



**Tourism
Midwest**
Victoria

Tourism Midwest Victoria Quarterly Report July - September 2025

ACKNOWLEDGEMENT OF COUNTRY

In Victoria's Midwest, we acknowledge that we travel across the ancient landscapes and communities of the First Peoples.

These lands have been nurtured and cared for by Traditional Custodians for thousands of years and we respect their ongoing protection.

We acknowledge past injustices against Aboriginal and Torres Strait Islander peoples. As our knowledge grows, we hope to learn from their resilience and creativity.

When you visit Victoria's Midwest, we kindly request that you also respect the stories, living culture and ancestral ties to the land of our First Peoples

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Cover: The 2025 Ballarat's Best Pie winners at the awards ceremony at Itinerant Spirits.
Image – Meda Design Au

Executive Summary

The first quarter of the 2025/26 financial year saw Tourism Midwest Victoria deliver a strong mix of strategic initiatives, industry engagement and creative marketing.

It was an honour to present the TMV 2025 Annual Report and Financial Statements at our AGM on 23 September 2025, reinforcing our organisation's commitment to transparency, sound governance and collaborative regional leadership. Thank you to those Industry Partners who were in attendance.

Tourism performance across the region remained steady despite broader economic pressures. Accommodation data showed that while occupancy dipped slightly, revenue per available room held firm indicating that visitors are spending more per trip. Guest satisfaction scores rose across both hospitality and accommodation sectors, reflecting strong levels of customer service.

Industry engagement continues, with multiple roundtables, excursions and events fostering collaboration and capability building. Over 80 businesses participated in tailored development programs valued at more than \$75,000, covering areas such as accessibility, digital marketing, hospitality excellence, and cycle tourism product incubation. The 2025 Ballarat's Best Pie award ceremony was a standout, bringing together over 120 industry and community members in a vibrant celebration of local hospitality and culinary creativity at Itinerant Spirits.

Marketing efforts under the Brilliantly Unexpected brand continued to gain traction, with over 7.49 million paid ad impressions and significant influencer engagement. The Ballarat's Best Pie campaign alone resulted in over \$306,000 in pie sales and reached more than 31 million people through earned media.

Influencer marketing featured prominently throughout the quarter, with content creators commissioned to support both the Ballarat Winter Festival and Ballarat's Best Pie, plus content tailored for CALD audiences and accessible travel experiences.

Digital engagement surged, with Visit Ballarat's social media channels showing strong growth. Organic Facebook engagement rose by 49.3% and Instagram impressions increased by 77.1%. The Nova FM "pie-jacking" video was the most engaged content across our social platforms, highlighting the team's agility and creativity. Website traffic spiked in alignment with campaign launches and media coverage. Top-performing stories highlighted unique experiences, family-friendly activities and accessible travel options. Regional representation remained a priority, with over 72 operators promoted across Ballarat, Pyrenees, Hepburn, Moorabool and Golden Plains throughout the quarter.

Recognition for the region and the team was again a highlight. Ballarat was awarded silver at the 2025 VTIC Top Tourism Town Awards, and TMV's marketing team received national recognition with nominations across multiple categories at the Mumbrella Travel Marketing Awards and the AMI Marketing Excellence Awards. These accolades reflect the strength of our collaborative approach and the creativity embedded in our work.

This quarter reflects Tourism Midwest Victoria's commitment to building a resilient, inclusive and forward-thinking visitor economy. Through strategic leadership, innovative marketing and deep industry engagement, we continue to position Victoria's Midwest as a destination of choice and one that surprises, delights and inspires.

Joel Chadwick

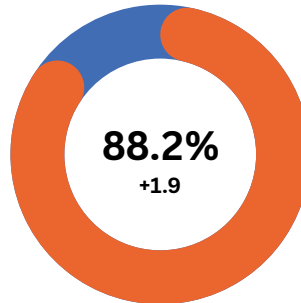
Acting Executive Manager
Tourism Midwest Victoria

State of play

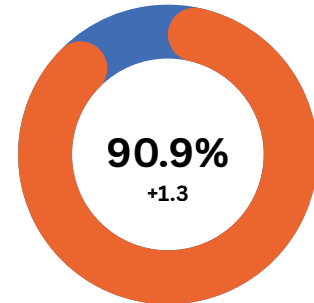
Global Review Index

The Global Review Index is a benchmark for guest experience. These scores are aggregated by ReviewPro from customer review platforms to show how businesses in the Tourism Midwest Victoria region are meeting guest expectations.

This data represents reviews from July–September 2025 compared to the same quarter last year.



TMV accommodation and attractions



TMV hospitality

Tourism Research Australia

From January 2025, a new Domestic Tourism Statistics (DoTS) collection replaced the National Visitor Survey (NVS). The March and June quarter 2025 results have been released however, on a local level, these figures are unable to be compared to data provided for prior years via the old methodology.

AustraliaNow consumer sentiment monitoring

July

- Cost of living isn't fading but it has become normalised. Value remains key.
- Over one in four (28%) Australians aged under 30 have taken more time out away from technology, a significant increase from one in five in 2024 (20%).
- How a brand captures the attention of younger consumers at a time when they are trying to effectively manage their digital time becomes very important and places emphasis on creativity to gain attention.
- Young people experience negative emotions more regularly than older people, often feeling stressed, anxious and isolated. But many are doing something about it.

August

- Australians are feeling more optimistic despite persistent and lingering cost of living concerns.
- Creating moments of joy amidst this tension and tapping into an underlying optimistic spirit with the right tonality can support brands and organisations to tap into this sentiment.
- The working from home debate continues but as AI comes to the fore, in-person experiences add to workplace culture. Younger employees are embracing AI even if they hold concerns that it may mean their job is at risk.
- AI is becoming a key part of life, supporting job productivity and even people's wellbeing. 41% of Australians use AI weekly, with the top three uses being writing; learning and research; and brainstorming and ideation.

