



**Tourism
Midwest**
Victoria

Tourism Midwest Victoria Quarterly Report

October – December 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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Executive Summary

This quarter represents a period of strong delivery for Tourism Midwest Victoria, alongside a moment of transition for the organisation. I joined TMV in November, and this report reflects both the momentum already underway and the commitment of a team that has continued to deliver consistently through a time of change.

I would like to acknowledge the TMV team for their leadership, adaptability and professionalism over this period. Many have stepped into acting roles or taken on additional responsibility, and this report is a direct reflection of their dedication and care for the region and its industry.

Significant value was delivered directly to industry development this quarter, with more than \$51,000 in programs and support provided. This included initiatives such as the Cycle Business Incubator, Accommodation Business Support, the Hospitality Excellence Accelerator, and the Accessible Business Uplift workshop and audits.

We welcomed strong participation at our industry briefings and capability-building workshops, and began building advocacy and conversation around the role of AI in travel planning, recognising the need to support industry to adapt with confidence.

We also provided tailored Tourism Awards application support to a number of operators, helping businesses articulate their excellence and resulting in multiple wins at the VTIC Awards.

Through our business events support we welcomed nearly 300 delegates from across Australia and internationally for the much anticipated ICOMOS Conference. The two day conference was hosted at The Goods Shed, with a third day dedicated to site visits that showcased key heritage locations throughout the region.

The Business Events market continues to be a significant opportunity for the region that we are increasing the resources to enable.

Progress continued on several major projects, most notably the Roam Discovery Trail, which is moving steadily through its engagement and consultation phases. This project represents a significant opportunity to enhance storytelling, wayfinding and regional dispersal through a blend of physical and digital experiences, and we are excited to see it advance toward delivery.

Marketing and communications activity remained ambitious and effective. Alongside the continued evolution of the Brilliantly Unexpected brand and the growing popularity of our VFR channels, the Visit Victoria Industry Partnership Program (VVIPP) delivered exceptional outcomes for the region.

High-profile content creators, premium editorial placements and coordinated amplification showcased the depth and diversity of experiences across all participating LGAs resulting in 1.706M+ views and counting! We extend our thanks to the State Government for this initiative and strongly encourage its continuation, given the demonstrable value it delivers to regions and operators alike.

In total, this quarter delivered **\$377,242** in-kind marketing value to partners across Golden Plains, Hepburn, Moorabool and the Pyrenees, with extensive promotion through paid, owned and earned channels. This visibility is critical to ensuring all parts of the TMV region benefit from our collective investment and storytelling.

As we move forward, this quarter represents a point of transition and opportunity. With a strong foundation of establishment now in place, TMV is well positioned to build on this momentum, deepen our partnerships, and move into a phase of renewed strategic impact as we continue to shape a resilient, inclusive and forward-looking visitor economy for Victoria's Midwest.

I am excited about what lies ahead and look forward to working alongside our industry, partners and community as we take the next steps together.

Amy Maiden

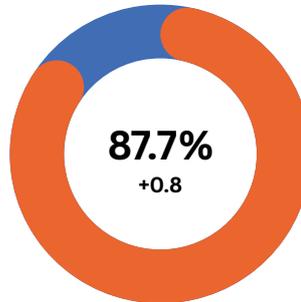
Executive Manager
Tourism Midwest Victoria

State of play

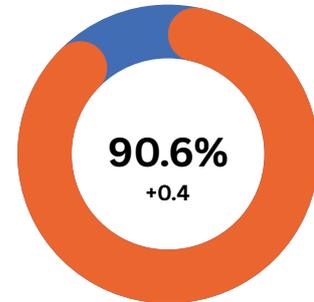
Global Review Index

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 October to December 2025 compared to the same quarter last year.



TMV accommodation and attractions



TMV hospitality

AustraliaNow consumer sentiment monitoring

October

- Hope is a very powerful force with increasing optimism lifting the mood of the nation.
- Purposeful, practical travel resonates most.
- Australians are seeking experiences that enrich rather than escape, grounded in growth, connection and value. Brands and destinations that position travel as meaningful, balanced and accessible will align best with this evolving mindset of intentional exploration.
- Lifestyle and mobility reflect a search for balance, not escape. Australians are embracing travel as a way to grow and connect, while balancing cost and convenience. Intent to travel continues to climb, with 81% planning a trip in the year or more.
- Choosing shorter, budget-conscious trips that fit lifestyle and financial realities.

November

- The general mood is becoming more positive, with a significant increase in those feeling optimistic and hopeful compared to this time last year (33% vs. 28% in Oct-24)
- Younger Australians are feeling significantly more stressed and anxious, particularly those aged 30-39. Men are feeling significantly more optimistic compared to women.
- Australians are planning more moderated travel and spending.
- Australians have adapted to cost of living pressures and will take advantage of Black Friday sales and some will defer travel to avoid the higher prices associated with Christmas.
- Workers are willing to adapt to AI but expect support from Government & their employer.

