



Shopping at Swensk, Little Collins Street (credit: Visions of Victoria / Ben King)

Major campaign launch expected to increase Melbourne sales for agents

Tourism Victoria has this month launched a new Melbourne campaign, with tactical offers linked to the promotion expected to boost travel agent sales.

By Jenny Burns

TOURISM Victoria's (TV) new Melbourne campaign provides great opportunities for agents to sell Melbourne product.

The \$14 million three-year Play Melbourne campaign, which was launched this month, encourages interstate visitors to visit the Melbourne they may not know about.

The travel industry is expected to play a major role in the success of the campaign following TV's decision to partner with Virgin Australia.

Tourism Victoria director of marketing Don Richter said the new campaign was an evolution of the Lose

Yourself in Melbourne campaign and part of the Jigsaw campaign.

"In recent times we have concentrated on telling the story of the brand Melbourne while this campaign is more tactical and includes tactical offers," he said.

"This offers great opportunities for agents as there is plenty of commissionable product available."

Richter said as a result of previous campaigns, interstate travellers now love coming to Melbourne.

"We attract more interstate overnight visitor stays than Sydney and visitors spend more money in Melbourne," he said.

"The challenge now is to ensure return visitation by highlighting the attractions and experiences visitors may not know about.

"We want people to keep coming back to Melbourne."

The campaign includes both digital and traditional media advertising and promotions including a mobile phone component as well as a major competition.

"The campaign is aimed at a slightly younger audience than previously targeted and aimed at being vibrant and fun," Richter said.

"The testing we have done shows

consumers love the campaign."

Richter said the campaign was phase 10 of the highly successful Jigsaw campaign.

"Jigsaw is the longest running destination marketing campaign, having started in 1993," he said.

TV will also continue to highlight the many cultural activities on offer in Melbourne over the next few months.

"The Melbourne Museum is currently staging the blockbuster Tutankhamun and the Golden Age of the Pharaohs exhibition which has proved so popular it's likely to set new attendance records," Richter said.

The exhibition was part of the Melbourne Masterpieces series which had proved a great success over the years and this year also included the National Gallery's exhibition 'Vienna: Art and Design.'

"Melbourne's great theatre is another highlight, with the blockbusters *Love Never Dies* and *Rock of Ages* currently showing," Richter said.

"We will also continue to push Melbourne's laneways, rooftop bars and of course its shopping, which is another great attraction of the city."

Richter said the popularity of Melbourne was shown in the extra hotel rooms that had opened in recent

times and increases in hotel room revenues.

"In 2010 we saw an extra 999 rooms opening. Over the same period total revenue from rooms grew 16 per cent," he said.

Meanwhile, major industry players are also reporting strong demand for Melbourne product.

"Melbourne has been a consistently strong performing domestic destination for holiday travellers for a short break or weekends away," said Virgin Australia manager corporate communications, Colin Lippiatt.

"We now have a range of events on offer to its leisure customers, such as AFL packages and theatre events such as *Love Never Dies* and *Rock of Ages*, which are proving a popular addition to weekend packages."

Accor is also reporting strong demand for its Melbourne properties.

"Despite a significant increase to the hotel inventory over the past, there have been rises in both hotel occupancies and rates across the board," said Accor Australia vice president Simon McGrath.

"The additional supply of rooms was easily soaked up thanks to the Melbourne's busy schedule of events, festivals and conferences."



we've packed more into melbourne

Victoria's vibrant capital is full of things to see and do. Fill your days with world-class exhibitions, stunning shows, exciting places to eat and unbeatable shopping. Book a package with Blue Holidays, the holiday program of Virgin Australia, and see how much excitement you can pack into Melbourne.

Tutankhamun

from
\$350 pp*

- › Return airfares to Melbourne
- › 2 nights accommodation
- › A ticket to the exhibition

Love Never Dies

from
\$457 pp*

- › Return airfares to Melbourne
- › 2 nights accommodation
- › 'A' Reserve ticket

Rock of Ages

from
\$476 pp*

- › Return airfares to Melbourne
- › 2 nights accommodation
- › 'A' Reserve ticket

To book, visit virginaustralia.com/holidays or call 13 15 16.