September

- Cost of living remains the top issue but the mood of the nation is showing some optimism and stability as financial confidence improves and price saving behaviours ease.
- There are green shoots of optimism emerging. There is a balance to be had between optimistic messaging and caution as consumers spend more freely, feeling more confident financially.
- As financial pressures ease, national mood stabilises and shows some optimism, with Australians gaining more capacity to focus on things outside immediate pressures.

Accommodation insights

- In 2024, government contracts filling hotel and motels due to bird flu response increased occupancy but lowered the average daily rate.
- If we look at RevPAR as our measure of success in 2025, we can see that while less people came, they were spending more, meaning that overall we've remained consistent in 2025.
- From 1 January, the new Short Stay Levy also came into effect for Airbnb-style accommodation, however there hasn't been a significant change in available listings year-on-year.

748
-0.5%
Available Airbnb listings

Monthly accommodation averages

Occupancy	Hotel/motel accommodation (STR)			Airbnb-style accommodation (AirDNA)		
	2023	2024	2025	2023	2024	2025
July	71%	74%	67%	57%	51%	55%
August	61%	65%	60%	41%	42%	46%
September	68%	70%	64%	56%	51%	50%

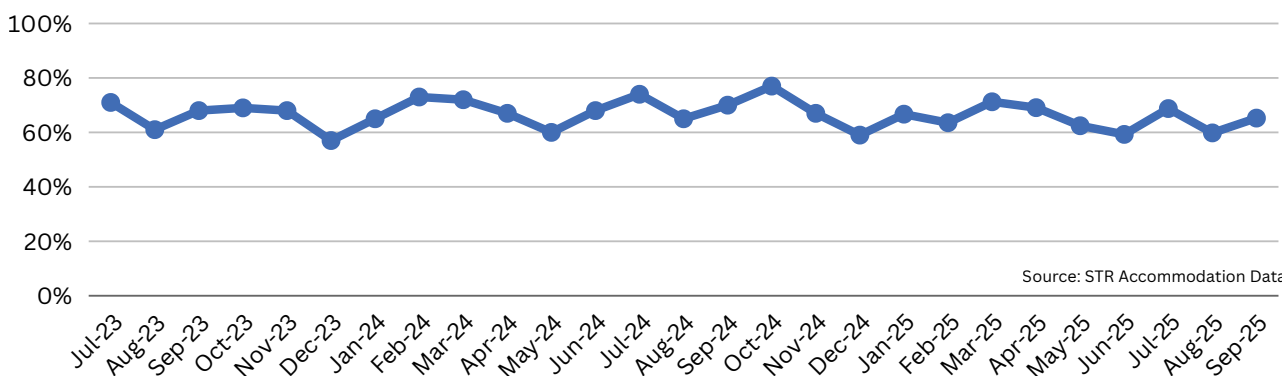
Average Daily Rate (ADR)	Hotel/motel accommodation (STR)			Airbnb-style accommodation (AirDNA)		
	2023	2024	2025	2023	2024	2025
July	\$182	\$176	\$191	\$161	\$155	\$156
August	\$176	\$166	\$182	\$152	\$158	\$154
September	\$182	\$177	\$193	\$157	\$164	\$152

Revenue Per Available Room (RevPAR)*	Hotel/motel accommodation (STR)			Airbnb-style accommodation (AirDNA)		
	2023	2024	2025	2023	2024	2025
July	\$128	\$131	\$131	\$92	\$79	\$86
August	\$108	\$108	\$109	\$63	\$67	\$71
September	\$124	\$124	\$124	\$88	\$84	\$77

Source: STR Accommodation Data and AirDNA

*RevPAR is a measurement of Revenue Per Available Room and is calculated by Average Daily Rate X Occupancy to demonstrate room revenue and its relationship with the number of rooms available.

3 year monthly average for hotel/motel occupancy



Advocacy

Tourism Midwest Victoria Annual General Meeting (AGM)

Our AGM was held on 23 September, chaired by the Hon. John Pandazopoulos, with 17 attendees present. The meeting formally adopted the 2025 Annual Report and Financial Statements, reinforcing our organisation's commitment to transparency, sound governance and collaborative regional leadership.

Grant submission support



7 letters of support provided across three grant funding programs

Top Tourism Town Awards

Ballarat was awarded silver at the 2025 Victorian Top Tourism Town Awards in July. The annual awards celebrate towns that deliver exceptional tourism experiences, foster industry collaboration and create vibrant communities for visitors and locals alike.

Visit Victoria 2030 strategy consultation

In July, the Visit Victoria team travelled to the regions to consult on their strategy. We supported this engagement, attracting more than 60 operators to participate in the session at The Goods Shed. This engagement will inform the Visit Victoria 2030 strategy.

Choose Tourism Careers Expo

As part of our ongoing commitment to developing a strong workforce, our team proudly showcased Ballarat and the wider region at the Victoria Tourism Industry Council (VTIC) Choose Tourism Careers Expo at the Melbourne Convention and Exhibition Centre in September.

Alongside our colleagues from Sovereign Hill and Cave Hill Creek, we highlighted different tourism careers and why our region is such a brilliant place to live, work and grow. The event showcased more than 50 employers and welcomed over 1000 attendees.



L-R: TMV's Sustainable Destination Development team members Madeleine Sawyer, Julia Antonetti, Rebecca Day and Keeley Cornwell representing the region at Choose Tourism Careers Expo.



