



**Quarterly  
Report, Q1**  
Murrindindi Shire  
Council

2023/24 Quarterly TNE Report  
October 2023

We acknowledge the traditional owners of the land we reference today,  
and pay our respects to Elders past, present and future.


We honour their stories, songs, art and culture,  
and their aspirations for the future of their people and these lands.

We are committed to building stronger relationships  
and fostering mutual respect for cultural practices.


# Victoria's High Country

## Our location – North East VIC

 From Melbourne head north via the M31 Hume Fwy

 Train from Southern Cross Station to Benalla or Wangaratta or Wodonga

 Fly Sydney to Albury Airport

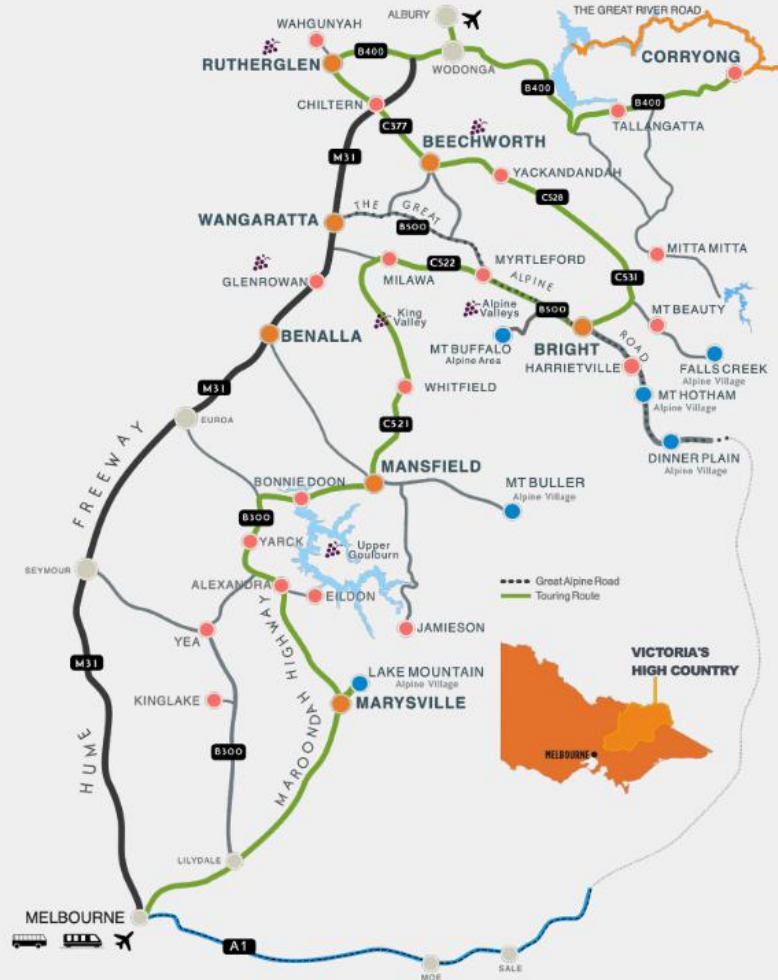
 Melbourne to Kinglake  
– 1 hour 30 mins

Melbourne to the King Valley  
– 3 hours 10 mins

Melbourne to Bright  
– 3 hours 40 mins

Melbourne to Corryong via the Great River Road  
– 4 hours 50 mins

Melbourne to Falls Creek Resort  
– 4 hours 40 mins



## GENERAL ACTIVITY Q1 SNAPSHOT

The September quarter 2023/24 has been full of activity but challenging from a visitation perspective.

The cost of living pressure continues to impact consumer behaviour and discretionary spending, resulting in softer than anticipated visitation across the region's valley towns.

The Alpine Resorts reported strong visitation over the winter season, however, battled challenging conditions with warm temperatures and wet weather which unfortunately contributed to ending the season early.

Positively, industry operators have been highly engaged over the winter months. Participating in workshops, research sessions and several media famils for both Victoria's High Country and Ride High Country.

Product development remains a priority across a number of strategic initiatives including but not limited to, development of the gravel network, the Murray to Mountains enhancements project, visitor servicing rollout and the TNE Distillery Experience Accelerator Program.



## Top-line Visitor Statistics for Victoria's High Country

The below visitation statistics are for the period July 2022 to June 2023.

|                           | Visitor Numbers<br>July 2022 -<br>June 2023 | Variation YoY | Visitor Numbers<br>April 2022 -<br>March 2023 | Variation<br>YoY | Visitor Spend<br>July 2022 - June<br>2023 | Variation YoY | Visitor Spend<br>April 2022 - March 2023 | Variation<br>YoY |
|---------------------------|---------------------------------------------|---------------|-----------------------------------------------|------------------|-------------------------------------------|---------------|------------------------------------------|------------------|
| <b>Total Visitation</b>   | 5,568,000                                   | +45.2%        | 5,490,000                                     | +55.6%           | \$2,319B                                  | +69.6%        | \$2.376B                                 | +106%            |
| <b>Domestic Day</b>       | 2,950,000                                   | +55.2%        | 2,844,000                                     | +64.6%           | \$462M                                    | +104.4%       | \$438M                                   | +98.4%           |
| <b>Domestic Overnight</b> | 2,618,000                                   | +35.3%        | 2,646,000                                     | +47.1%           | \$1.857B                                  | +62.6%        | \$1.938B                                 | +107%            |

Source: National Visitor Survey & Regional Expenditure Model, YE July 2023, Tourism Research Australia

