


# The visitor information journey: changing the culture of visitor services at City of Melbourne

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CITY OF MELBOURNE

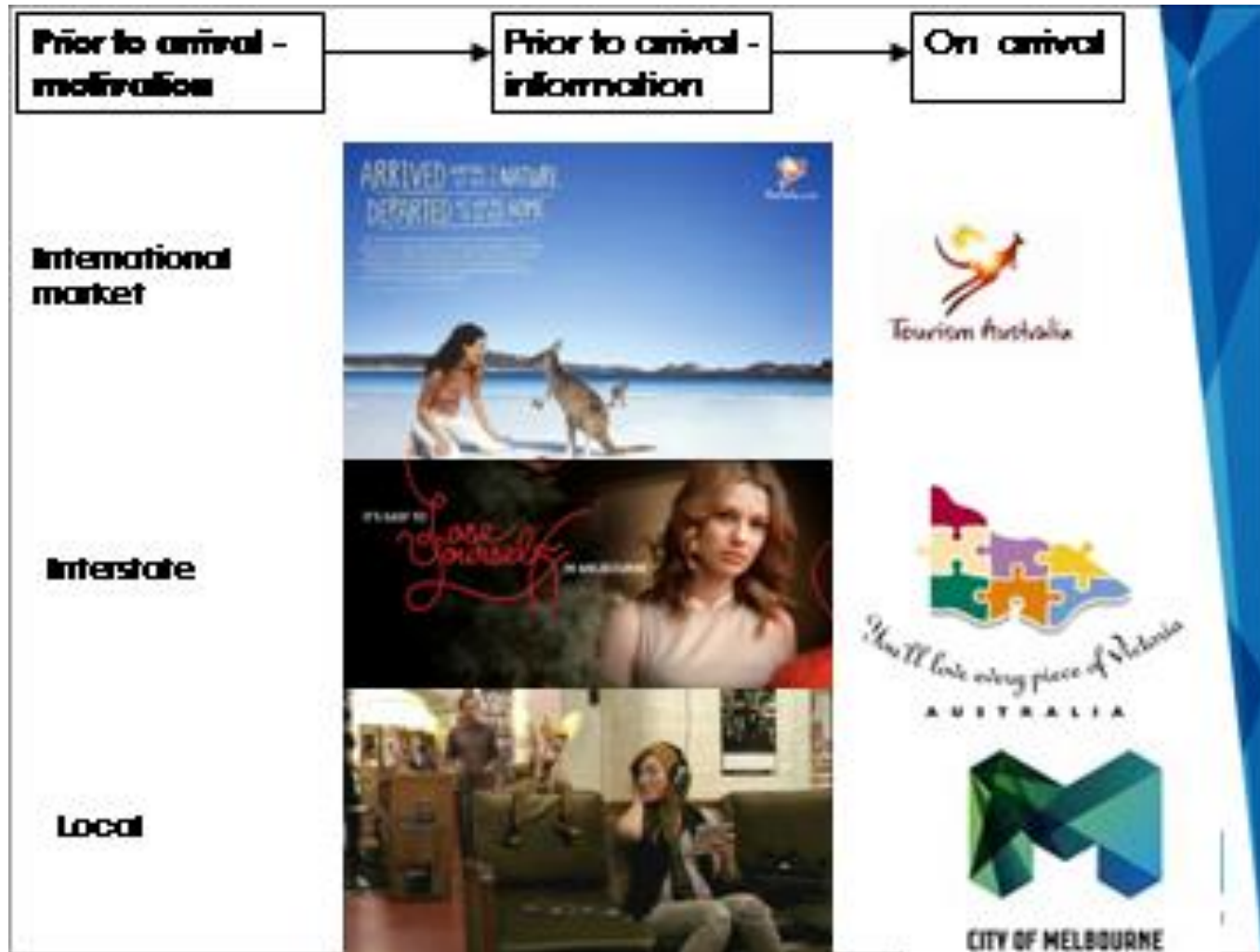
# Today's presentation

- The City of Melbourne's role in tourism
  - Overview of visitor services
  - The visitor journey findings and impact
- 

