeys, Ticket Issued Dates, August 2021 - April 2022 (17-April-2022 latest week available)

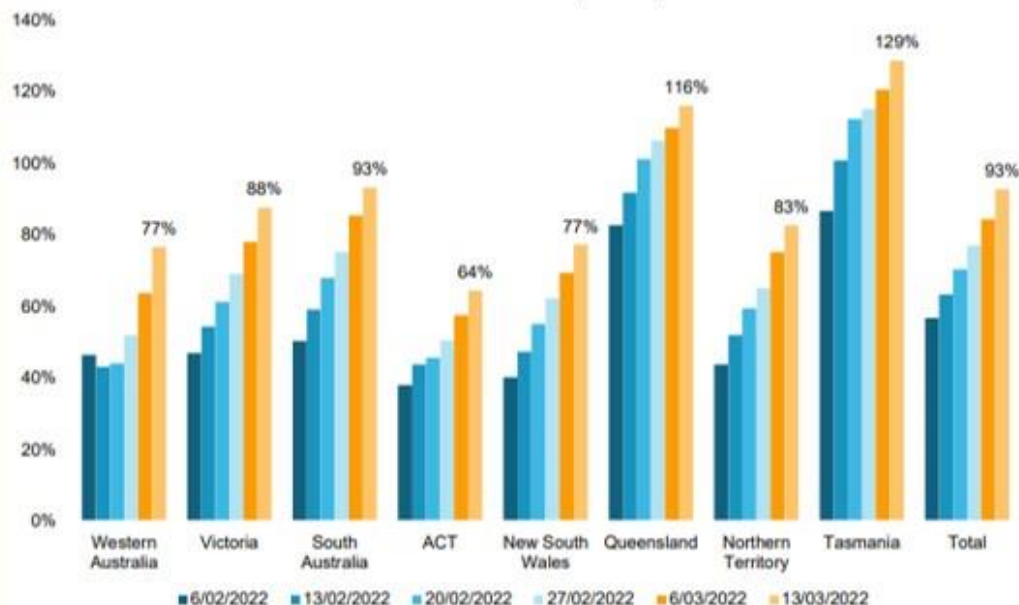
IN GOOD NEWS, DOMESTIC FLIGHT BOOKINGS HAVE ALMOST RECOVERED TO 2019 VOLUMES

Domestic forward bookings is at 93% of 2019 volumes.

Queensland and Tasmania recording higher than 2019 volumes in domestic bookings at 116% and 129% respectively.