# Murrindindi Shire | Q1

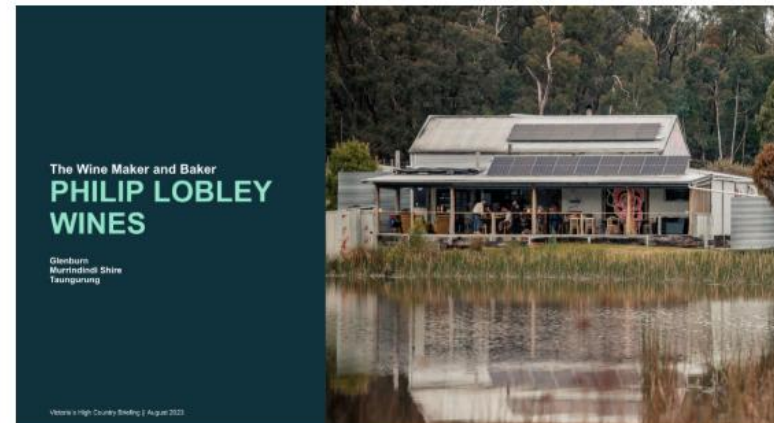
## Industry and Product Development

### MURRINDINDI HIGHLIGHTS

- Across the High Country, TNE delivered **402 sessions across 167 businesses** in Q1 via Zoom and F2F  
→ In Murrindindi specifically, **37 sessions were delivered to 15 businesses** in Q1
- Cycle Research presentation (online) by Quantum Market Research, 11 July - attended by 8 operators
- August Industry Forum (Visitor Servicing & Workforce Legislation) attended by 13 operators
- Optimise your ATDW listing attended by 3 operators (3 separate workshops)
- 11 x 1:1 Business mentoring sessions were held
- Presentation of new product/experiences in the High Country given to Tourism Australia & Visit Victoria staff (local and overseas) on 10 August. Included was Philip Lobley Wines - The Wine Maker and Baker experience.

### Accelerator Program #2 - Design Sprint for 'Nature for All' (Oct-Dec)

- Waters Edge Houseboats were successful in the EOI process, and will participate in this program in Q2



# Murrindindi Shire | Q1

## Victoria's High Country Marketing

**TOURISM  
NORTH  
EAST**

### 'MAKE IT MIDWEEK' SNOW CAMPAIGN

Running from June - September, the 'Make It Midweek' campaign drove snow holiday consideration and visitation to Victoria's alps and surrounding valley towns during midweek and off peak periods. This includes specific highlighting of Lake Mountain's snow offering and Marysville getaways. The campaign showcased traditional skiing and snowboarding as well as the holistic on-mountain offering, new to snow experiences, food and beverage, accommodation and surrounding towns and activities. Activity included cinema, radio, audio streaming, social media and CALD focused advertising.

### VICTORIA'S HIGH COUNTRY E-NEWSLETTER

The monthly e-Newsletter showcased our region's seasonal visitor experiences. Murrindindi highlights:

- July 'Winter Warmer Distillery Experiences' tile featuring Kinglake Distillery
- August "Discover unhurried adventures in Victoria's High Country these school holidays" tile featuring Steavenson Falls

### VISIT VICTORIA FEATURES

- 11 July e-Newsletter: Yea Peppercorn Hotel, The Corner Hotel Alexandra, Flowerdale Estate, Cathedral Range Northern Circuit, Steavenson Falls, Lake Mountain & Wirrawilla Rainforest Walk
- 25 July e-Newsletter: Bruno's Art & Sculpture Garden
- 8 August e-Newsletter dedicated to snow feat. Lake Mountain
- 5 September Newsletter: Cooks Mill to Neds Peak, Cathedral Range State Park, BIG4 Breeze Holiday Parks - Eildon, Tathra Farmstays & Summerlands Private Hotel
- VV BVOD/Catch Up TV, YouTube feat. High Country 60" Maker Films
- Paid Socials promoting Regional Deals, Wallet-Friendly Travel Ideas, Winter in Victoria & What's On In Regional Victoria



Make It Midweek Lake Mountain Facebook Traffic Ad



**Tathra Farmstays**  
Farm stays · Flowerdale  
\$230 - \$280

Visit Victorian e-Newsletter



'Make It Midweek' Campaign



**Summerlands Private Hotel**  
Bed & breakfasts · Alexandra  
\$180 - \$250

Visit Victorian e-Newsletter

# Murrindindi Shire | Q1

## Ride High Country Marketing

### SBS SPORTS - 7 PEAKS CHALLENGE

During SBS's Tour de France, Tour de France Femmes and Vuelta d'Espana event coverage, RHC targeted road specific audiences with 7 Peaks display advertising (including Lake Mountain) on SBS's Sports page to their Victorian, Canberra and Sydney audiences from 1 July - 19 September.

### RIDE HIGH COUNTRY SOCIAL CHANNELS | [CLICK HERE](#) & [CLICK HERE](#)

RHC social channels continued to produce strong results with always on paid advertising and organic posts across all four cycling disciplines. Q1 Reach 376,934 and 3.9% engagement rate.