# Libraries v tourism

- Information – right channel, right time
  - Online, digital, face-to-face
  - Signage and wayfinding
  - Excellent customer service
  - Customer satisfaction
  - Return custom and visitation
  - Leisure, business, education
- 

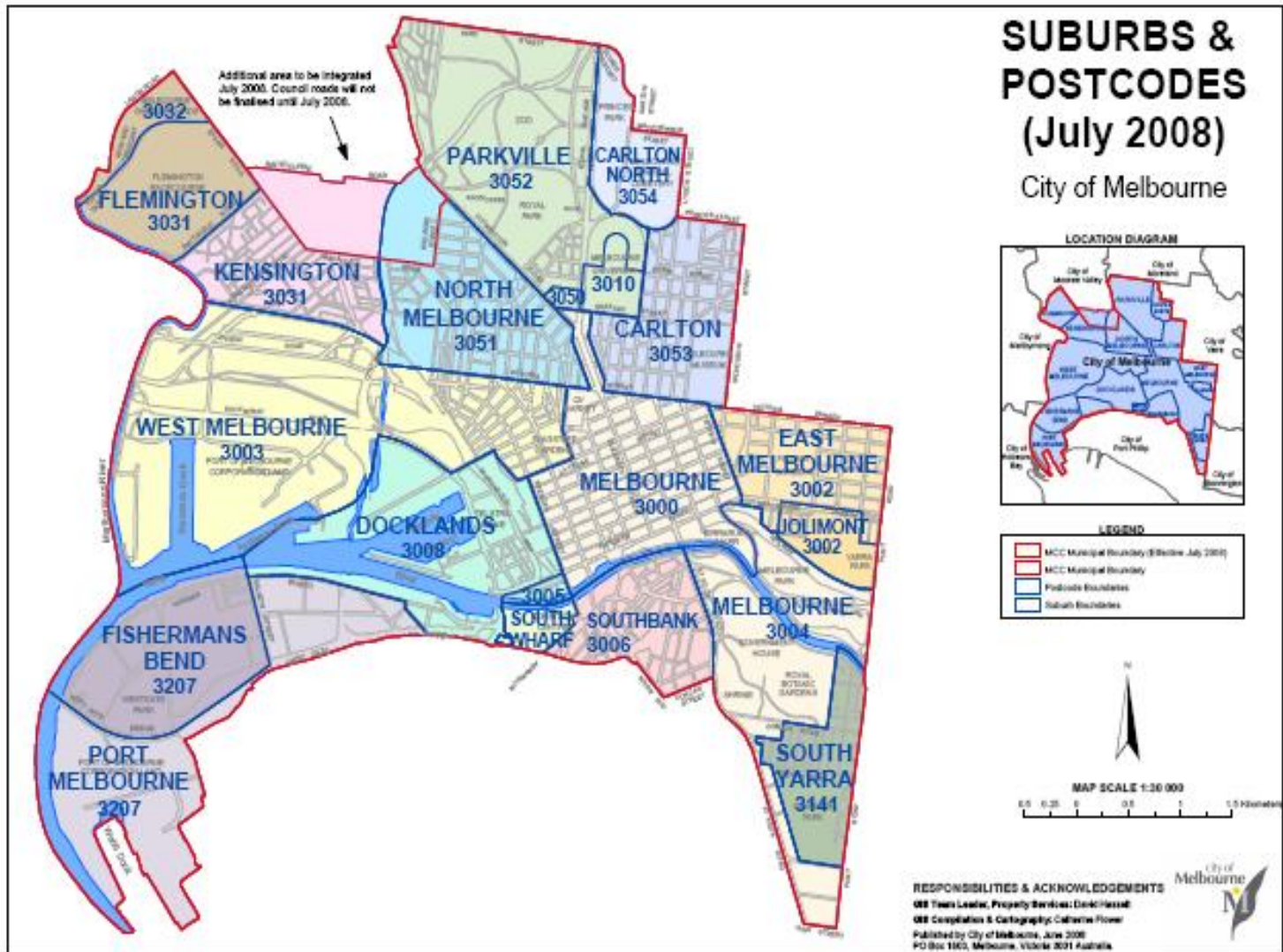
# Destination marketing



# Our role

- **Tourism Australia**
  - Markets Australia to the world (promises)
- **Tourism Victoria**
  - Markets Victoria to Australia and the world (promises)
- **City of Melbourne**
  - Markets Melbourne to the locals
  - Delivers on the promise