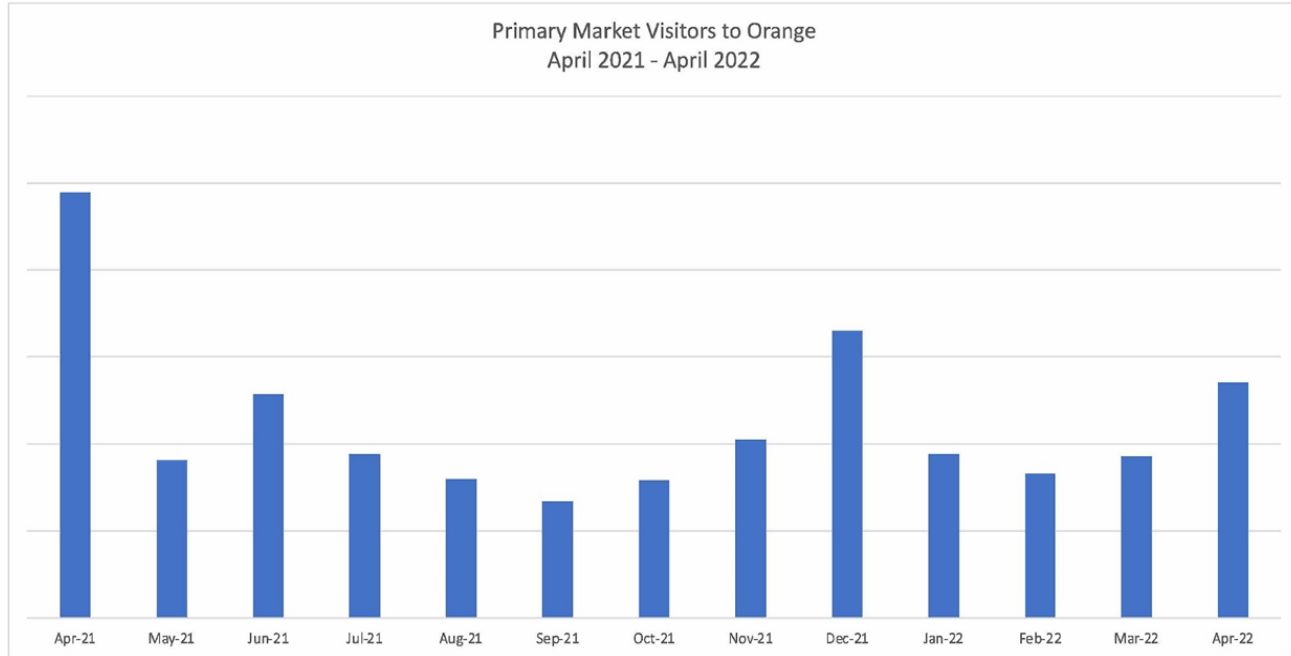
AUSTRALIAN DOMESTIC FORWARD BOOKINGS - AS A PROPORTION OF 2019 VOLUMES

06 Feb 22 - 13 Mar 22 (vs 2019)

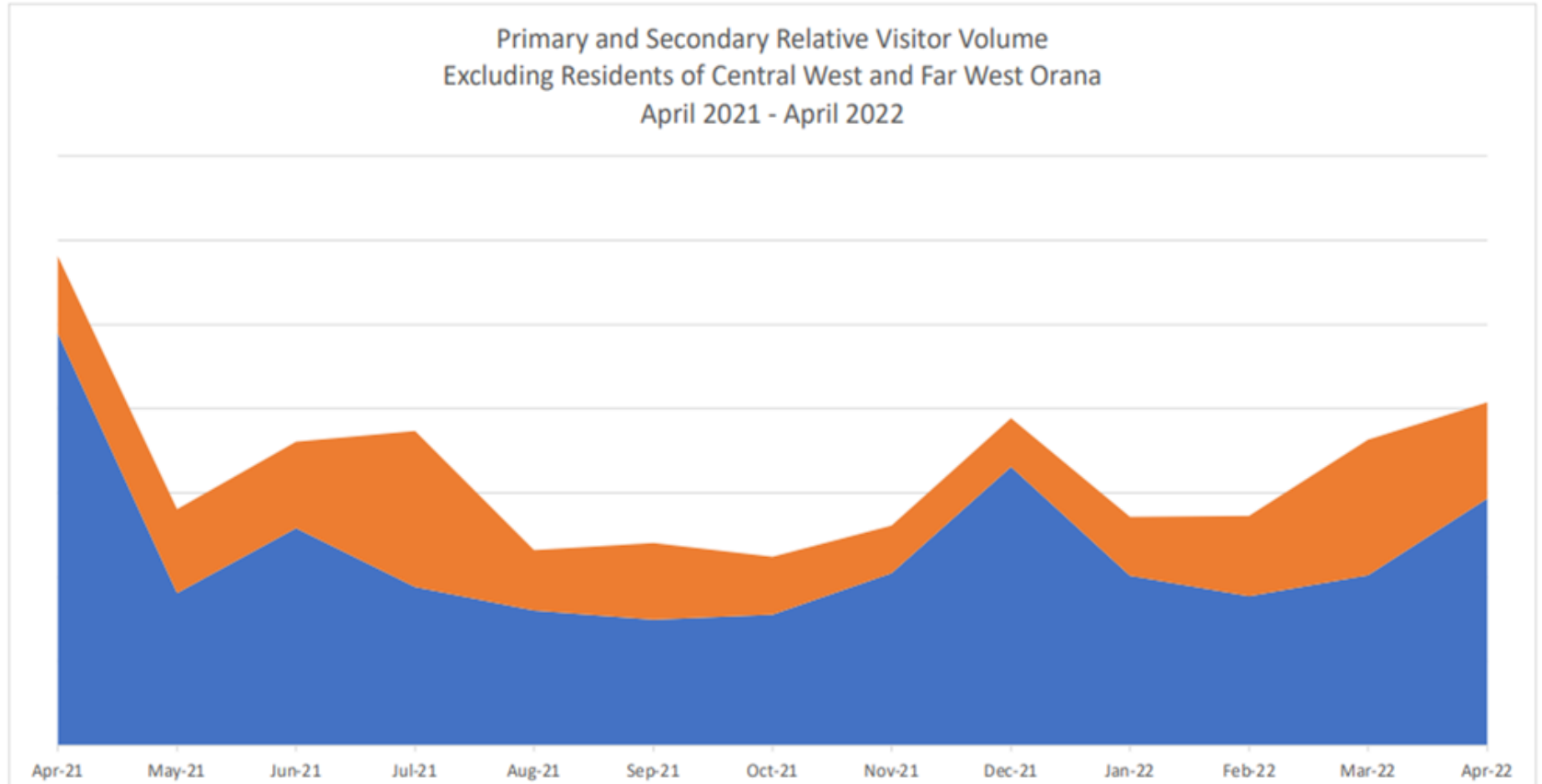


Source: ForwardKeys, Ticket Issued Dates, March 