- 7 Peaks (204 Insta likes/3 comments & 84 FB likes/9 comments/2 shares)
- 7 Peaks (206 Insta likes/4 comments & 138 FB likes/24 comments)
- Eildon MTB Park (115 Insta likes/2 comments & 50 FB likes/3 comments/2 shares)
- Alexandra road & gravel (130 Insta likes/1 comment & 30 FB likes/1 comment/1 share)

### RIDE HIGH COUNTRY CHANNEL ACTIVATIONS

- Rule 47 High Country Brewery Trail collaboration & passion for cycling [News blog piece](#)
- September e-Newsletter Rule 47 & New Victoria's High Country App hero tile
- Sponsorship of & RHC promotion through high profile events GRAVELISTA High Country, Tour of Bright, Drag'd Out Beechworth & Ignition Mountain Bike Festival

### CYCLING & GENERAL MEDIA

- Media release, socials and promotion for the 10 year anniversary of Rule 47, the High Country Brewery Trail collaboration beer as well as its connection to cycling in the region
- Flow e-Newsletter Sponsorship (24 Aug) featuring Eildon MTB Park banner ad
- Bicycling Australia leaderboard (1-30 Sep) Kinglake gravel website ad
- Cyclist print Issue #63 (8 Jun - 2 Aug) Kinglake gravel cycling double page ad
- Australian Geographic Adventure digital [article](#) (3 Jul) featuring 7 Peaks Challenge & the Great Victorian Rail Trail

### GREAT VICTORIAN RAIL TRAIL CAMPAIGN

Planning began on the spring and summer Rediscover the GVRT collaborative campaign. This included completion of campaign photography and videography family talent content capture in Mansfield & Bonnie Doon & horse riding talent in Merton.

**TOURISM  
NORTH  
EAST**



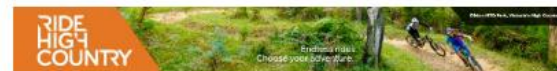
Australian Geographic Adventure Article



Ride High Country Social Post



Bicycling Australia e-Newsletter banner ad



Flow e-Newsletter banner ad



Great Victorian Rail Trail Content Capture Shoot



# Murrindindi Shire | Q1

## Victoria's High Country & Ride High Country Public Relations

### PR FOCUS

Victoria's High Country and Ride High Country continued to target PR within the lifestyle leader market. During Q1, we furthered relationships and pitched future articles with mainstream media and selected titles such as:

- Galah Magazine
- Country Style
- Delicious Magazine

### COVERAGE

For Q1 we received excellent coverage in the 'What's On for Spring' section of The Herald Sun - 13 September, featuring: Art on the Great Victorian Rail Trail and Marysville Art Show.

### SUMMER CAMPAIGN

The summer campaign is well underway and will be launched in the next quarter. This campaign will be an integrated across, social, earned media and amplified by industry and our operators via a supplied 'tool kit'.



## Regions blooming with art and culture

**SUE WALLACE**  
This month is a collaborative between Melbourne and North East Arts Alliance and local performance artists. Live Art Festival, celebrating local talent.

An event will bring a live performance to the King Valley. The event will feature a live performance by the King Valley Arts Alliance. The event will be held at the King Valley Arts Alliance. The event will be held at the King Valley Arts Alliance.

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# Murrindindi Shire | Q1 Social

During Q1, Victoria's High Country (VHC) social channels achieved another quarter of very high reach and engagement above all other tourism regions in Victoria, capitalising on content that showcases our unique Winter and Spring experiences. Q1 also saw the continuing of content and ads for the "Make It Midweek" collaborative campaign of Victoria's Alpine Resorts.

We continued to pursue collaborative content with Visit Victoria, Tourism Australia and Content Creators/Influencers to amplify our organic reach.

This resulted in the following collaborative Reels:

- *Midweek getaway to Falls Creek with Visit Victoria* - 198k views
- *Canola Flights in Benalla with Visit Victoria* - 162k views
- *Yea Nature Walk & Rubicon Historic Area with Elise McLean*: 70k views
- *Mansfield Glamping with Ritika Modi* - 8.6K views

Overall growth rates slowed considerably, which is standard for Q1 and common across all competitor RTB regions.

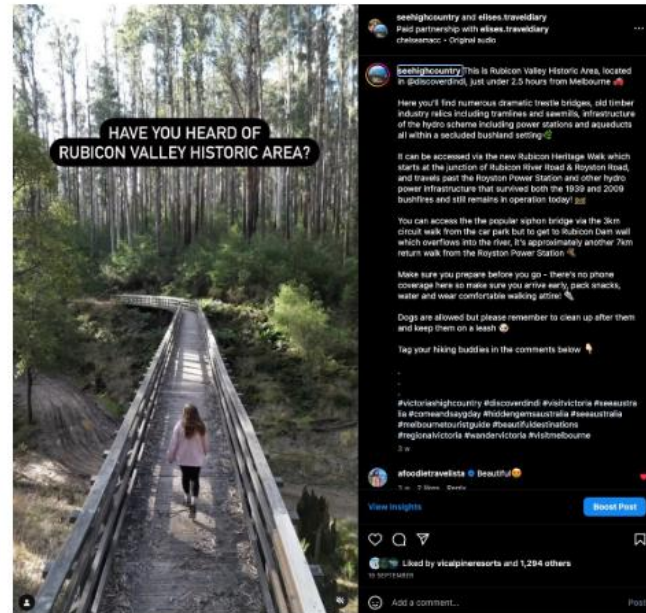
| Victoria's High Country | Q1 Reach  | Q1 Engagement Rate | Q1 Growth | Vic RTB Average Growth |
|-------------------------|-----------|--------------------|-----------|------------------------|
| Facebook                | 3,142,628 | 5.9%               | 2.1%      | 0.6%                   |
| Instagram               | 959,703   | 4.4%               | 1%        | 1.2%                   |



Featured this quarter:

- Tubing at Lake Mountain
- Yea Wetlands Walk
- Wallet friendly experiences in Marysville
- Rubicon Heritage Area

Top performing post featuring Murrindindi related content:



**Activity Schedule**  
**Victoria's High Country**  
2023/24 Financial Year

# Activity Schedule

## Victoria's High Country

The value of the Local Government contribution to regional tourism is that it enables the Local Government Area to buy into activities of scale that encompass projects of regional significance, enables marketing reach that is only obtainable through collaborative spend and offers a unified voice to government on issues and opportunities impacting the region.

The below table and following pages provides a snapshot of the regional projects Tourism North East is undertaking in the 2023/24 FY and the participating organisations.