December

- Australians are cutting back on discretionary spending: transportation, clothing and footwear, take-away meals. Yet more Australians are expecting to spend on travel (80%, up from 75% in Nov-24). This could reflect an increasing prioritisation on higher-value experiences over every-day discretionary spend.
- Australians continue to care about climate and sustainability, with personal action and expectations of leadership rising. 18-39 year olds are most likely to advocate regularly. Environmental advocacy, while important, are likely deprioritised when personal financial stress is heightened.
- Almost 7 in 10 (67%) are actively taking steps to reduce their personal impact on the environment.
- Looking ahead to 2026, Australians remain cautiously optimistic. However, optimism about doing more in the year ahead has softened. Compared to last year, fewer Australians say it is very likely they will challenge themselves or try new things in 2026

Accommodation insights

- October 2025 showed a strong uptick in demand, and while hotel/motel style accommodation seems to have adjusted rates inline with surges in demand, this doesn't seem to be as common for Airbnb operators.
- October 2025 marks a record month, with 81% being the highest recorded monthly average occupancy in this data set (since 2023).
- From 1 January 2025, 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.

856
 -2.3% on December
 2024
 Available Airbnb
 listings

Monthly accommodation averages

Occupancy	Hotel/motel accommodation (STR)			Airbnb-style accommodation (AirDNA)		
	2023	2024	2025	2023	2024	2025
October	68%	77%	81%	49%	48%	61%
November	65%	70%	67%	49%	49%	48%
December	63%	59%	63%	52%	52%	52%

Average Daily Rate (ADR)	Hotel/motel accommodation (STR)			Airbnb-style accommodation (AirDNA)		
	2023	2024	2025	2023	2024	2025
October	\$182	\$180	\$214	\$138	\$144	\$142
November	\$178	\$188	\$191	\$142	\$149	\$142
December	\$185	\$174	\$203	\$151	\$149	\$155

Revenue Per Available Room (RevPAR)*	Hotel/motel accommodation (STR)			Airbnb-style accommodation (AirDNA)		
	2023	2024	2025	2023	2024	2025
October	\$124	\$139	\$175	\$68	\$70	\$87
November	\$117	\$133	\$130	\$70	\$72	\$68
December	\$114	\$104	\$131	\$78	\$77	\$81

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.

Tourism Research Australia

From January 2025, a new Domestic Tourism Statistics (DoTS) collection replaced the National Visitor Survey (NVS). The March, June and September 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.

Advocacy

Victorian Tourism Awards

The quality of our region's operators was on full show at the Victoria Tourism Industry Council (VTIC) Victorian Tourism Awards. We're so proud of our Industry Partners who brought home a variety of accolades celebrating their hard work, innovation and excellence!

The Sovereign Hill Museums Association: Gold in Excellence in Accessible Tourism

Sovereign Park Motor Inn: Gold for 4-4.5 Star Accommodation

Hotel Vera Ballarat Silver in Hosted Accommodation

Kryal Castle Bronze in Tourist Attraction

Ballarat Wildlife Park Highly Commended for Major Tourist Attraction

Visit Ballarat Bronze in Tourism Marketing & Campaigns

The **Ballarat Visitor Information Centre** and **The Goods Shed**, were both also named finalists among 99 contenders across 29 categories.

Visit Victoria 2030 Gathering

The entire TMV team attended the Visit Victoria 2030 Summit this week, joining industry leaders from across the state to explore the future of Victoria's visitor economy.

Discussions focused on sustainable growth, regional destination development, and strengthening Victoria's competitive position in a changing tourism landscape.

Key themes included sustainability and regenerative tourism, experience-led growth, collaboration across regions and sectors, the use of insights and innovation to guide decision making, and priority actions for 2030 such as dispersal, accessibility, workforce development, and year-round demand.

The summit highlighted significant opportunities for Victoria, and the team left aligned and energised to continue supporting a strong and sustainable visitor economy.

ABEA Conference

TMV attended the Australian Business Events Association Conference in December 2025. This annual gathering of the entire business events community is a chance to collaborate and learn from industry experts. Key highlights included sessions on AI and workshops with other Convention Bureaus.



Grant submission support

5 letter of support



The Sovereign Park Motor Inn team having just taken our Gold at the 2025 Victorian Tourism Awards.



TMV End of Year briefing at Ballarat Wildlife Park

Sustainable Destination Development

Engaging with industry

289
Active ATDW
listings

Engagement events

	Date	Registrations	Purpose
TMV October Industry Briefing	21 October	82	Showcasing Visit Victoria's 2030 Strategy and provide an update of summer events
How to make the most of you ATDW	25 November	19	A practical workshop to help operators optimise their ATDW listing to stand out online.
Empowering Reviews with AI	8 December	11	Participants learnt how AI tools can streamline review workflows, improve response quality, monitor online reputation, and strengthen their business profile.
TMV End of Year Briefing	9 December	123	A chance for our Industry Partners stay informed, connected and celebrate the year's achievements.

Industry Excursions

Designed to upskill local front line customer service staff about all things Ballarat and surrounds, with behind the scenes insights into what makes some of our key experiences tick, and who customer service staff should be recommending to their guests.

	Date	Registrations
The Turret Cafe and Catering	14 October	12
Industry Preview - Sunnyside	7 November	15
Rare Trade's Centre	12 November	7
Historic Walking Tour	16 December	23

Below left: Animal encounters as part of the TMV End of Year Briefing. Image features Lorelie and Ethan (Florelie), Jake (Ballarat Wildlife Park) and Teacup the snake



Engaging with industry

Digital engagement:



20 industry newsletters

More than 960 email subscribers



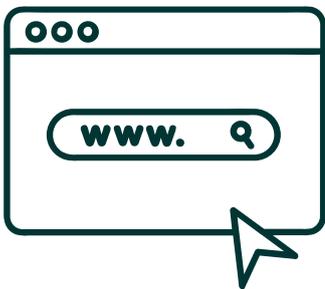
49.3%

Email open rate

Top performing newsletter:
And the winners of the 2025 Victorian Tourism Award winners are..... View [here](#)

24 LinkedIn posts

105 new followers, 3% decrease in impressions, 12% increase in reactions, 132% increase in comments.