Hydrant Food Hall

Sustainable Destination Development

Engaging with industry

Sector roundtables

	Date	Registrations	Topic
Attractions Roundtable	18 August	14	All things distribution, with insights from Local Agent on optimising channel management. We also unveiled a new TMV distribution mentoring program to help operators sharpen their distribution strategies.
Accommodation Roundtable	12 August	25	How to leverage and better manage online reviews to drive bookings, facilitated by Avril Carter (ReviewPro). Also highlighted the importance of reviews with the introduction of AI.
Business Events Roundtable	11 August	20	Actionable tips on how AI can streamline business event sales teams operations. Hosted by Simon Hillier (AI and Digital Content Trainer), this hands-on session saw attendees put theory into practice.

Industry Excursions

	Date	Registrations
Ballarat Wildlife Park	11 August	18
Perridak Arts & The Provincial Hotel	2 August	9
Sovereign Hill's Winter Wonderlights	4 July	40

Ballarat's Best Pie award ceremony

The Ballarat's Best Pie award ceremony brought together **more than 120 industry and community members**, including close to all participating businesses, in a vibrant celebration of Ballarat's hospitality industry.

More than a competition, it was an uplifting industry event that built relationships, encouraged collaboration and highlighted the creative energy that defines Ballarat's hospitality scene.

Below left: Peter Dawson (Mondegreen Cafe), Kris Payne (Mondegreen Cafe), Julia Antonetti (TMV) and Dianne Ray (The Shared Table) at the Ballarat's Best Pie awards ceremony. **Below right:** Nathan Smith (Quest Ballarat), Ariel Wang (Sovereign Hill Hotel) and Matthew Cove (BIG4 Ballarat Windmill Holiday Park) at TMV's Accommodation Roundtable.



Engaging with industry

Online engagement



14 industry newsletters

More than 930 email subscribers

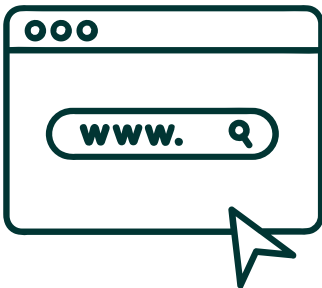


49.5% Average email open rate

Top performing newsletter:
And the winner of Ballarat's Best Pie 2025 is... [View here](#)

30 LinkedIn posts

91 new followers, 17.7% increase in impressions, 11% increase in reactions, 3.7% increase in comments.



8 web stories

Top performing story:
[Clip in and get the most out of cycle and mountain bike tourism](#)



Major projects update

Roam Discovery Trail

The Roam Discovery Trail Project secured State Government funding through the Victorian Visitor Servicing Fund. Led by TMV in partnership with six LGAs and multiple consultants, the project is developing a wayfinding solution that blends physical and digital signage with storytelling to enhance visitor experiences, dwell time and regional dispersal across the Goldfields (Ballarat-Bendigo). Ballarat's Lydiard Street has been selected as one of the six pilot sites.

Progress update

The current focus of the project team is securing the appropriate permits and working through engagement with councillors and community groups to ensure that signage is appropriate to each precinct.

Simultaneously, the final touches are being put on the app used to launch augmented reality experiences and digital storytelling content.



^^ Top performing LinkedIn post

Industry & product development

We continue to support the development of new tourism products and experiences through a variety of training and business development opportunities.



80+
Businesses
across five LGAs



9
Programs
implemented
successfully



\$75k+
Value of
programs
delivered

Program	Value per participant	Status	Participants	Impact
Cycle Business Incubator	\$3,300	Advertising		<ul style="list-style-type: none"> 3 x 1-hour mentoring sessions, site visit and workshop Building capability for early-stage business concepts and enhancing yield from cycle trail infrastructure
Distribution Mentoring	\$1,810	In progress	7	<ul style="list-style-type: none"> 4 x 30-minute mentoring sessions and workshop Improving market readiness and visibility across domestic and international channels
Level Up Your Canva Toolkit	\$1,900	In progress	3	<ul style="list-style-type: none"> 2 x 1-hour sessions, brand guideline and templates Upskilling operators in brand storytelling and digital marketing through hands-on design training
Digital Marketing Essentials	\$750	In progress	8	<ul style="list-style-type: none"> 3 x 1-hour sessions and digital health check report Building core digital marketing capability to help businesses connect with target audiences
Accommodation Business Support	\$2,999	Advertising		<ul style="list-style-type: none"> 12 hours of mentoring and implementation support Built operator capability in revenue management, sales and strategic planning to strengthen the region's accommodation sector
Hospitality Excellence Accelerator	\$7,000	Planning		<ul style="list-style-type: none"> 7 x 1-hour sessions, a half-day site visit and roadmap Strengthening the region's position as a leading culinary tourism destination renowned for provenance
Accessible Business Uplift Program (Audit)	\$1,333	Complete	37	<ul style="list-style-type: none"> Site visit, desktop review and personalised audit report Built operator awareness capability to create more accessible and inclusive visitor experiences for region
Accessible Business Uplift Workshop	\$50	Complete	25	<ul style="list-style-type: none"> Provided practical guidance to help operators improve accessibility and inclusion. Creating a destination that welcomes and can be enjoyed by all visitors
Business Coaching	\$1,320	Planning		<ul style="list-style-type: none"> 4 x 1-hour coaching sessions Helping operators strengthen strategy, operations and decision-making. Supported sustainable business growth and resilience across the region
Tourism Awards Support**	Up to \$7,000	Complete	5	<ul style="list-style-type: none"> Tailored application support based on operator needs Pursue and celebrate business excellence and encourage growth through improved back of house systems, certification and measures of success

*Figures reported as of EOM September 2025, excluding GST

**Funded from 2024FY budget, not included in total \$75,000



Brand shoot at Grainery Lane (Einwick)

Marketing

Campaign highlights



L-R: Brand ad featured in regional magazines; accessible outdoors partnered video reel with We Are Explorers; Marvel Stadium grandstand LEDs

Brilliantly Unexpected

For the first time this year, Ballarat's Best Pie was taken to market under the *Brilliantly Unexpected* campaign umbrella, providing a high-impact milestone for the new brand right off the back of the Ballarat Winter Festival campaign. The campaign remained 'always on' for metropolitan audiences, with the next phase of evergreen brand content rolled out immediately after the success of pie month.