The progress of each project will be reported on against a traffic light system.

| 2023/24 FY Tourism North East Activity Schedule                                                                                                                                                                                                                                                                                                                                                          |        |                   |                 |                    |                          |              |              |              |                            |               |                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------------------|-----------------|--------------------|--------------------------|--------------|--------------|--------------|----------------------------|---------------|-----------------|
|                                                                                                                                                                                                                                                                                                                                                                                                          | Status | Murrindindi Shire | Mansfield Shire | Benalla Rural City | Rural City of Wangaratta | Indigo Shire | Alpine Shire | Towong Shire | Mt Buller/ Mt Stirling RMB | Mt Hotham RMB | Falls Creek RMB |
| Industry & Product Development                                                                                                                                                                                                                                                                                                                                                                           |        | ✓                 | ✓               | ✓                  | ✓                        | ✓            | ✓            | ✓            | ✓                          | ✓             | ✓               |
| <p>Tourism North East assumes a leadership role in training industry, keeping tourism businesses abreast of current trends and working with operators to improve, enhance and diversify their businesses in an effective and sustainable manner.</p> <p>Further to the general program of work, TNE's Industry Development team is on-hand to assist industry operators as needed. i.e grant writing</p> |        |                   |                 |                    |                          |              |              |              |                            |               |                 |
| Visitor Servicing Asset Development                                                                                                                                                                                                                                                                                                                                                                      |        | ✓                 | ✓               | ✓                  | ✓                        | ✓            | ✓            | ✓            | ✓                          | ✓             | ✓               |
| <p>Assistance with content creation, optimisation of ATDW listings, images, digital asset and web management.</p>                                                                                                                                                                                                                                                                                        |        |                   |                 |                    |                          |              |              |              |                            |               |                 |

# Activity Schedule

## Victoria's High Country

### 2023/24 FY Tourism North East Activity Schedule

|                                                                                                                                                                                                                                                                                                               | Status    | Murrindindi Shire | Mansfield Shire | Benalla Rural City | Rural City of Wangaratta | Indigo Shire | Alpine Shire | Towong Shire | Mt Buller/ Mt Stirling RMB | Mt Hotham RMB | Falls Creek RMB |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------------|-----------------|--------------------|--------------------------|--------------|--------------|--------------|----------------------------|---------------|-----------------|
| Ride High Country Marketing                                                                                                                                                                                                                                                                                   |           | ✓                 | ✓               | -                  | ✓                        | ✓            | -            | ✓            | ✓                          | ✓             | ✓               |
| <p>The development and execution of the Ride High Country Marketing campaign.<br/>The marketing activity for Ride High Country has been extended until 2024 due to the interruptions in travel due to the 2020 bushfires and COVID-19 pandemic.</p>                                                           |           |                   |                 |                    |                          |              |              |              |                            |               |                 |
| VHC Group Marketing                                                                                                                                                                                                                                                                                           |           | ✓                 | ✓               | ✓                  | ✓                        | ✓            | ✓            | ✓            | ✓                          | ✓             | ✓               |
| <p>Group marketing refers to the collective marketing efforts that span the food &amp; drink, arts &amp; culture and nature based pillars.<br/>Executed leveraging the Victoria's High Country masterbrand, campaign activity will be focused on seasonal content across owned, earned and paid channels.</p> |           |                   |                 |                    |                          |              |              |              |                            |               |                 |
| Snow Marketing                                                                                                                                                                                                                                                                                                | Completed | -                 | -               | -                  | -                        | -            | ✓            | -            | ✓                          | ✓             | ✓               |
| <p>A collaborative winter / snow campaign aimed at driving visitation to the Victorian Alps over winter.<br/>A full post-implementation report will be distributed to all relevant stakeholders.</p>                                                                                                          |           |                   |                 |                    |                          |              |              |              |                            |               |                 |

# Activity Schedule

## Victoria's High Country

### 2023/24 FY Tourism North East Activity Schedule

|                                                                                                                                                                                                                 | Status | Murrindindi Shire | Mansfield Shire | Benalla Rural City | Rural City of Wangaratta | Indigo Shire | Alpine Shire | Towong Shire | Mt Buller/ Mt Stirling RMB | Mt Hotham RMB | Falls Creek RMB |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------------------|-----------------|--------------------|--------------------------|--------------|--------------|--------------|----------------------------|---------------|-----------------|
| Regional Digital Platform (RDP)                                                                                                                                                                                 |        | ✓                 | ✓               | ✓                  | -                        | ✓            | ✓            | ✓            | -                          | -             | ✓               |
| The hosting and general maintenance of destination websites underpinned by the Regional Digital Platform, however the destination websites themselves are owned and managed by Council unless otherwise agreed. |        |                   |                 |                    |                          |              |              |              |                            |               |                 |
| *Proactive enhancements to improve the optimisation of the site and SEO performance.                                                                                                                            |        |                   |                 |                    |                          |              |              |              |                            |               |                 |
| Website Content Management                                                                                                                                                                                      |        | -                 | ✓               | -                  | -                        | -            | -            | -            | -                          | -             | -               |
| The development, execution and management of web content for the purposes of website management.                                                                                                                |        |                   |                 |                    |                          |              |              |              |                            |               |                 |
| Social Content Management                                                                                                                                                                                       |        | -                 | ✓               | -                  | -                        | -            | -            | -            | -                          | -             | -               |
| The development, execution and management of social content to optimize a designated channel.                                                                                                                   |        |                   |                 |                    |                          |              |              |              |                            |               |                 |