3 web stories

Top performing story:
[The power of inclusive storytelling..](#)



Major projects update

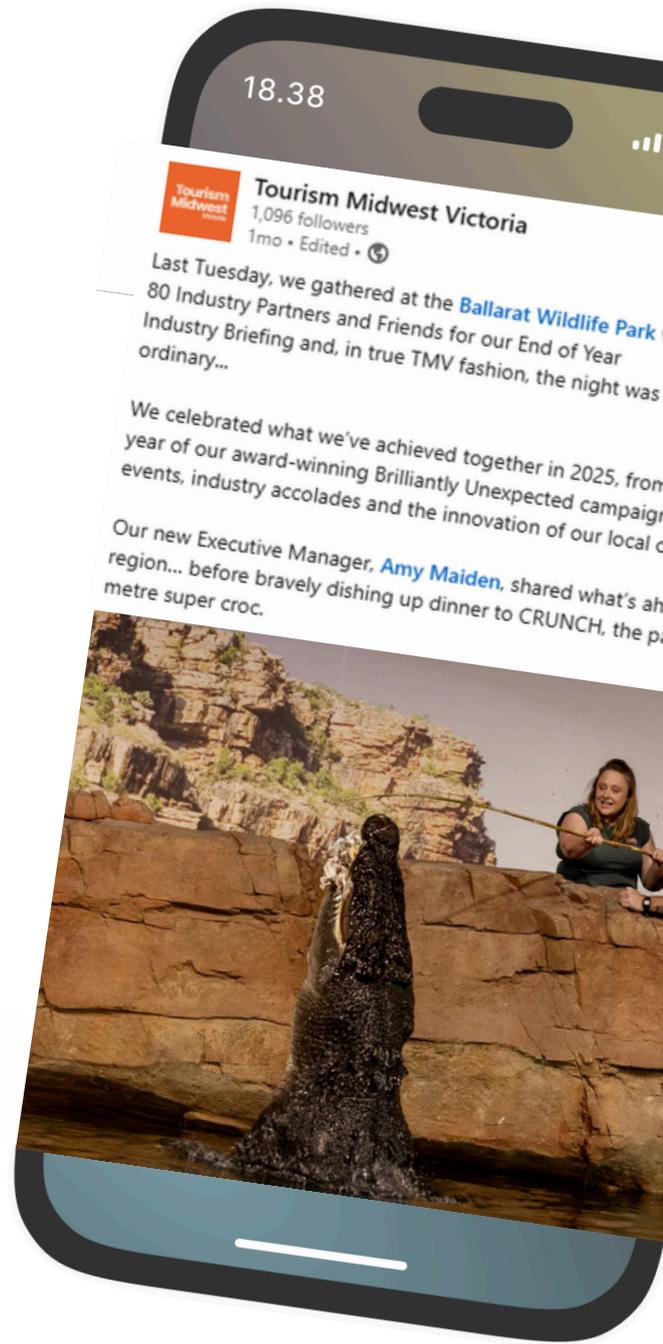
Roam Discovery Trail

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

This quarter the project was presented to Councillors and the Heritage Advisory committee ahead of moving into community consultation in early 2026.

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

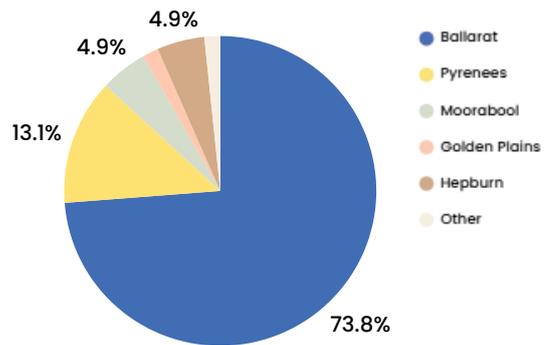


^^^ Top performing LinkedIn post

Industry and product development

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

\$98K+
Value of programs delivered this quarter



Participation breakdown by LGA

Program	Value per participant	Status	Participants	Purpose
Cycle Business Incubator	\$3,300	In progress	5	<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	Up to \$2,300	In progress	4	<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	15	<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	In progress	5	<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	\$7,250	In progress	7	<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 business 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. Supporting the development of welcoming experiences that can be enjoyed by more visitors
Business Coaching	\$1,320	Advertising	Pending	<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 2026	Up to \$7,000	Advertising	Pending	<ul style="list-style-type: none"> Tailored application support Championing business excellence and encouraging growth through improved back of house systems, certification and implementing measures of success.