Advertising on Spotify recommenced in September, with 338k impressions in that month alone. Broadcast video on demand placements reached 108k viewers (with 374k impressions) between July and September. Total paid ad impressions across all digital channels exceeded 7.49 million for the quarter.

Influencer marketing also featured prominently in this quarter, with 14 creators commissioned to support Ballarat Winter Festival and Ballarat's Best Pie. CALD creators featured in both waves, producing compelling content for Instagram and Chinese social platform Xiaohongshu (RED). We also hosted talented adaptive MTB rider Grant Allen to capture his adventures on the gravity trails at Djuwang Baring.

High-fidelity production with creative agency Einwick also continued, with two shoots focused on banking broadcast-ready signature event footage and refreshing drone content of the cityscape.

In July, we concluded our seasonal partnership with the Western Bulldogs, with high impact animated LED wraps across the Marvel Stadium grandstand for the Western Bulldogs v Adelaide Crows game. These reached a broadcast TV audience of 480,345, as well as the 41,198 attendees in stadium.

In September, we kicked off a multi-month partnership with *Australian Traveller* and Visit Victoria, leaning into Ballarat's spring arts events calendar.

The Visit Victoria content team were hosted in region as part of our annual cooperative marketing program to create two new reels and a suite of photography for the state content hub. This visit centred on the Ballarat International Foto Biennale and Grainery Lane's G&Tea (gin high tea) experience, but also featured Drive café, Mr Jones and Craig's Royal Hotel.

Our accessible travel content partnership with We Are Explorers launched in early spring, highlighting [accessible trails](#) in Ballarat and Creswick. Editorial and video content was directly syndicated to the Visit Ballarat website's accessibility page, alongside the timely introduction of the UserWay accessibility widget. These initiatives complement Tourism Midwest Victoria's industry uplift program which is designed to ease travel planning and inspire visitors with disability.

Ballarat spreads featured in the winter and spring editions of the Visit Victoria Official Visitor Guide. Additional quarterly placements were placed in regional publications *Ballarat Living*, *Geelong + Surfcoast Living* and Daylesford-Hepburn based *Lost* magazine (in alignment with *The Block* broadcast).

The team also attended the Mumbrella Travel Marketing Awards, following nominations across three national categories alongside esteemed brands such as Tourism Tasmania and Contiki.

Campaign highlights



L-R: Mrs Browne Bakes' raspberry goldfields cookie pie at Naomi & i; Ballarat's Best Pie award ceremony

Ballarat's Best Pie

Ballarat's Best Pie returned this August with a bang!

36 of the region's top bakeries, cafes, restaurants, bars and distilleries signed up to be part of the campaign – well over our target of 30. The post-campaign survey showed overwhelming positivity for the work of the Tourism Midwest Victoria team.

More than 22,600 pies were sold, equating to \$306k in revenue – up from 3,000 pies in 2024. Multiple venues had sell-out days and this was not limited to award winners.

Earned media contributed to almost 32M campaign reach, including [Weekend Today](#) plus features on the Channel 7 and Channel 9 weather segments and [Postcards](#). The Marketing team even pie-jacked [Nova FM](#)'s unrelated visit to Ballarat, tracking down Lauren Phillips, Clint Stanaway and the team to hand-deliver some of Mrs Browne Bakes' award-winning cookie pies.

Organic and paid social reach were both massive. Partnerships with the hilarious [Sam Cotton](#), foodie favourite [Julia Busuttill Nishimura](#) and Ballarat-based ceramic queen [Shelby Sherritt](#) (who also created our beautiful pie dish trophies) fuelled this, with their content alone hitting over 735,000 views.

Ballarat's Best Pie also featured on Channel 10's *Have You Been Paying Attention*, with the grand prize winner, Erika Browne from Mrs Browne Bakes, pre-recording a segment at Sovereign Hill for the 8 September episode.

In addition to the impressive sales figures and visitor numbers, the campaign also showcased our new place brand's creative energy pillar – from Brilliantly Unexpected flavour combinations to the partnerships and tactics used to promote the competition.

Ballarat's Best Pie furthered the important work of challenging perceptions of Ballarat and positioning us as a visitor destination of choice.