# Activity Schedule

## Victoria's High Country

### 2023/24 FY Tourism North East Activity Schedule

|                                                                                                                                                                                                                                                                  | Status | Murrindindi Shire | Mansfield Shire | Benalla Rural City | Rural City of Wangaratta | Indigo Shire | Alpine Shire | Towong Shire | Mt Buller/ Mt Stirling RMB | Mt Hotham RMB | Falls Creek RMB |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------------------|-----------------|--------------------|--------------------------|--------------|--------------|--------------|----------------------------|---------------|-----------------|
| Onsite Social Support / takeovers and events                                                                                                                                                                                                                     |        | ✓                 | ✓               | ✓                  | ✓                        | ✓            | ✓            | ✓            | ✓                          | ✓             | ✓               |
| The provision of social media support and social asset development. The program includes an always-on social program, highlighting destination specific experiences and real-time event support.                                                                 |        |                   |                 |                    |                          |              |              |              |                            |               |                 |
| Regional Waterway Activation Strategy Development                                                                                                                                                                                                                |        | -                 | -               | ✓                  | ✓                        | ✓            | ✓            | ✓            | -                          | -             | -               |
| The development of a regional waterway activation strategy that will guide the regional development of water based precincts to support the nature based offering of the High Country.<br>NOTE: TNE will actively pursue additional co-funding for this project. |        |                   |                 |                    |                          |              |              |              |                            |               |                 |
| PR / Famils                                                                                                                                                                                                                                                      |        | ✓                 | ✓               | ✓                  | ✓                        | ✓            | ✓            | ✓            | ✓                          | ✓             | ✓               |
| Proactive PR support to generate destination specific earned media coverage.                                                                                                                                                                                     |        |                   |                 |                    |                          |              |              |              |                            |               |                 |

# Activity Schedule

## Victoria's High Country

### 2023/24 FY Tourism North East Activity Schedule

|                                                                                                                                                                                                                                                                                                                           | Status | Murrindindi Shire | Mansfield Shire | Benalla Rural City | Rural City of Wangaratta | Indigo Shire | Alpine Shire | Towong Shire | Mt Buller/ Mt Stirling RMB | Mt Hotham RMB | Falls Creek RMB |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------------------|-----------------|--------------------|--------------------------|--------------|--------------|--------------|----------------------------|---------------|-----------------|
| Creative Industries Strategy                                                                                                                                                                                                                                                                                              |        | ✓                 | -               | ✓                  | ✓                        | ✓            | ✓            | ✓            | -                          | ✓             | ✓               |
| <p>The development of a regional creative industries strategy in collaboration with Regional Arts Victoria that will guide the development of creative product and experiences across the High Country. NOTE: TNE will actively pursue additional co-funding for this project.</p>                                        |        |                   |                 |                    |                          |              |              |              |                            |               |                 |
| Digital Upskilling Program                                                                                                                                                                                                                                                                                                |        | ✓                 | -               | ✓                  | ✓                        | ✓            | ✓            | ✓            | -                          | -             | -               |
| <p>The digital skills program provides industry partners with personalised training supported by sustained digital assistance, which will ensure that they have the skills required to optimise online opportunities for both their business and the broader region.</p>                                                  |        |                   |                 |                    |                          |              |              |              |                            |               |                 |
| Ride High Country Preferred Accelerator Program                                                                                                                                                                                                                                                                           |        | ✓                 | -               | -                  | ✓                        | ✓            | ✓            | ✓            | ✓                          | ✓             | ✓               |
| <p>The RHCP-AP is an evolution of the Ride High Country Preferred Program. Providing businesses with the opportunity to participate in a structured program as well as receive a capped direct investment to support them further evolve their product offering to appeal to current and new cycling visitor markets.</p> |        |                   |                 |                    |                          |              |              |              |                            |               |                 |



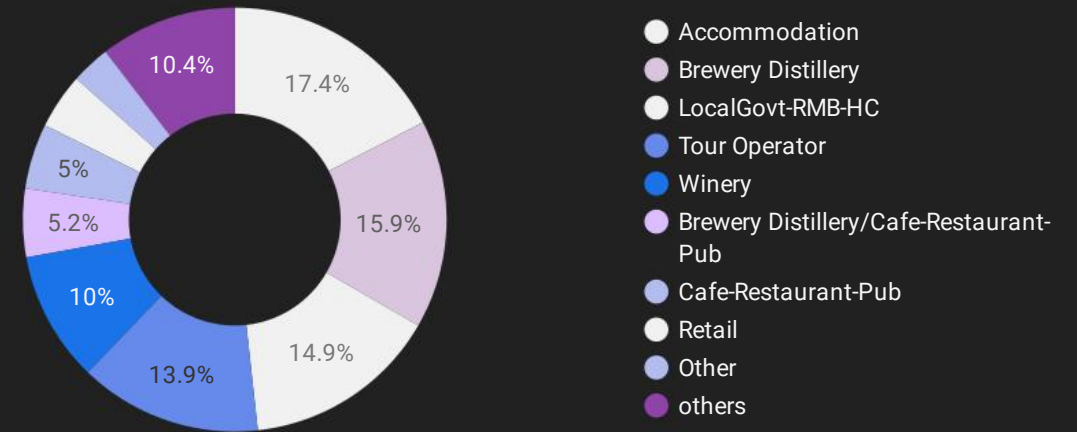
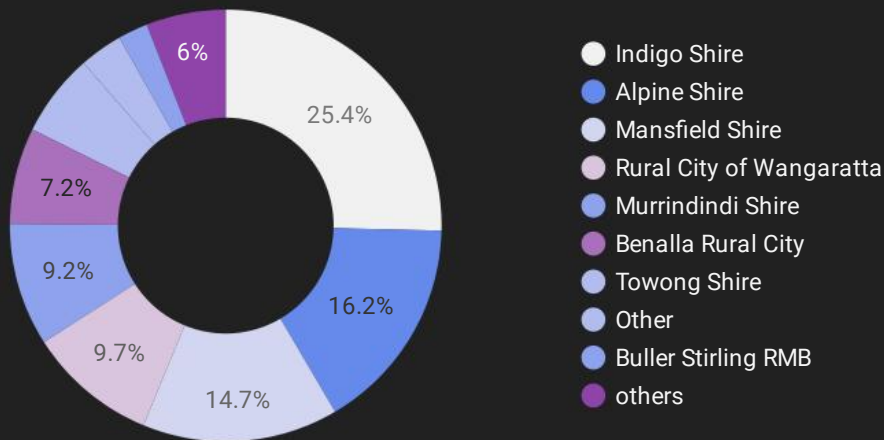
## **Industry Development**