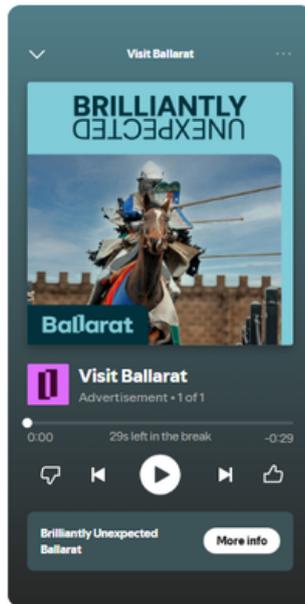
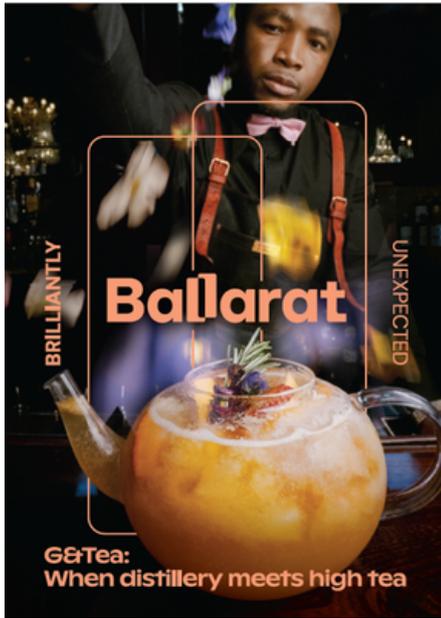
Figures reported as of EOM December 2025, excluding GST. Programs may run over multiple quarters, figures reported for one quarter only.



Ballarat Foto Biennale, Image: Einwick

Marketing

Campaign highlights



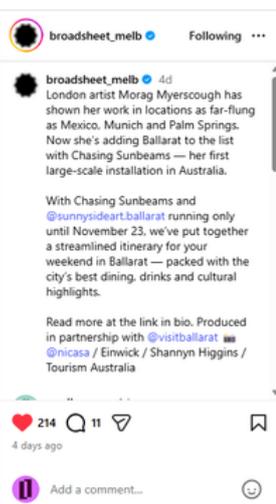
L-R: Broadsheet summer edition press ad; Spotify audio and podcast ad; Metro trains above-window panels; and the latest Ballarat OVG (with an unexpected shot of Carboni's on the cover).

Brilliantly Unexpected

The Brilliantly Unexpected campaign continued across a mix of print and digital channels. This quarter saw new ads deployed across broadcast video-on-demand, catch-up TV, Google Performance Max and Spotify's audio and podcast streams. The campaign had more than 5.6m digital impressions for the quarter. Parallel to the free weekend public transport initiative and the opening of the new Metro Tunnel, above-window panels were installed across thirty carriages (10 Metro trains), with an estimated reach of 1.3m passengers. Print ads and content featured in a range of publications including Let's Go Kids, Broadsheet's summer edition, the Visit Victoria Official Visitor Guide, and a special edition of Australian Traveller magazine. A new Ballarat Official Visitor Guide was published with 10k copies distributed this quarter, including to Melbourne International Airport. We also contributed to a cooperative content partnership lead by Destination Central Vic with Flow Mountain Bike, which focused on the Djwang Baring trails.

Sunnyside

In November, we continued to lever the 'signature events' brand pillar, supporting the inaugural edition of Sunnyside, a colourful installation by international artist Morag Myerscough developed in collaboration with the community. Marketing support included a content partnership with Time Out Melbourne, an Australian Traveller online story, paid advertising on TikTok, and securing an inclusion on Nine evening news. Industry partners offering special menu items and accommodation deals were featured in Broadsheet, in a reel on Visit Victoria's social media, and across owned platforms. The Broadsheet partnership alone generated 150k content views on Instagram and 140k impressions on Facebook, with 5.6k reading the online itinerary. In addition, Sunnyside and partner venues were featured in four influencer itineraries, with a combined reach of 85k and 161k views.



L-R: Broadsheet social carousel featuring Sunnyside industry partners and Nine news airing b-roll captured at the installation in the Ballarat Mining Exchange



Images (L-R): OishiMate, Girl About Melbourne, Christian Hull; Australian Traveller magazine special edition; Kakar sisters visit to Sovereign Hill and Ballarat

Visit Victoria Industry Partnership Program (VVIPP)

This quarter also saw extensive collaboration with Visit Victoria, with the region showcased across three separate projects under the VVIPP.

A special edition of Australian Traveller magazine, 'The Best of Regional Victoria,' was published in partnership with Visit Victoria and the state's regional VEPs. More than 40 operators from the region were featured in the magazine, with an expected readership of more than 2.2 million. The partnership also included dedicated online editorial and social amplification.