36 pies on the menu

22,600 pies sold

31,973,640+ campaign reach



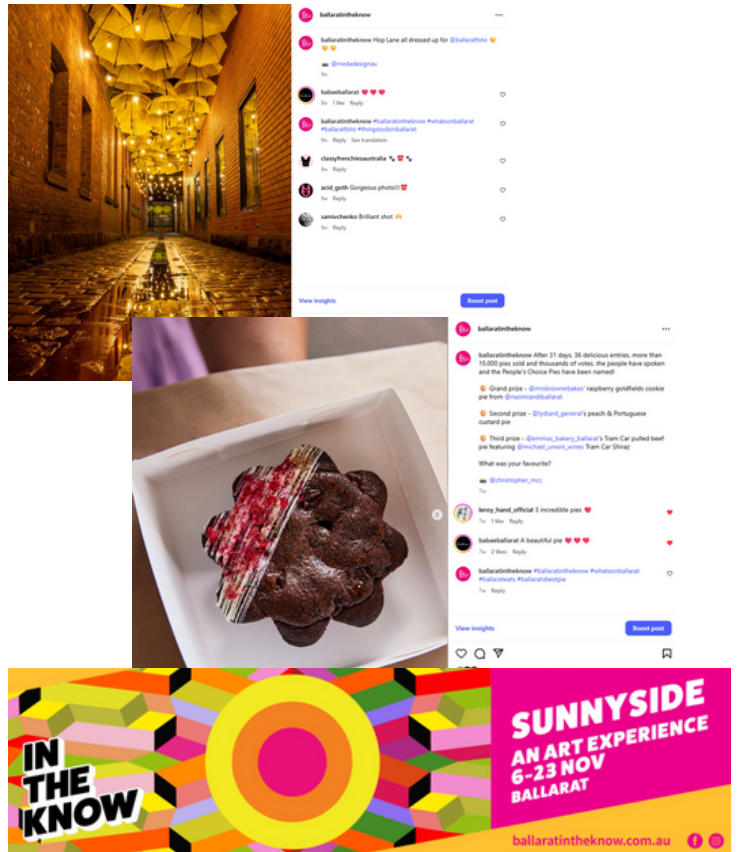
72,938

views of Ballarat's Best Pie pages



56

earned coverage, with a reach of 30,633,297 and media value of \$244,750



Ballarat In The Know (BITK)

Our local communication platform, Ballarat In The Know, continued to deliver strong results in Q1. In fact, we beat last year's results across key metrics by 50-234%!

Website visits

38,699 – increase of 58.4% on Q1 2024

Digital advertising impressions

2,227,891 – increase of 49.9% on Q1 2024

Organic social media impressions

532,200 – increase of 173.5% on Q1 2024

Organic social media engagements

20,397 – increase of 234.3% on Q1 2024

Most engaged Facebook post

Return of Ballarat's Best Pie, view [here](#)

- Engagements: 977
- Impressions: 69,976

Most engaged Instagram post

Ballarat's Best Pie winners, view [here](#)

- Engagements: 104
- Impressions: 3,678

Social media content in Q1 focussed on:

- Ballarat Winter Festival
- Ballarat's Best Pie
- Ballarat International Foto Biennale
- Sunnyside launch
- Industry news and events

Story content on the website highlighted:

- Ballarat International Foto Biennale
- Spring school holidays
- Sunnyside
- Ballarat's best cycling trails

Print advertising continues to be an important part of our marketing mix, as it allow us to reach people who are less active across digital platforms. As such, the winter wraps of *The Courier* and the *Ballarat Times* insert were delivered on 3 July and 11 July.

In addition, we continued to promote via out of home with 6 different creatives displayed on the Mair/Humffray Street North digital billboard.



L-R: Ballarat's Best Pie featured in *Country Style Magazine*. Ballarat's Best Pie reel by Sam Cotton. PR Idea of the Year (Visit Ballarat – The Unexpected-o-matic)

Public relations & content partnerships

This quarter, the Ballarat region featured in 67 articles with a reach of 36,931,460 and an advertising value of \$329,016.

Earned media highlights included *The Today Show*, *Concrete Playground*, *Country Style Magazine*, *Delicious*, *Sunday Herald Sun*, *ABC News*, *7 News* 'Our Pick in Vic' highlight, Channel 9 weather cross, *Sitchu*, *Australian Traveller* and *The Australian Women's Weekly*.

July

To leverage the winter school holidays and the Ballarat Winter Festival, seven social media influencers were hosted in region. They experienced key festival attractions (Winter Wonderlights at Sovereign Hill, Hot Chocolate Showdown, Ukiyo Tent and ice skating rink), dining and family-friendly activities. Collectively, their posts achieved a combined targeted reach of over 88k.

August

We collaborated with a diverse group of content creators across multiple platforms to extend our reach to key target audiences for the Ballarat's Best Pie campaign. This included high-profile partnerships with Sydney-based animator Sam Cotton, Melbourne-based food writer Julia Busuttill Nishimura and Ballarat ceramist Shelby Sherritt. Each brought their unique voice and engaged communities to help amplify our pie message. Collectively, their content hit over 824.5k views and a reach of 288.3k.

September

We hosted pro adaptive rider Grant Allen in region to create a reel to promote Djuwang Baring (Creswick Trails), resulting in a reach of over 5.8k.

In other news

It was a quarter of celebration for the Marketing team. We were a finalist at the 2025 AMI Marketing Excellence Awards in the Brand Revitalisation category, along with the 2025 Mumbrella Travel Marketing Awards in the following categories:

- Ad Campaign of the Year (Brilliantly Unexpected)
- PR Idea of the Year (The Unexpected-o-matic)
- Travel Marketing Team of the Year

Ballarat also took home silver at VTIC's 2025 Victorian Top Tourism Town Awards.

The Marketing team worked on a content partnership with *Australian Traveller* to promote the 2025 Ballarat International Foto Biennale along with Ballarat's newest art experience, Sunnyside, as part of the Visit Victoria Industry Partnership Program (VVIPP).



Visit Ballarat social media

Our social media channels are all about spotlighting the Ballarat region's unexpected moments – the things that make us stand out from the rest.

On **Facebook**, our almost 80,000 followers continue to embrace our wonderful contradictions, distinct stories and unique experiences.

They especially like to be kept in the loop with what's new across the region, as can be seen in Q1's most engaged posts:

- foodie news ([Ballarat's Best Pie winners](#) and [Ballarat's Hot Choc Showdown winners](#))
- new and reopening businesses ([The Mallow Hotel](#) and [Flip Out](#))
- new events and offerings ([high tea on the Cuthbert's 939 tram](#), inflatable obstacle course [Tuff Nutterz](#), and [15th National Model T Ford Rally car display](#))

Meanwhile, in the land of **Instagram**, our 34,000+ followers continue to seek alternative perspectives of our region. In Q1, they were most engaged by Ballarat streetscapes from fresh new angles plus new brand videos showcasing [Wootten](#) and [Black Cat Truffles](#).