Q1 Dashboard - Victoria's High Country

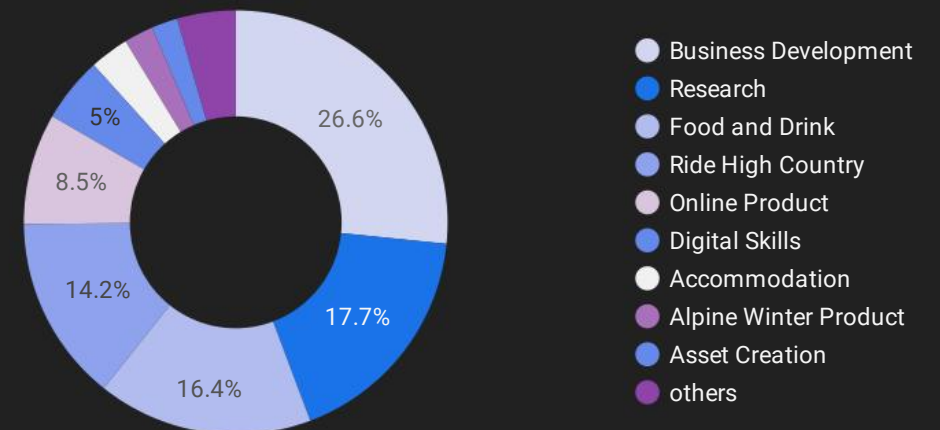
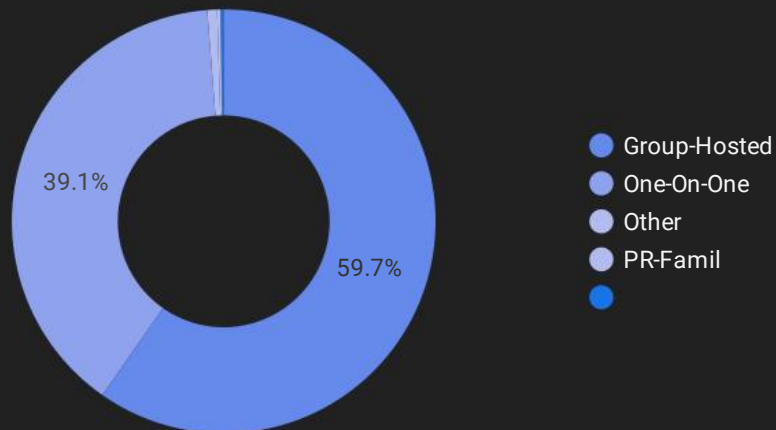
Total Sessions  
**402**

Businesses Engaged  
**167**

Services delivered by business location and sector



Services delivered by engagement type and category



Note: Sessions are included based on the transaction 'Date completed' field, transaction records without a valid completed date are excluded.