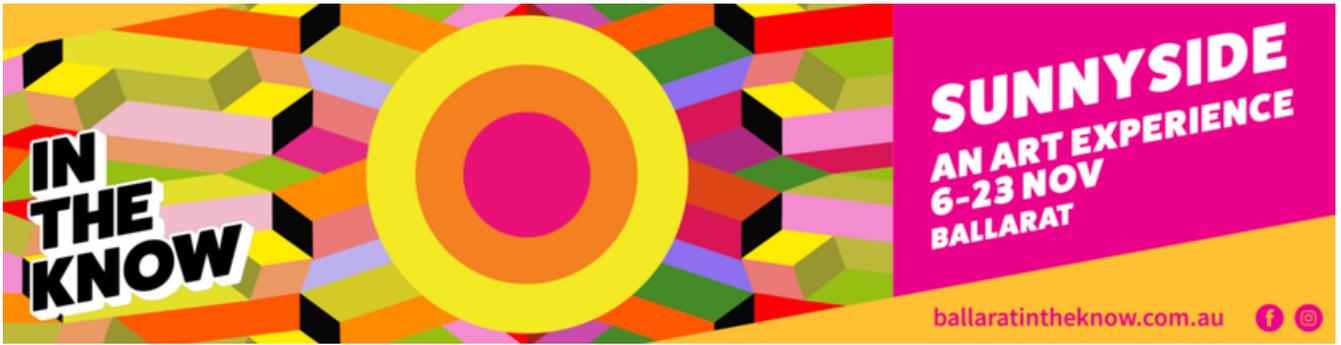


The region hosted an exciting line-up of high-profile content creators in November, including Christian Hull, Venue Bible, Zoe Laix, Girl About Melbourne, Sarah Brown, Julia Busuttill Nishimura and Zai Bennett (OishiMate). Highlights included Hull's hysterical meerkat encounter at the Ballarat Wildlife Park and a stunning three-part regional food series from OishiMate which delved into Pyrenees wine, Meredith's famous goat's cheese, truffle-hunting and more. These visits extended from Ballarat into all of TMV's participating LGAs, highlighting the diversity of experiences across the region.

We also supported a Sovereign Hill led itinerary for sisters Sukriti and Prakriti Kakar, who travelled from Mumbai to Ballarat for a jam-packed three-day visit. The content series from the twins, aimed at Indian international visitors and the local diaspora, will have a staggered release in early 2026.



Influencer drive 1.706M+ views | 950.3k+ reach



ballaratintheknow

ballaratintheknow 10w
Ballarat is hitting the small screen!

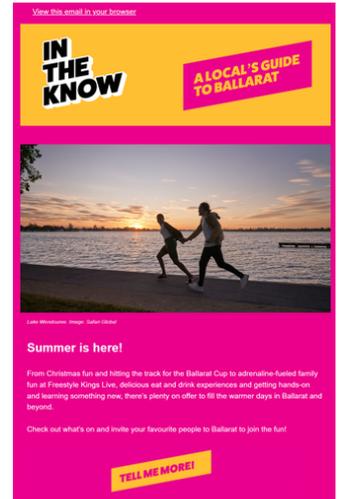
The city will play a starring role in the new [Australian](#) drama series 'Dear Life', which premieres on New Year's Day.

Over six episodes, 'Dear Life' will tell the story of Ballarat woman Lillian (Brooke

View insights Boost post

109 2 November 16, 2023

Add a comment...



Ballarat In The Know (BITK)

Our local communication platform, Ballarat In The Know, continued to deliver strong results in Q2. Key metrics increased by between 51-650% on Q2 2024.

Website visits

43,286 – increase of 108% on Q2 2024

Digital advertising impressions

1,672,384 – increase of 51% on Q2 2024

Organic social media impressions

1,032,384 – increase of 550% on Q2 2024

Organic social media engagements

36,619 – increase of 650% on Q2 2024

Most engaged Facebook post - 8k likes, 11k followers

Sunnyside almost here, view [here](#)

- Engagements: 4,977
- Impressions: 76,879

Most engaged Instagram post - 6,705 followers

Ballarat hitting small screen on Stan, view [here](#)

- Engagements: 163
- Impressions: 7,757

EDMs - view [here](#)

- Five edms were sent in Q2
- 33,683 recipients
- 5,676 opens - 16.9%
- 689 clicks - 2%

Social media content in Q2 focussed on:

- Sunnyside
- The final weeks of Foto Biennale
- Christmas in Ballarat
- What's on
- Forage and Feast
- New openings

Story content on the website highlighted:

- Sunnyside
- Summer in Ballarat
- Christmas including opening hours

Paid digital advertising focussed on:

- Summer in Ballarat
- Sunnyside
- Opening hours over Christmas

In addition, we continued to promote via out of home with 6 different creatives displayed on the Mair/Humffray Street North digital billboard including slides for Foto Biennale and Sunnyside.

The Shared Table, Ballarat



The Shared Table in Ballarat.

If you go for the 'Dine without Decision' option at [this beloved eatery](#), you're free from the tyranny of food envy with a chef-selected procession of dishes that highlight the bounty of the Midwest region. Think mochi gnocchi with pumpkin and XO or Western Plains pork cotoletta.



This was such an amazing Xmas hamper to come home to @visitballarat

I already see some favourites from @sovereignhill & @stinerantspirits



Ballarat little Christmas

@cityofballarat @visitballarat @littlebig.agency #gifted

L-R: The Shared Table featured in Australian Traveller (Best places to wine and dine across regional Victoria) ; Brilliantly Unexpected Christmas media pack social media highlights from @elisestraveldiary and @karafoodandwine; Christian Hull, Ray of Melbourne and My Melbourne Diary content at the Sunnyside activation

Public relations & content partnerships

This quarter, the Ballarat region featured in 5 articles with a reach of 1,049,404 and an advertising value of \$23,000.