2022 (13-March-2022 latest week available)

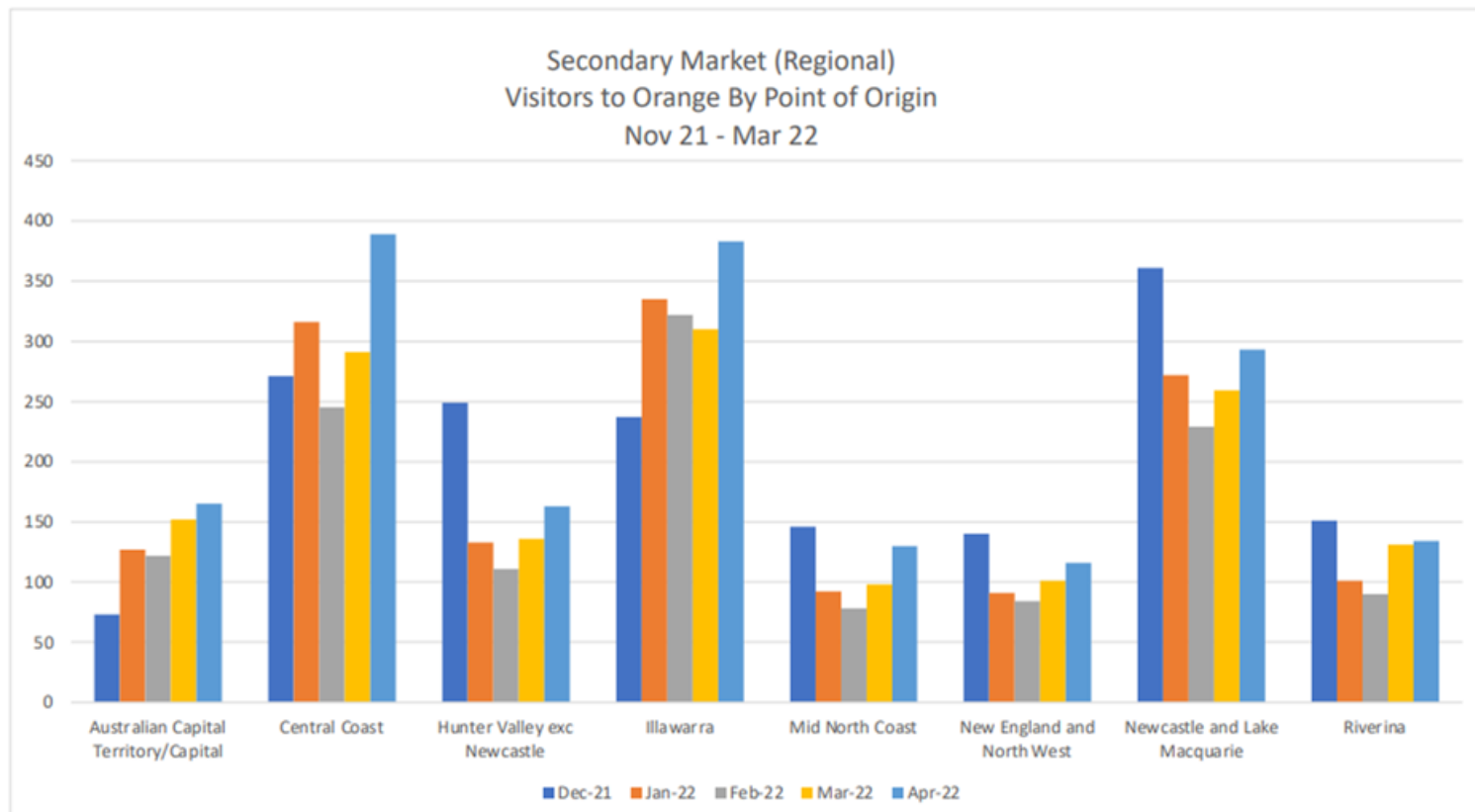
Greater Sydney visitors continue to recover. April 2022 showing a strong bounce although still some way behind the high mark of April 2021.