# City of Melbourne



# City of Melbourne – fastest growing capital city



## Australia (Federal Government)

Population 22.3 million, 852,000 (2011)

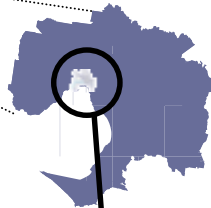
Area 7,658,000 km<sup>2</sup>



## Victoria (State Government)

Population 5.6 million (2012)

Area 227,000 km<sup>2</sup>



## Metropolitan Melbourne (31 Local Governments)

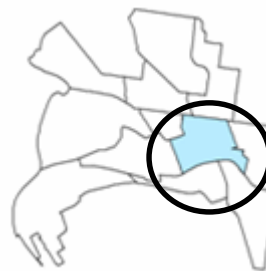
Population 4,248,344 (2011)

Area 9,990.5 km<sup>2</sup>

## City of Melbourne (Local Government)

Population 116,431 (2013)

Area 37.7 km<sup>2</sup>



## Melb – inc. central city

Population 29,322 (2013)

Area 2.7 km<sup>2</sup>



## Melbourne Quick Facts

- Residential population 116,431 (2013)
- Median age 28
- Daytime population 844,000 (2012)
- Night time population 378,000 (2012)
- Born overseas 48% (2011)
- Employment 439,172 (2012)
- International visitors 1,674,612 /yr (2012)
- Residential dwellings 58,395 (2012)
- International students 26,323 (2010)

# City of Melbourne roles

- Municipal government
- Capital city
- Gateway to Melbourne, Victoria, Australia




# Council Plan 2013-2017 goals

- City for people
  - Creative city
  - **Prosperous city**
  - Knowledge city
  - Eco-city
  - Connected City
  - Resources are managed well
  - Accessible, transparent, responsive organisation
- 

# Council Plan 2013-2017 priorities

- Year 2 Action
  - Economic development framework
- ***Building Prosperity Together***
  - ***Tourism Action Plan 2015-2019***

# Why tourism

- Benefits local community and city economy: infrastructure enjoyed by all Melburnians;
  - Adds to the vibrancy of the city;
  - National and international reputation;
  - Civic pride.
- 

# Value of Tourism

- Tourism is a significant economic driver for Victoria worth **\$19.1 billion** in 2011-12 and **5.8%** of Victoria's GSP (gross state product)
- International and domestic visitors spent **\$12.7 billion** in Melbourne in **2011-12**
- **25.7 million** visitors came to Melbourne in 2014\* including almost 2 million international visitors
- **63.8 million** total visitor nights in Melbourne in 2014\*

Source: Tourism Victoria Tourism Satellite Accounts 2011-12,  
Tourism Victoria International and Domestic research, \*year ending September 2014


# Value of Tourism

## Melbourne as capital city:

- Eclipsed Sydney as the most visited holiday destination among Australian capital cities
  - Only Australian capital city to have increased preference and intention to travel
  - Strengths: major events, conventions/business, education, shopping, arts and culture, heritage, design ...
- 

**Tourism Melbourne**


**Engage and connect  
visitors with the Melbourne  
experience**



# Tourism Melbourne

- Influence visitors to Melbourne:
  - See more
  - Do more
  - Stay longer
  - Spend more \$\$\$\$
  - Tell all their friends
  - Come back again

# Tourism Melbourne – branch structure

- Operations
  - Policy, wayfinding and infrastructure
  - Partnerships and promotions
  - Insights and engagement
  - City Activation
- 

# Tourism operations

- City Ambassadors
- Melbourne Visitor Centre
- Melbourne Visitor Booth
- Fitzroy Gardens Visitor Centre
- Melbourne Greeter Service
- Cruise ship program
- Town Hall tours