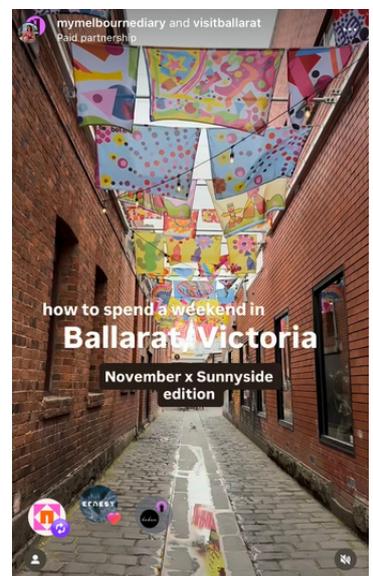
Key media highlights include coverage from [Australian Traveller](#) (Best places to wine and dine across regional Victoria), [Australian Traveller](#) (Film lovers need to add these Victorian theatres to their bucket list), [Australian Traveller](#) (A must-visit list of Victoria's iconic spots), [Explore](#) and [Urban List](#).

Sunnyside Influencers

We worked with four influencers including Christian Hull, Ray of Melbourne, My Melbourne Diary, The World Loves Melbourne, as part of the Sunnyside activation, each sharing their own take on the experience. Their content helped extend the reach of the campaign and connecting with new audiences. Combined reach of 85,885 and 161,961 views (value \$11.3k)

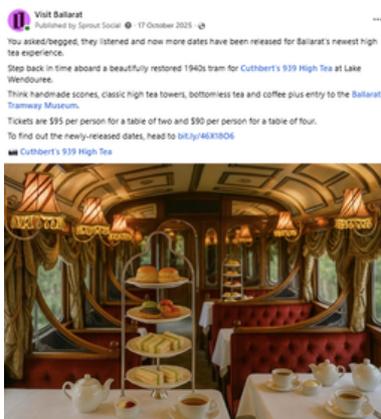
In other news

The Brilliantly Unexpected Ballarat Christmas media packs were sent to a list of high-tier Melbourne media and influencers we have strong relationships with, featuring a curated selection of Ballarat-made products and treats. Three of these influencers highlighted the pack across their social stories, including Kara Monssen, Elise McLean (@elisestraveldiary) and Emma Hawkins. Some products were also featured in the [Urban List Christmas gift guide](#).



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.



Facebook

- Followers: 80,610
- Q2 organic engagements: 98,230
- Q2 organic views: 2,247,429

Top 3 most engaged posts

- New dates released for Cuthbert’s high tea: 15,101 engagements // 285,656 views
- Launch of locally-filmed Stan series *Dear Life*: 11,830 engagements // 116,211 views
- Preview of immersive art experience Sunnyside (Reel): 7,149 engagements // 4,300 views



Instagram

- Followers: 36,117
- Q2 organic engagements: 5,224
- Q2 organic views: 656,264

Top 3 most engaged posts

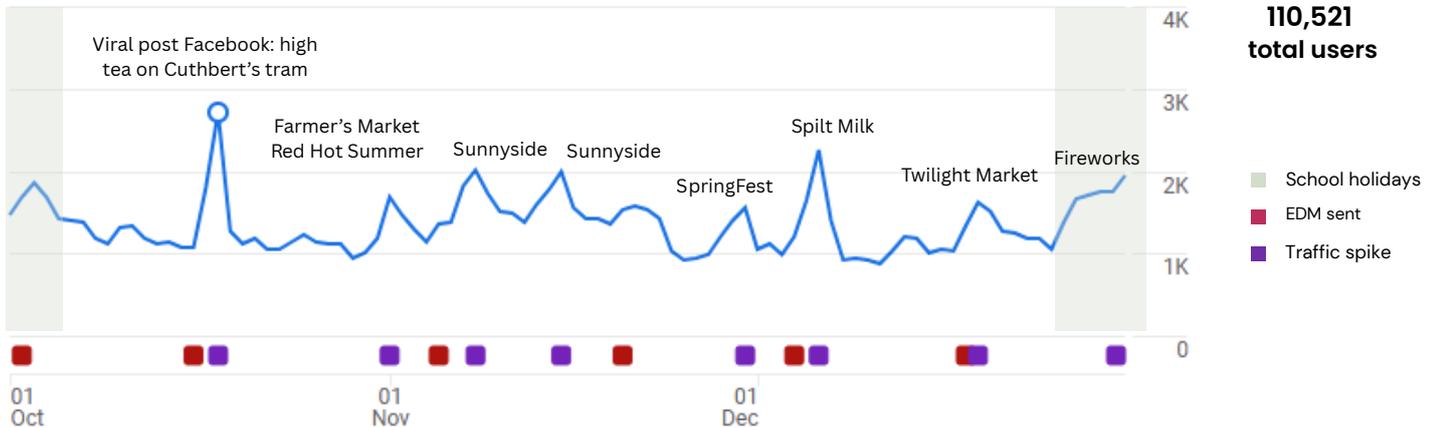
- Preview of immersive art experience Sunnyside (Reel): 384 engagements // 22,600 views
- Ballarat streetscape: 369 engagements // 9,807 views
- Junior Keeper experience at the Ballarat Wildlife Park (Reel): 257 engagements // 6,210 views

And then there’s our newest social media platforms – TikTok, Pinterest and YouTube – which are still in their early growth phase. Watch this space!

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.