*Departing Launceston. Prices based on per person, twin share. Seats are limited and may not be available at peak times or on all flights. Package price is per person twin share and is correct as at 15 June 2011. Love Never Dies on sale until 22 June 2011 for travel now until 22 June 2011 & 19 July - 14 September 2011. Rock of Ages & Tutankhamun on sale until 30 September 2011 for travel 1 July - 6 November 2011. During some periods air and hotel pricing may not be available and surcharges may apply. Prices are subject to availability and are not guaranteed until the booking is completed and confirmed. Full payment is required at the time of booking and cancellation or amendment fees apply. Package pricing is based on web bookings or \$30 more per person by phone, capped at 4 people. A 2% credit card fee applies to the total package price. Prices based on direct route, including taxes, levies and other government charges which may vary and are subject to change. Seasonal surcharges may apply. Hotel rates quoted are based on double occupancy, per room, per night, per person, per package, unless otherwise noted. Prices based on lead-in room, additional rooms available. Checked baggage charges apply. Pre-pay \$12 online for up to 23kg of checked baggage per person per one way flight, or pay \$40 at the airport for the same allowance. Excludes Velocity Gold and Silver Members. Excess baggage above 23kg will attract a charge of \$15 per kg (or part thereof). Visit www.virginaustralia.com/holidays for more information. v10295



Rooftop Bar and Cinema

Melbourne brings culture to life this winter

Melbourne's creativity bubbles to the surface this winter with a series of renowned festivals, blockbuster exhibitions and musical spectaculars on offer to feed the cultural mind.

This year, the city will host two of the world's most exclusive exhibitions as part of the 2011 Melbourne Winter Masterpieces series; **Tutankhamun and the Golden Age of the Pharaohs** at the Melbourne Museum and **Vienna: Art & Design** at The National Gallery of Victoria.

The record breaking, **Tutankhamun and the Golden Age of the Pharaohs**, visits Melbourne for its only Australian stop before returning to Cairo and features a dazzling array of possessions and artefacts unearthed from Tutankhamun's



Canopic Coffinette of Tutankhamun

tomb. Whilst, in a world first, **Vienna: Art & Design**, comes exclusively to Melbourne and focuses on the exquisite design of Vienna's greatest artists, including the world-renowned Gustav Klimt.

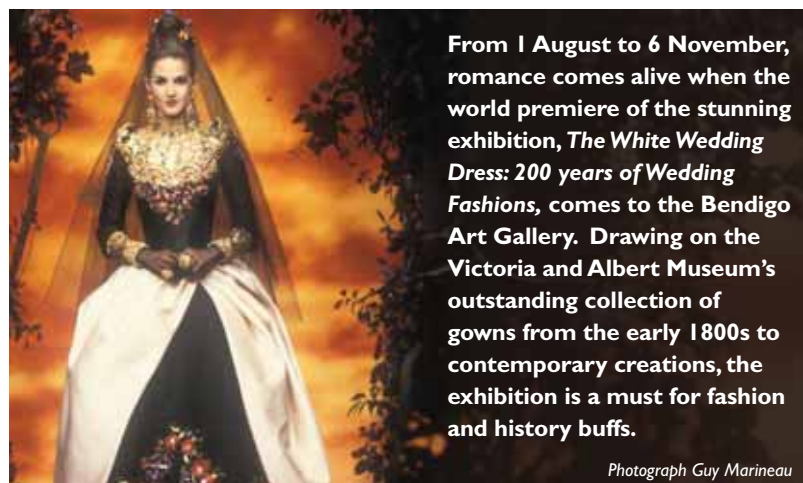
On the theatre front, two thrilling musicals now playing will have audiences captivated. At Melbourne's Regent



Love Never Dies (Photo by Jeff Busby)

Theatre comes **LOVE NEVER DIES**, the compelling and much anticipated sequel to the highly acclaimed musical, Phantom of the Opera. Be amongst the first in the world to see Andrew Lloyd Webber's latest musical offering developed in collaboration with an Australian creative team.