Our most engaged video on **Instagram**, **TikTok** and **YouTube Shorts** for Q1 was our Nova pie-jacking (which we filmed during August's Ballarat's Best Pie competition). Nova FM's Lauren Phillips, Jase Hawkins and Clint Stanaway were in Ballarat to visit Victoria's last remaining all-you-can-eat Pizza Hut. We caught up with the team just as their bus was about to leave town to hand-deliver some of Mrs Browne Bakes' award-winning raspberry goldfields cookie pies. In the words of Clint Stanaway, "I've struck gold in Ballarat!".

Most engaged Facebook post

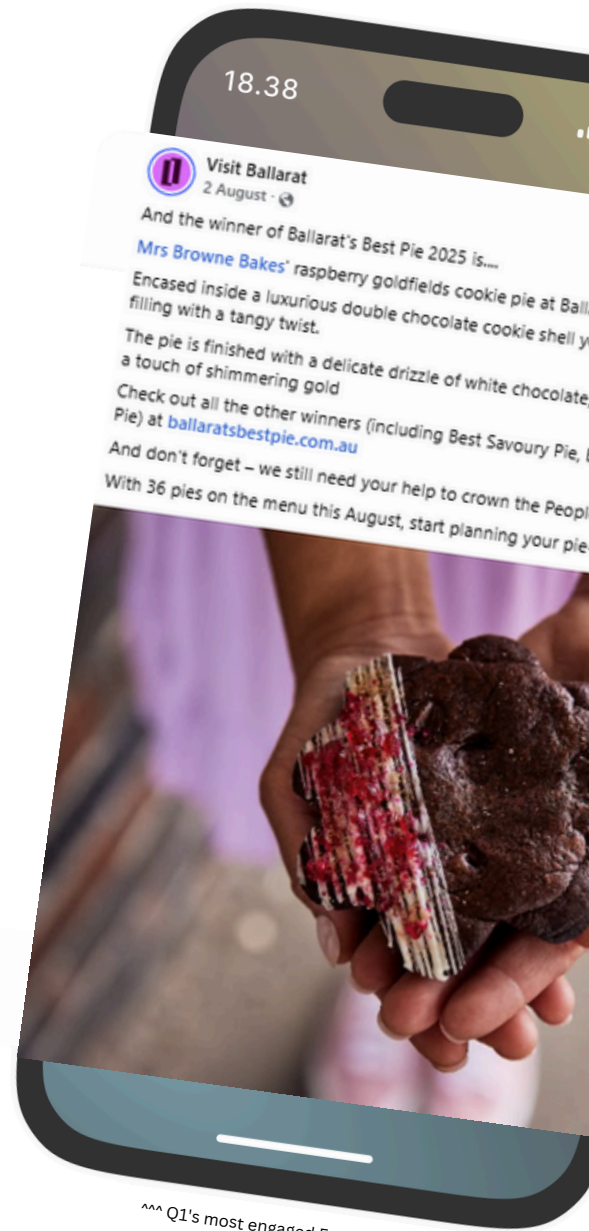
Ballarat's Best Pie winners, view [here](#)

- Engagements: 686
- Impressions: 116,645

Most engaged Instagram post

Nova pie-jacking, view [here](#)

- Engagements: 861
- Impressions: 35,847



Q1's most engaged Facebook post

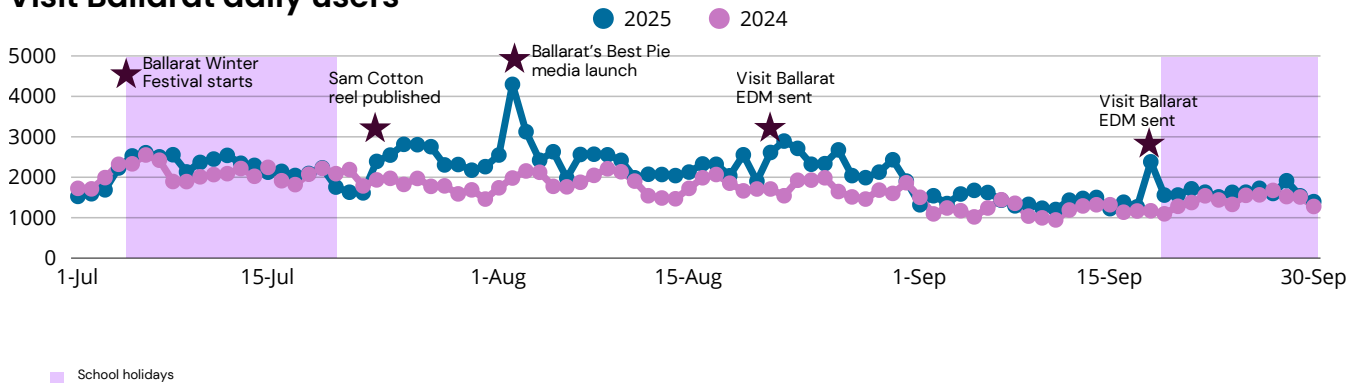
Facebook	Q1 2023	Q1 2024	Q1 2025
Organic engagements	35,442	62,232	92,951 (+49.3% on Q1 2024)
Organic impressions	2,182,826	1,696,419	2,550,636 (+50.35% on Q1 2024)
Followers	74,339	76,855	79,829 (+3.86% on Q1 2024)

Instagram	Q1 2023	Q1 2024	Q1 2025
Organic engagements	13,440	8,131	7,488
Organic impressions	784,915	354,853	628,483 (+77.11% on Q1 2024)
Followers	27,388	30,964	34,835 (+12.5% on Q1 2024)

Google Analytics

The data here helps to paint a picture of how many people are visiting our websites, how they get there and what sort of content appeals most to them.