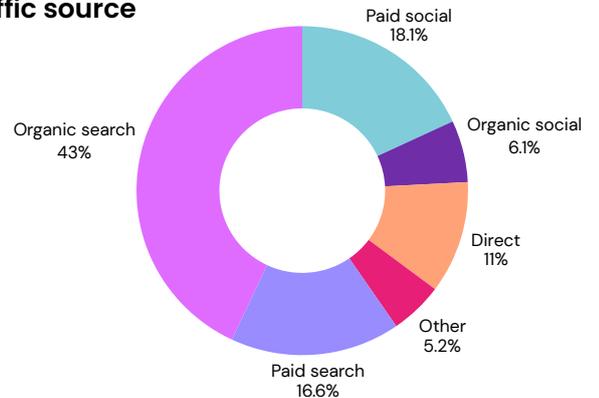
Visit Ballarat daily users



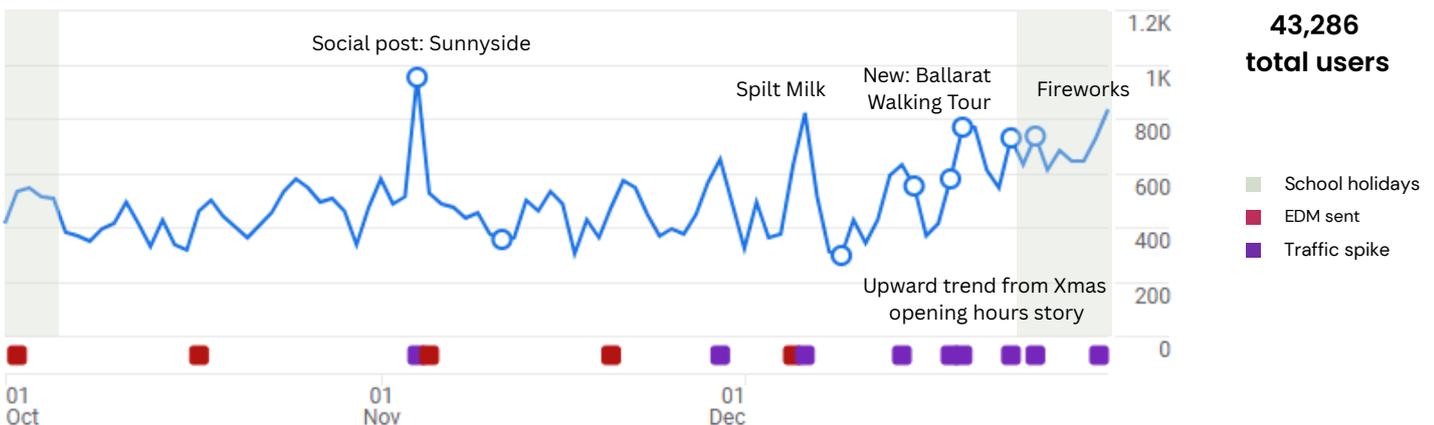
Top stories

- 7 unexpected foodie moments (8203 users, 9104 views)
- Chase the rainbow at Ballarat's Sunnyside (5862 users, 6440 views)
- 4 brilliantly unexpected Ballarat experiences (2701 users, 3231 views)
- 3 days of indulgence in Ballarat (1250 users, 1509 views)
- Take a walk on Ballarat's Sunnyside (1124 users, 1500 views)
- 9 unexpected Ballarat moments (940 users, 1170 views)
- Ballarat's most unique stays (920 users, 1163 views)
- Everything you need to know about Spilt Milk (858 users, 993 views)
- Thrifty travel: visit Ballarat on a budget (836 users, 1177 views)
- And Ballarat's Good Food hats go to... (827 users, 1135 views)

Traffic source



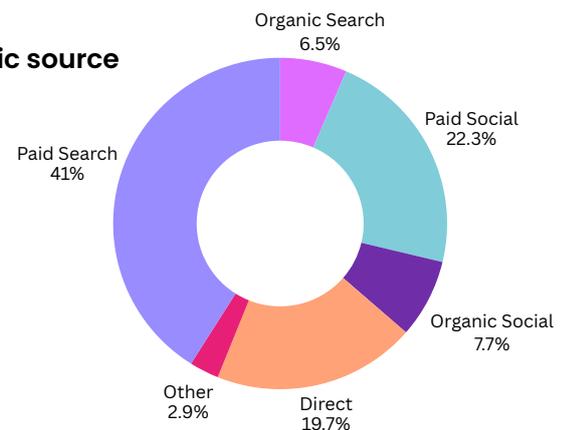
Ballarat In the Know daily users



Most popular ATDW listings

- Aunty Jacks (256 users)
- 1816 Bakehouse (137 users)
- Pyrenees Cellar Door at the George Hotel (136 users) **New event**
- Golden City Paddle Steamer (126 users)
- Ballarat Vintage and Collectables Market (117 users)
- Cubby Haus Brewing and Bar (112 users)
- Kilderkin Distillery (105 users)
- Babae at Hotel Vera (105 users)
- Froyo & Co (98 users) **New operator**
- 321 Cafe Learmonth (97 users)

Traffic source



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.

Christian Hull is at Ross Creek Gallery · Follow
7 November 2025 · Smythes Creek ·

The Ross Creek Gallery is a great place to visit on the weekend... See more



Golden Plains

The Ballarat-Skipton Rail Trail featured in the cooperative spread of the Visit Victoria Official Visitor Guide, as well as Metro train advertising.