If rock is more your thing, the



Photograph Guy Marineau

Embroidered silk wedding dress (body, corset and skirt) by Christian Lacroix, Paris, Autumn/Winter 1993-94 Haute Couture. The dress's name, 'Qui a le droit?' (Who has the right?), questions whether a contemporary bride should wear a dress associated with purity. Given by Christian Lacroix.

From 1 August to 6 November, romance comes alive when the world premiere of the stunning exhibition, **The White Wedding Dress: 200 years of Wedding Fashions**, comes to the Bendigo Art Gallery. Drawing on the Victoria and Albert Museum's outstanding collection of gowns from the early 1800s to contemporary creations, the exhibition is a must for fashion and history buffs.

Broadway hit, **ROCK OF AGES**, is an entertaining 80s love story, currently playing at Melbourne's Comedy Theatre. Featuring costumes reflecting the era and a rocking 80s soundtrack including the likes of Journey, Poison and Pat Benatar, **ROCK OF AGES** is one fun ride.

From 20 -31 July, celebrate all things design when the **State of Design Festival** lights up the city. As the largest design event in Australia, it showcases the best of local and international designers and features an array of workshops, displays and forums to inspire and captivate.

In between all the action, take some

time to wander through Melbourne's myriad of laneways and arcades which conceal the unique, the exotic and the quirky. Discover inspiring boutiques, renowned restaurants and chic coffee shops. Or visit one of the city's many hip bars secreted behind non-descript doors, rooftops or unexpected locations.

For more destination information: visitvictoria.com



Agent says city's diversity makes for great getaway



MELBOURNE has long been a favourite destination for Queanbeyan City Travel and Cruise manager Jim Cooper.

One of the major reasons – he's a great fan of the city.

"When our clients tell us they want a weekend away to somewhere that's not going to cost too much we'll always suggest Melbourne," Jim explains. "We know the city has so much to offer and they will have a great time."

Many of those clients are aged between 30 and 50.

Having visited Melbourne on many occasions (Jim's wife is from country Victoria and he has also worked in the State) he has plenty of first-hand experience of the city's many offerings.

While the majority of travellers are FIT's, Jim has brought groups to Melbourne for a number of years.

"We used to bring groups down to the Grand Prix, as Mark Webber is a local Queanbeyan boy and while we don't do this anymore we'll

still bring a group with us when we come to Melbourne," he says.

Winter tours which included Australian Rules football matches were particularly popular.

A typical tour includes a couple of football games, a blockbuster show and a visit to the Sunday markets and a dinner at somewhere like Crown.

"Or we may go the beach and Brunswick for dinner – that's one of the joys of Melbourne – there are so many different options," Jim said.

"The diversity of what Melbourne has to offer is one of the reasons why we see so much repeat business.

"There are wonderful places to dine and visit while the women in our groups always love the shopping, the DFO outlets above Southern Cross (train) station are particularly popular."

The many accommodation options available catering for all budgets was another great advantage of Melbourne.

Left: Dining at Siglo Bar on Spring Street (credit: Visions of Victoria / Ben King)

New Citadines on Bourke releases business deal

CITADINES on Bourke Melbourne is offering a special business deal of \$199 valid until December 31.

Included in the deal is overnight accommodation in a Studio Deluxe room, a full breakfast at Heirloom Bar and Restaurant and either broadband or WiFi internet up to 500 mb download limit a day. The deal must be booked on the GDS and is commissionable.

In other news the hotel has won Best Suite/Apartment Style Hotel in the AHA (Victoria) State Awards for Excellence (Accommodation Division).

Citadines on Bourke Melbourne is Ascott Limited's first branded Apart'hotel concept in Australia.

Apartments feature fully-equipped kitchenettes, IDD access and iPod docks and WiFi access throughout all public areas and apartments.

The layout of the rooms are flexible, televisions are wall mounted on pivoting arms, the doors retract into the wall cavities and the living areas are designed to cater for a meeting, cocktails or even a yoga session.

Hotel amenities include room service, housekeeping and leisure facilities including a swimming pool, gym and guest lounge. For business needs, the Apart'hotel also has a range of conference and meeting spaces for hire, and complimentary use of the latest iMacs in the Business Corner.