# Tourism operations



# Tourism operations

- Cooks' Cottage
- 430 volunteers
- 2 million visitor contacts per annum



# Tourism policy, wayfinding and infrastructure

- Policy development and review
- Visitor signage and wayfinding
- Visitor maps
- Tourism infrastructure
- Tourism Action Plan



# Tourism partnerships & promotions

- Funding agreements and contracts
- Strategic partnerships
- One-stop-shop promotional opportunities
- Business events sponsorship

*Tourism Victoria*



SHRINE OF REMEMBRANCE  
MELBOURNE

destination  
melbourne

# Tourism insights & engagement

- Visitor journey action plan
- Channel strategy
- Inward and outward communications
- Social media strategy



Instagram



# City activation

- Business events bid support
- Support for won conferences and events
- Cultural programs
- Business to business engagement



# Melbourne Visitor Shuttle



- Bus to key attractions and destinations around the city
- Adults \$5, kids under 10 free
- Hop on and hop off at 13 stops
- 7 days, 9.30am to 4.30pm, every 30 minutes



# Tourism volunteers

- 430 in total
- Induction and training
- Reward and recognition
- Forums and famils



# Influence and ROI for Melbourne

**\$400** extra

per visitor contact



# Tourism Melbourne



# Tourism Melbourne

- 2 million visitor contacts per annum



**Brand is everything**



**CITY OF  
MELBOURNE**



# Brand is everything

- Australian market

*Tourism Victoria*



- International market



# Promoting City of Melbourne

**CITY OF MELBOURNE**

WHAT'S ON IN THE LAND OF INBETWEEN

SEARCH

HOME EVENTS SEE & DO EAT & DRINK SHOP SOCIAL VISITOR INFO

**QUEEN VICTORIA MARKET**  
A FRESH FOOD EXPERIENCE  
FIND OUT MORE

**EVENT FINDER**

Select dates

Start date: 09-03-2015  
End date: 09-03-2015  
Find

Today  
Tomorrow

**DISCOVER THE LAND OF INBETWEEN**

**OUT AND ABOUT**

- Movies under the stars
- Moomba Parade
- Town Hall Grand Organ
- Good Beer Week
- Chinese Arts Festival
- MORE

**DANCE FEVER**

- Dirty Dancing the Musical
- Morning Gloryville
- Free belly dancing classes
- Strictly Ballroom the Musical
- Dancing Rhymes
- MORE

**NEW IN TOWN**

- East End Den
- Little Collins Larder
- Teatro
- Belleville
- Chow City
- MORE

**EXPLORE MOOMBA**

**CITY STORIES**

MELBOURNE'S K-TOWN  
READ MORE

HOME EVENTS SEE & DO EAT & DRINK SHOP SOCIAL VISITOR INFO

**Melbourne Conversations**  
Getting Melbourne talking  
FIND OUT MORE

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MAPS, TRANSPORT TIPS AND MORE