In November, Christian Hull's social itinerary included a stop at Ross Creek Gallery. The gallery and Mooramong Tiny Homes both featured in a special edition of *Australian Traveller* magazine also published that month.

OishiMate's three-part regional food series included a behind-the-scenes tour of Meredith Dairy.

Nimons Bridge and Mooramong Tiny homes continued to feature in the Brilliantly Unexpected brand campaign paid programmatic and display advertising set.

Visit Ballarat's organic social media support included:

- Nimons Bridge
- Pitty Witty
- Ruby Pilven/Ross Creek Gallery
- The Courthouse Hotel
- Smythesdale Country Market
- Meredith Dairy/Meredith Farm Store

Total in-kind value this quarter equates to approximately \$54,314

Visit Ballarat
Published by Sprout Social · 3 December 2025 ·

Accessible travel shouldn't mean compromising on style or comfort – or fun!... See more



Hepburn

Djuwang Baring and Black Cat Truffles content was featured in the *Brilliantly Unexpected* brand campaign across the channel matrix. The mountain biking trails and Silver Mink's tour to the truffière were also highlighted as part of Ballarat cooperative editorial spread in Visit Victoria's Official Visitor Guide. Additionally, Djuwang Baring was included in *Ballarat Living* magazine advertorial and the *Flow* content partnership. Liam Downe's truffle-infused menu was featured in Metro train advertising this quarter.

Eleven products across the Hepburn region were included in the *Australian Traveller* special edition, including Creswick Woollen Mills, the Farmer's Arms, Meredith Wines, The American and more.

OishiMate's reel included a Silver Mink pickup in the historic main street of Clunes, with a stop at Black Cat. Julia Busuttill Nishimura also visited the truffle farm as part of her food tour of the region.

Visit Ballarat's organic social media support included:

- Black Cat Truffles
- Meredith Wines
- Captains Creek Organic Wines
- Creswick Woollen Mills
- Djuwang Baring
- RACV Goldfields
- Tuki
- Maze House
- Vale Hill House
- Wedgetail Farmstead
- Clunes Farmers & Makers Market
- Creswick Market
- Creswick Garden Lovers Weekend
- Kingston Show

Total in-kind value this quarter equates to approximately \$89,265

Regional marketing report

Visit Ballarat
Published by Sprout Social · 13 November 2025 · 🌐

Want to know how to put the cherry on top of your weekend? 🍒

Lock in a cherry-picking session at [Payne's Orchards](#) in Bacchus Marsh! These beauties are naturally grown plus high in nutrients and flavour. Sessions are now open for this weekend but are filling fast!

Bookings at [bit.ly/4oBMFXk](#)

And find out more about this small family-run orchard at [bit.ly/4qYcPeK](#)

[Payne's Orchards](#)



Visit Ballarat
Published by Sprout Social · 21 December 2025 · 🌐

Kryal Castle is getting in touch with its funny side this school holidays... See more



Moorabool

Kryal Castle was included in metro train advertising rolled out in November.

OishiMate included a swim and riverside picnic at Werribee Gorge in his regional reel series.

The region was represented in the special edition of *Australian Traveller* with The Woodlands and Kryal Castle featured.

Kryal Castle and Werribee Gorge continued to be featured in the Brilliantly Unexpected brand campaign's always-on programmatic ads.

Visit Ballarat's organic social media support included:

- Kryal Castle
- Garden of St Erth
- Payne's Orchards
- Ballan Farmers Market
- Bacchus Marsh Strawberry & Cherry Festival
- Lal Lal Market
- Open Gardens Victoria (Blackwood Ridge and Forest Edge)

Total in-kind value this quarter equates to approximately \$64,164

Visit Ballarat
Published by Sprout Social · 16 December 2025 · 🌐

Looking for inspo on what to do in the school holidays (which have crept up on us mighty fast)?... See more



Pyrenees

Wayward Winery's Forage and Feast event and the Pyrenees Cellar Door at The George Hotel were included in paid editorial in the summer edition of *Ballarat Living* magazine.

Sarah Brown's itinerary under the Visit Victoria Industry Partnership Program (VVIPP) included the Avoca Silo art, Blue Pyrenees Estate, Summerfield Winery and Mrs Baker's Still House. One of the three reels developed by OshiMate centred on Wayward Winery and Unyoked at Peerick.

Imagery of Richard's Campground and Mt Cole continued to be featured as part of the Brilliantly Unexpected campaign paid advertising. On the Visit Ballarat website, a number of Pyrenees venues also featured in a story promoting the free regional exhibitions of Ballarat International Foto Biennale.

Visit Ballarat's organic social media support included:

- Blue Pyrenees
- Cave Hill Creek
- Cyril Callister
- Dalwhinnie Wines
- Magnolia
- Mrs Baker's Still House
- Wayward Winery
- Grape Farm Winery
- Pyrenees Cellar Door at The George Hotel
- Sally's Paddock
- Sheltered Paddock
- Summerfield Winery
- Taltarni
- Albion Hotel Wine Bar
- Lake Goldsmith Steam Rally
- Avoca Cup
- Avoca Riverside Market
- Beaufort by Twilight
- Victorian Championship Mountain Bike Series
- Beaufort Town Market
- Talbot Farmers Market

Total in-kind value this quarter equates to approximately \$169,499



Got a question for the
Tourism Midwest Victoria team?

Reach out to
hello@tourismmidwestvic.com.au

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