Blue Holidays packages Melbourne shows, sporting events



Love Never Dies (photo: Jeff Busby)

BLUE Holidays is offering a range of packages to Melbourne covering everything from the Spring Racing Carnival to the major stage shows showing in the city's historical theatres.

Theatre packages currently on offer include Andrew Lloyd Webber's latest blockbuster *Love Never Dies* and *Rock of Ages*.

For sport lovers there are packages taking in the Spring Racing Carnival and Australian Rules football. Packages include airfares, accommodation and tickets to the event.

A *Love Never Dies* package ex Sydney, for example, costs from \$485 per person (twin share) which includes return economy airfares, two nights' accommodation in a standard queen room (in either the Mercure Welcome Melbourne or the Ibis Melbourne) and A reserve tickets. Prices are valid until July 31.

A two-night Spring Racing Carnival package at the Citigate Albert Park ex Launceston costs from \$413 per person (twin share) which includes return economy airfares and a general admission ticket to Emirates Melbourne Cup Day. General admission to all Melbourne Cup Carnival days as well as single day or two day packages are also available.

Blue Holidays pays 10 per cent commission, excluding the event ticket portion.

Winter Masterpieces exhibitions set to break attendance records

MELBOURNE is staging two major exhibitions as part of its Melbourne Winter Masterpieces series.

Tutankhamun and the Golden Age of the Pharaohs is on at the Melbourne Museum, while The National Gallery of Victoria is staging the exhibition 'Vienna: Art and Design'.

If history is any indication, thousands of interstate visitors will travel to the city for the exhibitions. Qantas and a number of hotels are offering packages including tickets to the shows.

According to Tourism Victoria, Tutankhamun and the Golden Age of the Pharaohs is set to break attendance records.

The exhibition focuses on the 18th Dynasty, a 250-year period when Egypt was at the height of its power and the "Golden Age" of Egyptian artistry. It provides insight into the life of Tutankhamun and other royals of the 18th Dynasty (1555 – 1305 BC). The treasures in the exhibition are more than 3000 years old.

More than 50 of Tutankhamun's burial objects are on display, including his royal diadem – the golden crown which Howard Carter discovered still on the head of the mummy (that Tutankhamun wore as king) and one of the gold and inlaid canopic coffinettes

that contained one of his mummified internal organs. About 80 additional artefacts from temples and tombs of Tutankhamun's family and other 18th Dynasty royals, as well as possessions of several elite individuals with close connections to the royal family are also being exhibited. These pieces from burial sites before Tutankhamun's reign aim to give visitors a sense of what the burials of both royalty and upper classes were like.

Agents selling tickets directly to clients need to be aware that tickets should be booked via <http://www.kingtutmelbourne.com.au> or by ringing (03) 9299 9030. Tickets cost \$29.50 for adults, \$17.50 for children and \$80 for a family of two adults and two children.

The NGV International is staging the exhibition 'Vienna: Art and Design' which features displays of more than 300 works by the greatest Viennese artists of the early 20th Century. The exhibition is drawn from two of Vienna's most important museums – the Belvedere and the Wien Museum – and also includes loans from private lenders and public institutions from all over the world.

Entry to the exhibition costs \$24 for adults, \$12 for children 5 to 15 and \$65 for a family of two adults and three children.



Canopic coffinettes of Tutankhamun

Credit: Andreas F Voegelin, Antikenmuseum Basel and Sammlung Ludwig



Premier room

\$10m upgrade for Melbourne Marriott

THE Melbourne Marriott Hotel has recently completed a major \$10 million refurbishment.

The refurbishment covered 166 rooms and 19 suites.