# Awareness of our services

- Post visit survey every 3 years
- Very high satisfaction

**<50%**

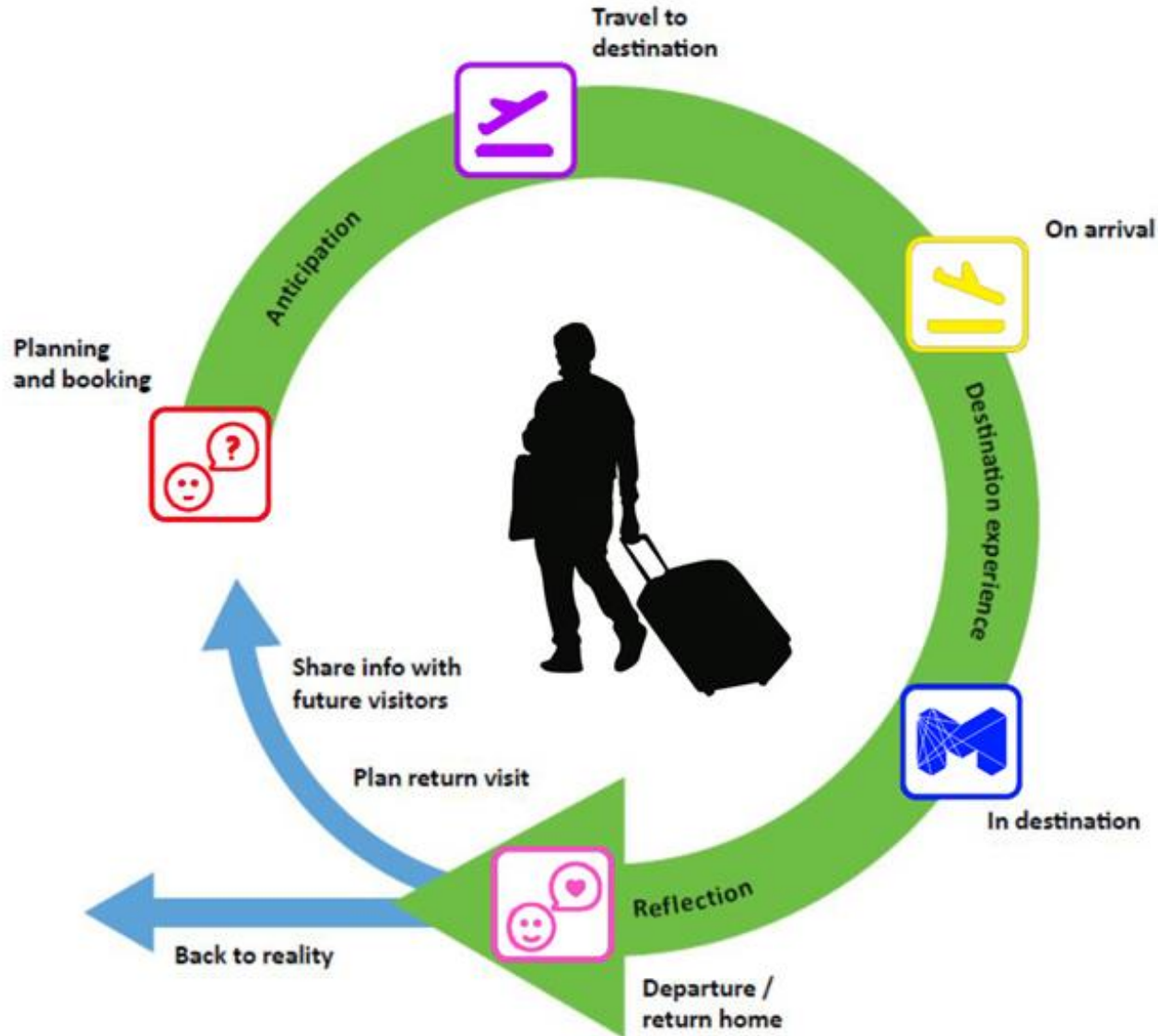
**knew we existed**



# Awareness of our services



# Visitor information journey



# Visitor information journey

- Commissioned 2012
  - Engaged Nitty Gritty Insight and Research
  - Three staged approach
    - Desktop research
    - Intercept surveys
    - Online survey
  - Results presented and provided industry-wide in 2013
- 

# Visitor information journey findings

- Visitors
  - want current, tailored, detailed information
  - want different topics at different stages
  - want traditional information sources
  - use various channels at various stages
  - trust government information

**Findings – planning and booking**

**80% pre-plan**



# Findings – maps at all stages

- Number one requirement



# Maps maps maps






# Maps – don't make people think

02E

NEWQUAY PROMENADE  
Docklands



Queen Street  
La Trobe Street



Central Pier  
Etihad Stadium  
Southern Cross Station via Southern Cross Station walkway