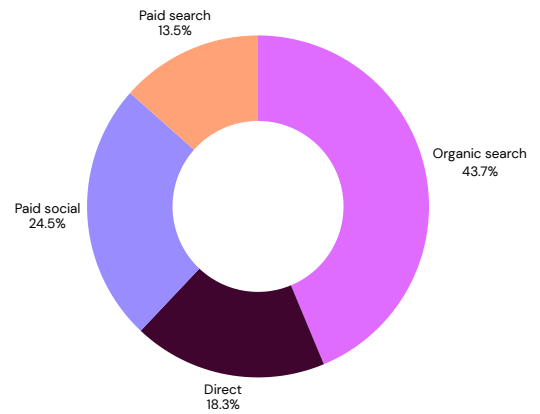
Visit Ballarat daily users



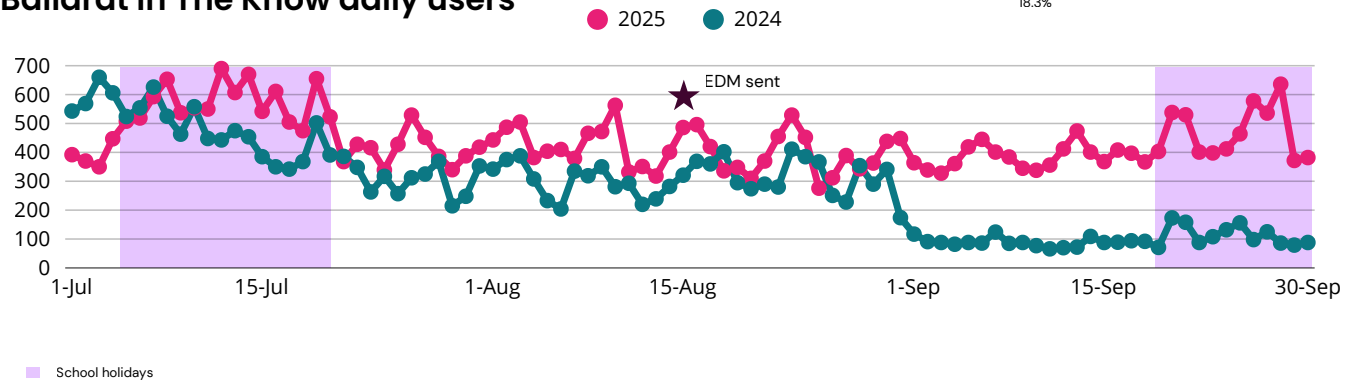
Top stories

- 3 unexpected Ballarat stays (5,401 users)
- 9 unexpected Ballarat moments (3,444 users)
- 4 brilliantly unexpected Ballarat experiences (1,766 users)
- 5 of Ballarat's unexpected food experiences (1,445 users)
- 10 places to eat out with kids in Ballarat (1,370 users)
- Where to get Ballarat's best Sunday breakfast and brunch (922 users)
- Your guide to the Ballarat International Foto Biennale (858 users)
- 20 things to do in Ballarat under \$20 (842 users)
- September school holiday adventures in Ballarat (827 users)
- What's on in Ballarat this winter school holidays (822 users)

Top referral channel



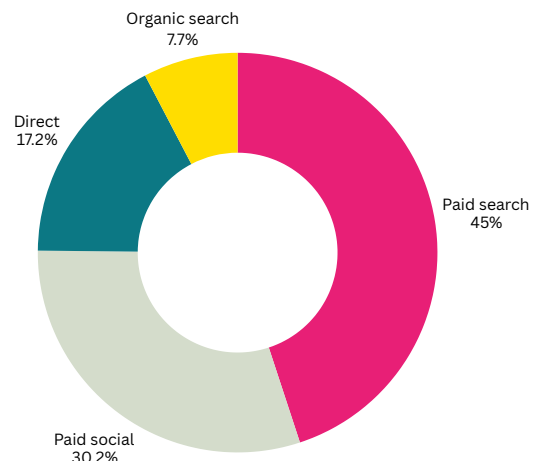
Ballarat In The Know daily users



Most popular ATDW listings

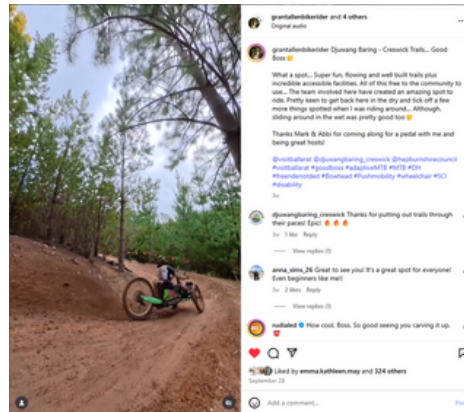
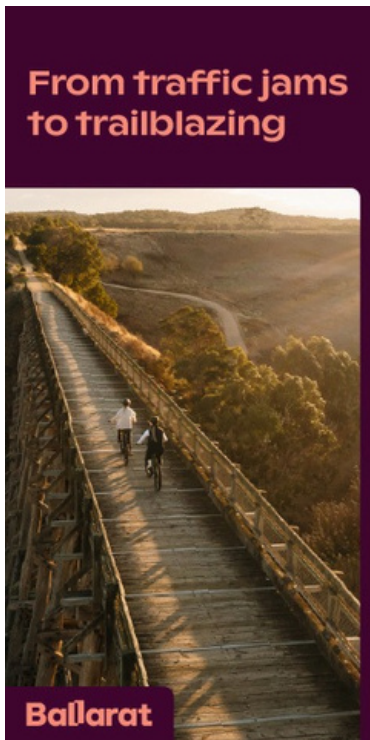
- Aunty Jacks (354 users)
- Babae at Hotel Vera (180 users)
- 321 Cafe Learmonth (173 users)
- 1816 Bakehouse (162 users)
- Ballarat Vintage and Collectables Market (157 users)
- Cattleya Signature (125 users)
- Mt Coghill Vineyard (124 users)
- Nolans (123 users)
- Boatshed Restaurant (113 users)
- Eleanora (110 users)