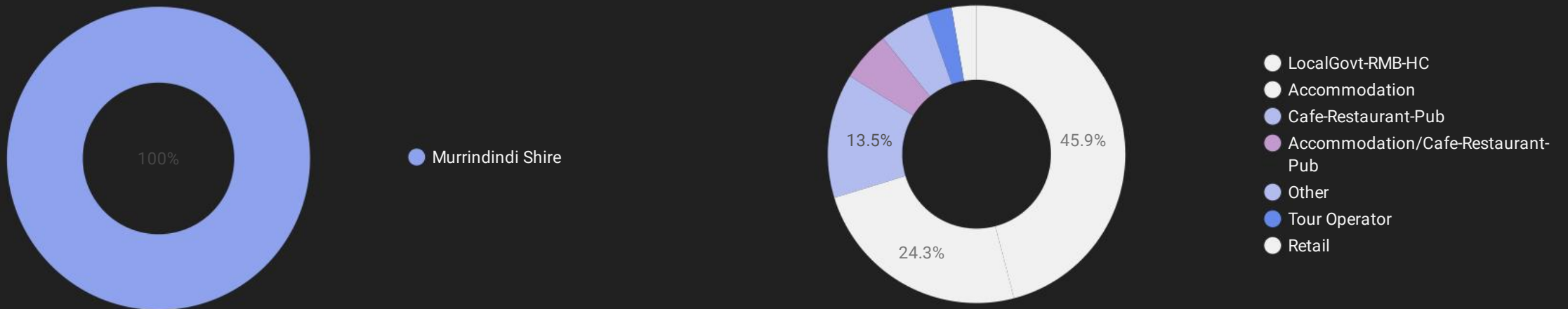
## **Industry Development**

Q1 Dashboard - Murrindindi Shire Council

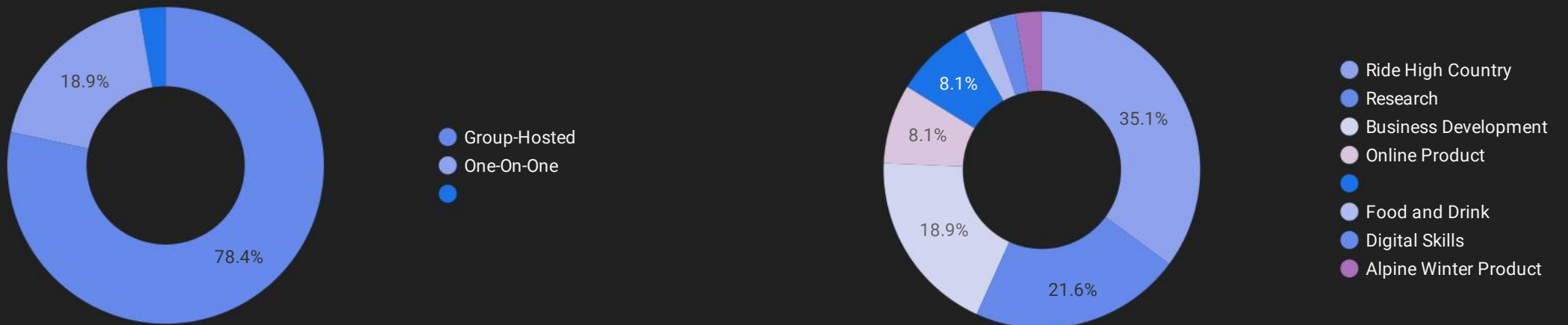
Total Sessions  
**37**

Businesses Engaged  
**15**

Services delivered by business location and sector



Services delivered by engagement type and category



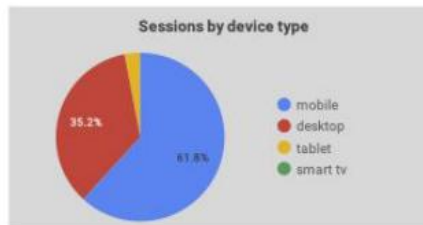
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**Digital Performance**  
Q1 Dashboards

# Ride High Country

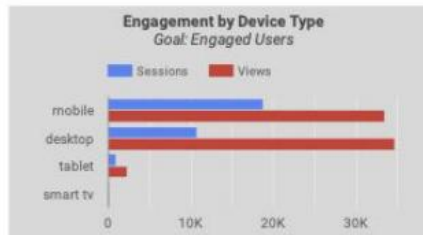
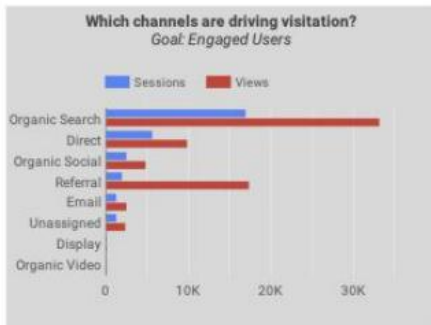
## WEBSITE DASHBOARD

Jul 1, 2023 - Sep 30, 2023



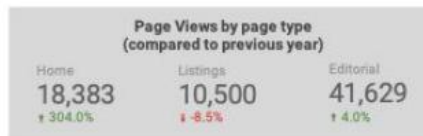
### Top 10 pages

| Page title                                             | Views |
|--------------------------------------------------------|-------|
| 1. Murray to Mountains Rail Trail   Family   Cycl...   | 6,755 |
| 2. Indigo EPIC Trail - Ride High Country               | 5,042 |
| 3. Rail Trails   Victoria's High Country   Murray L... | 3,003 |
| 4. Mountain Bike   Victoria's High Country   MT...     | 2,718 |
| 5. Gravel Rides   Victoria's High Country   CX   ...   | 2,542 |
| 6. High Country Rail Trail   Family   Cycling   Co...  | 2,282 |
| 7. 7 Peaks   Ride High Country   Road Cycling   ...    | 2,210 |
| 8. Murray to Mountains   Rail Trail   Wangaratt...     | 1,580 |
| 9. Great Victorian Rail Trail   Family   Cycling   ... | 1,389 |
| 10. Road Riding   Victoria's High Country   Hill CL... | 980   |



### Top 10 listings

| Page path                                            | Views... |
|------------------------------------------------------|----------|
| 1. /listing/beechnorth-to-everton-station-16km-...   | 640      |
| 2. /listing/lake-hume-loop/                          | 397      |
| 3. /listing/gravelista-high-country-beechworth/      | 340      |
| 4. /listing/the-dederang-loop/                       | 322      |
| 5. /listing/mt-battery-coombesberg-and-long-la...    | 241      |
| 6. /listing/bright-to-porepunkah-6km-murray-to-...   | 236      |
| 7. /listing/percorso-di-cruffin-gravel-ride-meado... | 202      |
| 8. /listing/beechnorth-gaol-break-ride/              | 198      |
| 9. /listing/the-myrtleford-monster/                  | 188      |
| 10. /listing/myrtleford-to-porepunkah-24km-murr...   | 184      |



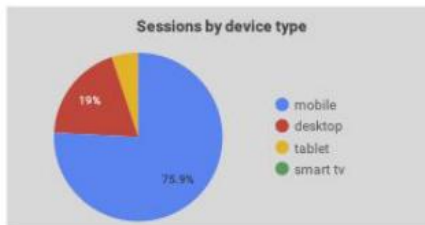
# Victoria's High Country

## WEBSITE DASHBOARD

Jul 1, 2023 - Sep 30, 2023

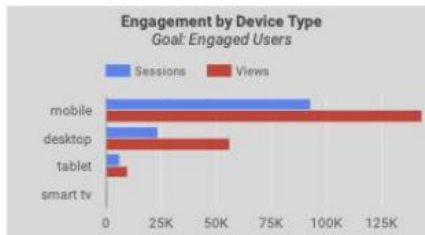
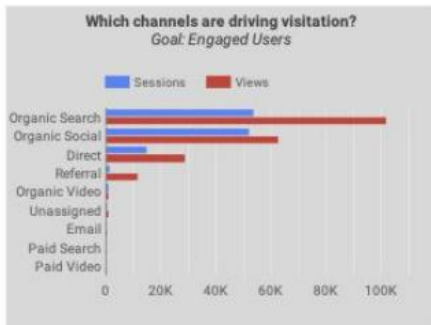
**TOURISM  
NORTH  
EAST**