Melbourne City Marina

Harbour Town  
Melbourne Star Observation Wheel  
Icehouse

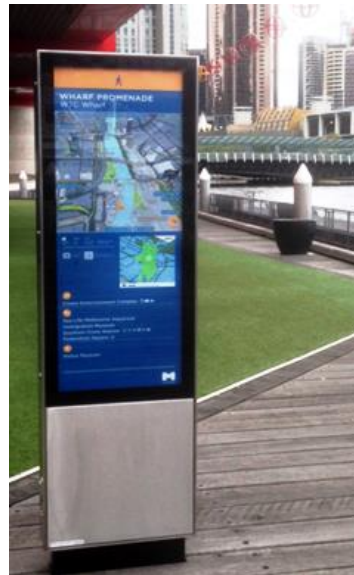


Wurundjeri Way  
South Wharf

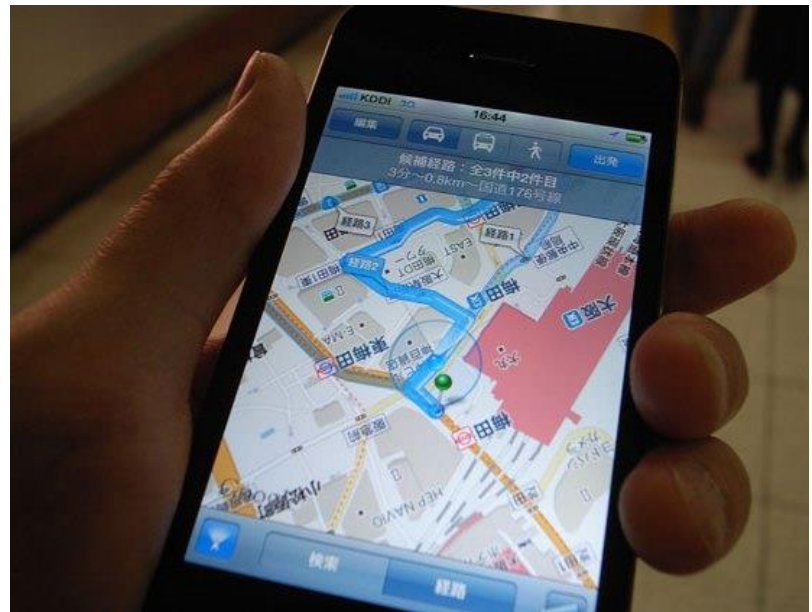


City of Melbourne logo

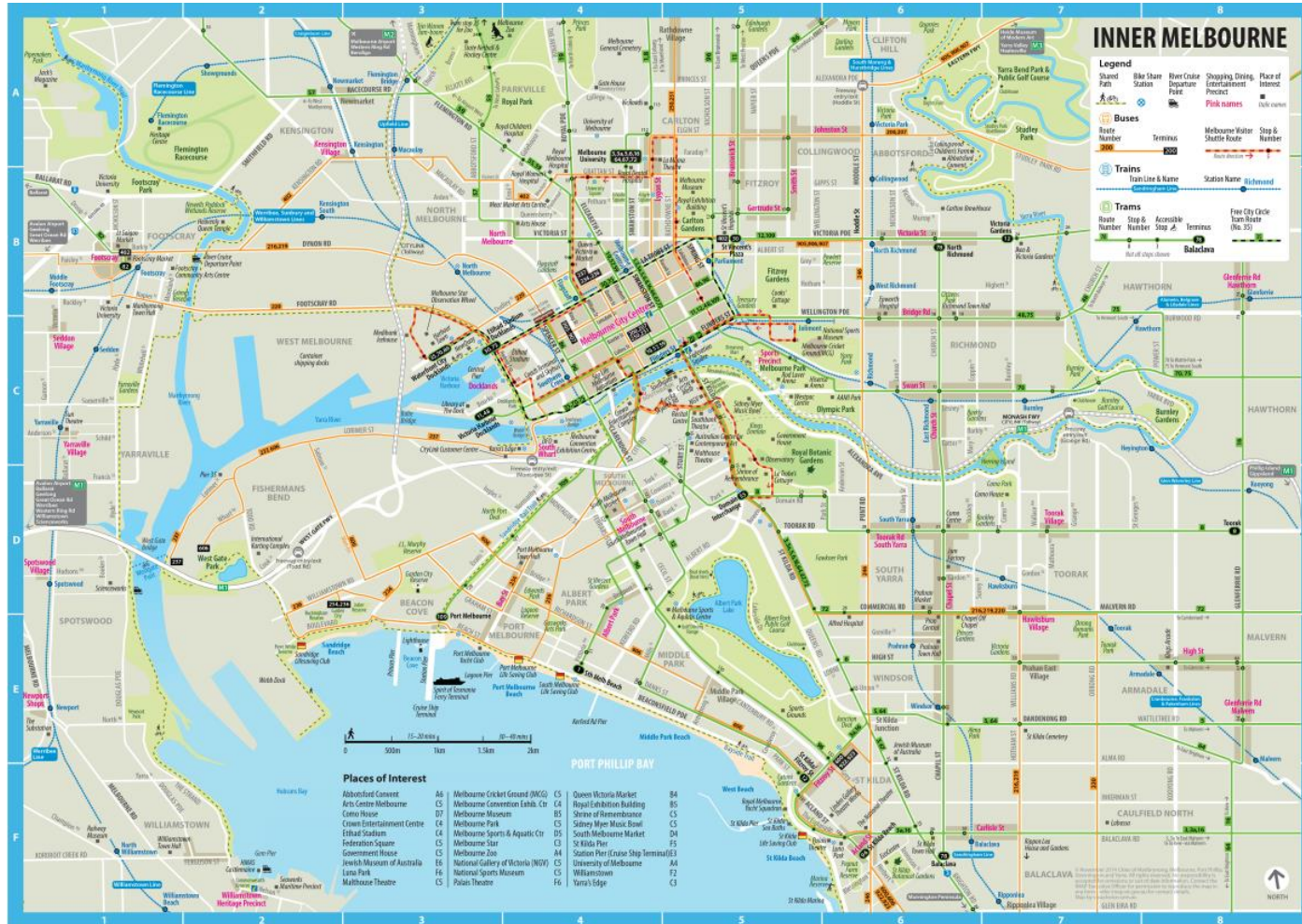
# Maps and signage – be consistent



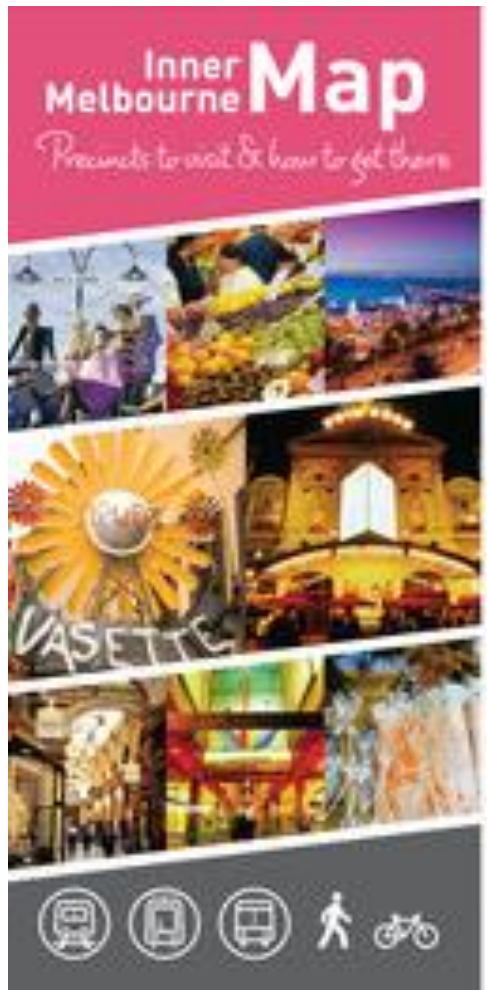
# Print and digital equally important



# Melbourne's most popular



# Focus on one product



# Human interaction needed



**Visitors want recommendations**

**I**   
**MELB**

# Wi-Fi – free, wide, accessible



# Tourism Action Plan 2015-2019

- Will provide tourism planning direction for the organization as a whole
  - Will respond to the relevant goals contained in the Melbourne City Council Plan 2013-2017
  - Links with City of Melbourne's economic development framework and other related policies and strategies.
- 

# Tourism Action Plan 2015-2019

- The plan will outline:
  - Council's vision for Melbourne as a destination
  - Council's roles in the tourism industry
  - When we will lead, collaborate or facilitate
  - Council's goals for Melbourne's development as a destination, for the visitor experience, for the community and economy
- The plan's goals, objectives and actions will align with each stage of the Visitor Journey

Thank you

Questions