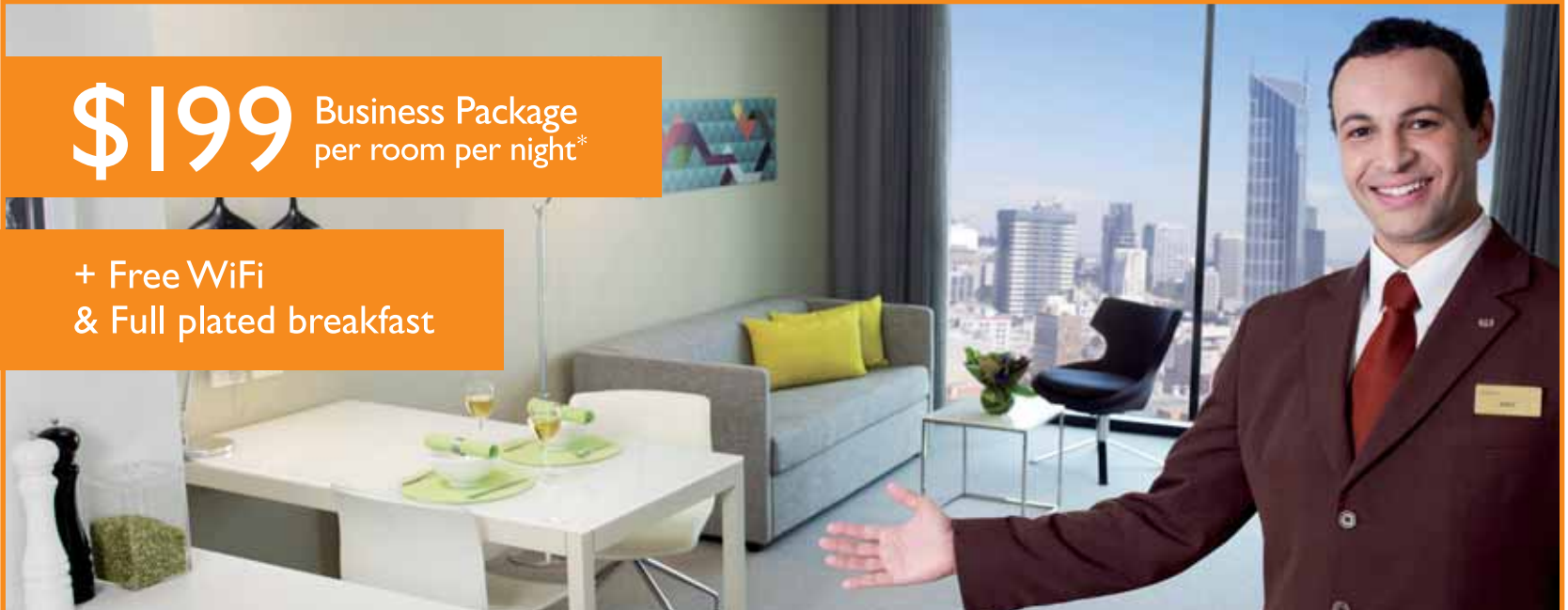
According to general manager George Varughese the refurbishment underpins the hotel's commitment to creating a spacious, comfortable and contemporary place for travellers to unwind after their day at work or during their holiday stay in Melbourne.

The upgraded Melbourne Marriott now also incorporates 42-inch flat screen LCD TVs in every room, as well as high speed wireless internet and an iPod docking station.

The refurbished rooms were designed by leading Sydney-based interior design firm Chada, with the project spearheaded by Michael Watson.

\$199 Business Package per room per night*

+ Free WiFi & Full plated breakfast



Citadines on Bourke Melbourne is located in the heart of the CBD and offers easy access to major business and financial offices, and many of Melbourne's highlights. When you stay with us, enjoy the privacy of your own residence and the convenience of a hotel.

- Overnight accommodation in a Studio Deluxe
- Full breakfast at Heirloom Bar and Restaurant
- And your choice of broadband or WiFi internet access

GDS Ascott Chain code: AZ

For more information on Citadines, visit www.citadines.com.au

*Terms and conditions: Package is inclusive of 10% GST, commissionable and valid to 30 December 2011. Package is based on one person with up to 500mb download limit per day and one full set plated breakfast, upgraded rooms available for an additional cost. Package is subject to availability and block out periods may apply.

Citadines
APART' HOTEL

The Ascott Limited is a member of CapitaLand. It is the largest global serviced residence owner operator in Asia Pacific, Europe and the Gulf region, managing the Ascott, Citadines and Somerset brands in over 70 cities across more than 20 countries.