TOURISM  
NORTH  
EAST



### Top 10 pages

| Page title                                         | Views  |
|----------------------------------------------------|--------|
| 1. Make it Mid Week - Snow Victoria                | 56,234 |
| 2. High Country Explorer -                         | 32,335 |
| 3. Towns and Villages of Victoria's High Country   | 4,056  |
| 4. Walking & Hiking - Great Outdoors               | 1,331  |
| 5. Snow - Snow                                     | 1,097  |
| 6. Great Outdoors - Great Outdoors                 | 1,076  |
| 7. Food and Drink - Food & Beverage                | 1,064  |
| 8. Towns Culture and Lifestyle - Towns Culture ... | 935    |
| 9. Top 10 waterfalls - Great Outdoors              | 861    |
| 10. Farmers Markets - Food & Beverage              | 694    |



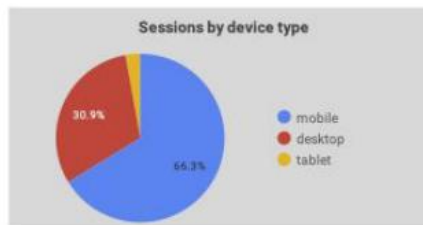
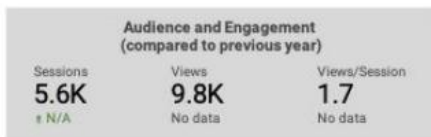
### Top 10 listings

| Page path                                              | Views... |
|--------------------------------------------------------|----------|
| 1. /listing/paradise-falls/                            | 1,624    |
| 2. /listing/edi-cutting-reserve/                       | 1,063    |
| 3. /listing/bright-to-harrietville-great-valley-trail/ | 816      |
| 4. /listing/alpine-nature-experience-hotham-hei...     | 722      |
| 5. /listing/gold-panning-2/                            | 713      |
| 6. /listing/the-eldorado-dredge/                       | 530      |
| 7. /listing/camping-in-the-high-country/               | 516      |
| 8. /listing/kinglake-forest-adventures-camp-kin...     | 497      |
| 9. /listing/australian-alpine-epic-mountain-bike...    | 494      |
| 10. /listing/yea-railway-market-yea/                   | 491      |



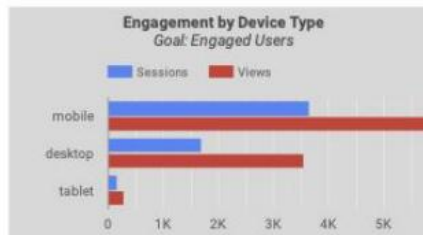
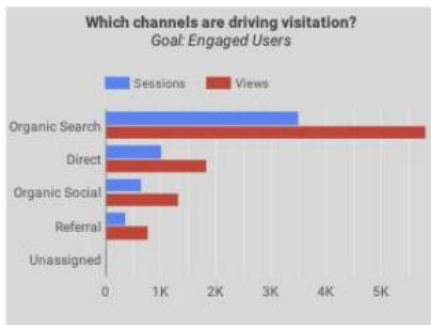
## WEBSITE DASHBOARD

Jul 1, 2023 - Sep 30, 2023



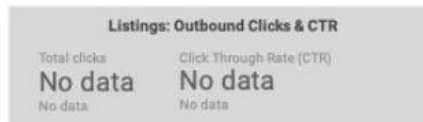
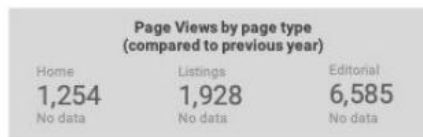
### Top 10 pages

| Page title                                     | Views |
|------------------------------------------------|-------|
| 1. Walk Dindi - DiscoverDindi                  | 396   |
| 2. Yea & Surrounds - DiscoverDindi             | 395   |
| 3. Dindi Dogs - DiscoverDindi                  | 367   |
| 4. Rubicon Aqueducts - DiscoverDindi           | 340   |
| 5. Dindi Events - DiscoverDindi                | 317   |
| 6. Discover Lake Elldon - DiscoverDindi        | 235   |
| 7. DESTINATIONS - DiscoverDindi                | 226   |
| 8. EXPLORE - DiscoverDindi                     | 204   |
| 9. Strath Creek Falls - DiscoverDindi          | 185   |
| 10. Murrindindi Scenic Reserve - DiscoverDindi | 177   |



### Top 10 listings

| Page path                                         | Views... |
|---------------------------------------------------|----------|
| 1. /listing/wirrawilla-rainforest-walk-toolangi/  | 71       |
| 2. /listing/yea-wetlands-walk-yea/                | 68       |
| 3. /listing/myrtle-gully-circuit-toolangi/        | 60       |
| 4. /listing/toolangi-sculpture-trail-toolangi/    | 58       |
| 5. /listing/tanglefoot-loop-toolangi/             | 57       |
| 6. /listing/murchison-gap-lookout-strath-creek/   | 53       |
| 7. /listing/keppel-falls-walk-marysville/         | 45       |
| 8. /listing/yea-river-walk-toolangi/              | 39       |
| 9. /listing/flowerdale-community-market-flower... | 36       |
| 10. /listing/wilhelmina-falls-murrindindi/        | 36       |







YEA WETLANDS  
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**TOURISM  
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