Proportion of Regional visitors remaining strong.
Greater Sydney visitor numbers looking a little soft in April.



Illawarra and Central Coast responding more strongly to Food Week.



Winter

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Winter Campaign Overview

TARGET AUDIENCE

- 28-34 year old (singles/couples)
- Affluent 55+ (couples/groups)
- Females travelling in packs

DESIRED BEHAVIOUR

Increase: Awareness, appeal, intent to visit and visitation.

CREATIVE

Big Idea: **Venture Out to Nestle In**

Showcase a range of experiences available in the Orange region that appeals to the core target markets in winter.

KEY THEMES

- Nature and outdoors (big starry nights by the bonfire)
- Arts & Culture (Winter Spiegeltent, Theatre and Exhibition)
- Cool-climate wines & destination dining
- Boutique shopping/Fashion (Wool i.e. beanies and scarves)

SEASONAL EVENT

- Winter Fire Festival

10-day festival celebrating the winter season incorporating agritourism (burning our prunings) and cultural tourism, underpinned by cool-climate wine and destination dining.

MEDIA

- **PAID:** Native content, paid social media, Frankie, Concrete Playground, Country Style, House and Garden, LINK Airways, Frankie and Discover
Media Famil: Concrete Playground and Eat, Play, Drink.
- **OWNED:** orange360.com.au, Orange360 EDM, Orange360 social platforms
- **SHARED:** Facebook, Instagram and LinkedIn

BRAND

Engage: Inspire the target audience to visit the Orange360 region this Winter

Feel: Leveraging the DNSW campaign we want our audience to feel connected to the Orange region as a 'new' winter escape that feels dynamic and genuine, with lots to excite, explore and enjoy.

Think: With magnificent winter night skies and an abundance of delicious food and wine experiences, served with authentic country charm the Orange region is the perfect blend of relaxation and adventure, to **Venture Out to Nestle In**.