Top referral channel



Regional marketing report

The following pages capture how the broader TMV region has been included in the Marketing team's campaign activity across owned, earned and paid channels. More than 72 operators were promoted across the region.



Golden Plains

New imagery of Nimons Bridge was added to the *Brilliantly Unexpected* brand campaign paid programmatic and display advertising set.

Visit Ballarat organic social posts in Q1 highlighted:

- Chepstowe Vineyard
- Kuruc-A-Ruc Homestead
- Pitty Witty workshops
- Ross Creek Gallery
- Smythesdale Country Market
- The Courthouse Hotel

Total in-kind value this quarter equates to approximately \$1.5k

Hepburn

Two pieces of paid content were published this season to promote Djuwang Baring (Creswick Trails). Pro adaptive rider Grant Allen was commissioned to create a reel on the gravity trails. An editorial piece and reel by We Are Explorers was published promoting Djuwang Baring as one of three accessible trails near Ballarat.

Black Cat Truffles was also included in the *Brilliantly Unexpected* brand campaign across the channel matrix, including BVOD, paid social and programmatic advertising.

Visit Ballarat organic social posts in Q1 highlighted:

- Black Cat Truffles
- Clunes Farmers & Makers Market
- Creswick Market
- Creswick Woollen Mills
- Dean Kite Festival
- Djuwang Baring
- Dyeing to Weave
- Farmers Arms Hotel
- Maze House
- Meredith Wines
- RACV Goldfields
- The Sauna Float
- Tuki

Total in-kind value this quarter equates to approximately \$11.5k

Regional marketing report



Moorabool

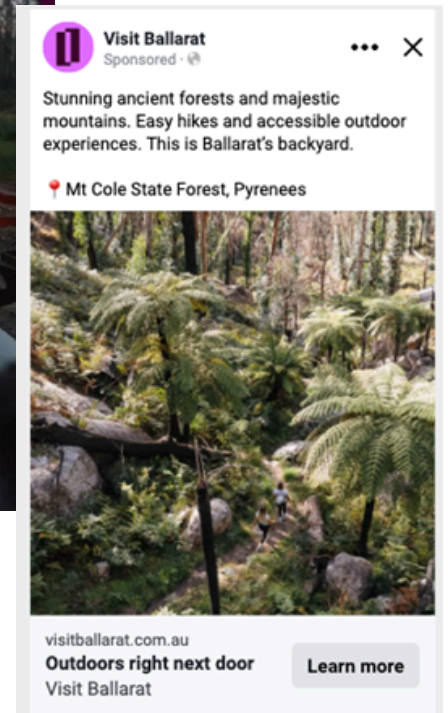
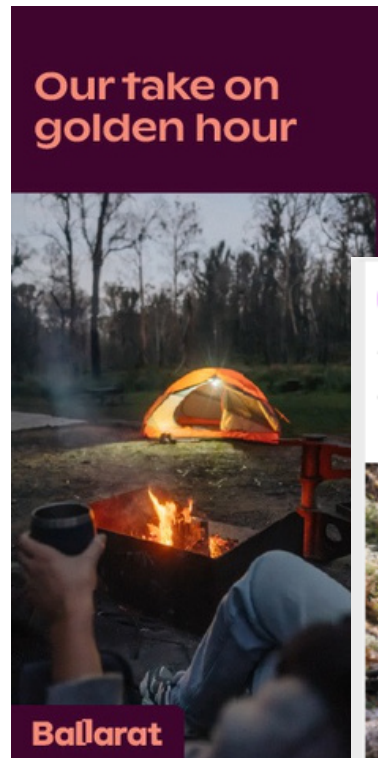
Kryal Castle and Werribee Gorge featured in the *Brilliantly Unexpected* brand campaign's paid programmatic and display ads.

Kryal Castle featured prominently in a brand ad in the winter edition of *Geelong + Surfcoast Living* and Kryal Castle's Victorian Medieval Festival was included in paid editorial in the spring edition of the same magazine.

Visit Ballarat organic social posts in Q1 highlighted:

- Ballan Farmers Market
- Kryal Castle
- Lerderderg Gorge
- Meredith Farm Store
- St Anne's Vineyards
- Werribee Gorge

Total in-kind value this quarter equates to approximately \$9.8k



Pyrenees

Mrs Baker's Still House was mentioned in the paid Ballarat spread in spring's Visit Victoria Official Visitor Guide.

Imagery of Richard's Campground and Mt Cole were featured in the *Brilliantly Unexpected* campaign paid digital assets launched for spring.

Visit Ballarat organic social posts in Q1 highlighted:

- Avoca Riverside Market
- Cave Hill Creek
- Dalwhinnie Wines
- Grape Farm Winery
- Magnolia
- Pyrenees Unearthed
- Talbot Farmers Market

Total in-kind value this quarter equates to approximately \$5.5k

Pictured: Werribee Gorge.



Got a question for the
Tourism Midwest Victoria team?

Reach out to
hello@tourismmidwestvic.com.au

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