6 WEEKS TO SEND A COMPELLING INVITATION!!!

Key Stories

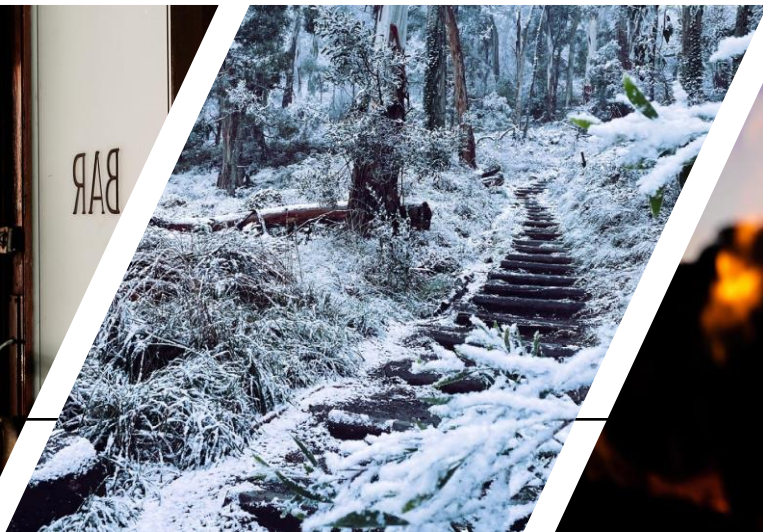
Venture Out to Nestle In

There's something nostalgic about winter; wine by fire, the crunch of frost under boots, cosying up in your favourite woollies and catching up with friends and family over comfort food cooked from the heart.

It might be a little crisp outside, but it only adds to the appeal when you imagine yourself nestling in to embrace what makes winter so special. And what better place than Orange to provide you with that warm winter feeling?

Get yourself out of that hibernation winter bubble, venture out to nestle in.







2022 Winter Campaign

House & Garden - 2 x publications (May + June)
Luxury Winter Escapes + Save the Date edm
Australian Traveller – June
Paid Social Media campaign – significant investment
Venture Out To Nestle In video

ACTIVITY

Millthorpe Village Night Market
Bonfire events
Look to activate McNamara Lane for the weekends
Live 'n' Local - \$13k funding to support local performers, Curator / Director

ACTIONS

Focus on Winter Packages – retail offers
Villages Winter Wander

Winter Placement - print



DPS

Link Airways (April/May) – DPS + ½ Page (OWJF + OCMF) Editorial

House and Garden (May) – FP + Editorial

Australian Traveler, 100 Amazing Road Trips (May- Jul), FP + Editorial + Digital

Country Style (June) – Editorial Inclusion



Full Page

Winter Placement - digital



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LET'S GO



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LET'S GO

VENTURE OUT
TO NESTLE IN



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LET'S GO

Event: Winter Fire Festival

The 2022 event will develop beyond the scope of the pilot years with more day time events, a community event in our cultural precinct and the introduction of a signature ticketed events on the second weekend that will provide an additional revenue stream for the festival.

Friday 5 August:	Winter Festival Night Market - fringe event hosted by a Millthorpe Village Committee.
Saturday 6 August / Sunday 14 August	Winter Kazador – all festival performance hub – program to be confirmed.
Saturday 6 August	Bonfire Night – series of individual bonfire and star gazing events hosted at cellar doors and orchards.
Saturday 13 August:	Light Up – community event in our cultural precinct that will activate the space with lanterns and fire sculpture.
Sunday 14 August:	Blazing Sunday Lunches - selection of country pubs all with open fires

It is important that the marketing execution assists Orange360 members to promote YOUR EVENTS throughout the festival period.

**VENTURE OUT
TO NESTLE IN**



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LET'S GO

Winter Campaign Timings

Digital Campaign: Sydney, Regional NSW inc Newcastle and Canberra

- May: Orange Winter Jazz Festival
- June: Venture Out to Nestle In / Carcoar Village
- July: Venture Out to Nestle In / Winter Fire Festival

Regional TV: Orange, Dubbo, Wagga: w/c 18 July for 3 weeks

Local Radio/Press: w/c 11 July for 4 weeks

Festival Collateral  Social Media Assets: w/c 4 July

Orange360 Cycling

Cycling – Where to next

- Connect with Central West Cycling Trail
- Believe we should capitalise and introduce an Event O360!!(s)
- Need to source and Event partner: Two Wheel Tours / Escapilicious



Orange Wine Month

Signature Events

- Orange Wine Show Judging - 21-22 September
- Orange Wine Show Presentation Lunch 29 September
- Orange Wine Festival's Night Market - Friday 30th September
- Orange @ Home Weekend - 7-9th October (Bathurst Races)
- Vintner Table - 7-9th October
- Orange Wine Show Tasting & Masterclass - Saturday 22 October
- The Vino Express - 28-30th October
- Altitude - Saturday 29th October

Workshop

Your Ideas Captured

- Barriers/Gaps
- Opportunities

Thank you