

AW ALBURY WODONGA

Tourism Toolkit



HUNCHBACK MOUNTAIN
BIKE PARK



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Introduction to Albury Wodonga

Welcome to the Visit Albury Wodonga Tourism Toolkit

The Tourism Toolkit is here to help you make the most of the visitor economy in Albury Wodonga. You'll find ways to get involved in events and campaigns that help you grow your audience, your business, and your community.

It's about sharing stories that define our special place on the map.
About growing your audience and your impact.
About celebrating what we love about the region.
About creating a community that helps us all grow.

Get to know our destination

Albury Wodonga is a place where unfiltered, uncomplicated connections happen naturally.

For thousands of years, people have gathered, shared, and celebrated at this special place in the foothills of the Alps and on the banks of the mighty Murray River. Albury Wodonga is a much more than a place to visit: it's a place to stay for a while and live a little Albury Wodonga life with us.

At Visit Albury Wodonga, we're inspired by the energy this place holds, the people who call it home, and the businesses building their success here.

Our goal is to engage with communities and businesses, so that they can grow and thrive as a part of our visitor economy.

At Visit Albury Wodonga, we will collaborate with you to:

- Showcase what makes our region so special
- Build campaigns that bring tourism into our region
- Share knowledge, research, and resources.

Albury Wodonga The Brand

Who We Are

We are Welcoming and Easygoing

Visit Albury Wodonga is a partnership between AlburyCity and Wodonga Council. We work together to promote our cities as one destination to grow and support a thriving visitor economy under the Albury Wodonga brand.

We are a generous, open community of people and businesses, ready to share our region with visitors from near and far.

We are Surprising and Soulful

There's more depth and diversity to our cities and to our people than meets the eye. There's more to explore, and there's always more to learn.

We are Spirited and Creative

We bring new ideas to life with local flair. We're imaginative and connected all at once: connected to our land, to our cultures, and to our histories.

Tourism's Impressive Impact

Our shared efforts and community truly shape and enrich the place we call home. In fact, tourism consistently delivers an economic impact of over \$1 billion each year.

This elevates our destination on the national stage by:

- Boosting revenue for local businesses
- Creating new, local jobs
- Building regional wealth and knowledge.

Our Visual Identity

Our visual identity captures the breadth and power of the landscapes in Albury Wodonga. Our colour palette reflects our deep connection to the land through thoughtfully selected tones.

Storm Blue and Cloud Grey represent the endless skies above our twin cities, It is broken up into sky, land, and water colours that reflect the environment around us.

From the glow of the summer sun over the alps, to the gentle light of April's falling foliage, Autumn Orange, Golden Earth, and Sunrise Yellow serve as a reminder of our connection to the land and its seasonal beauty.

We reflect on the power, pace and connection of the Murray River with Deep Blue, Shallow Blue and Rapid Green.

Our logo, too, gives a gentle nod to the body of water that both divides and separates us: the inline between the "A" and the "W" references the way our two cities exist as one.

Storm Blue	Cloud Grey	White
Autumn Orange	Golden Earth	Sunrise Yellow
Deep Blue	Shallow Blue	Rapid Green



What we've been up to: Some of our latest campaigns

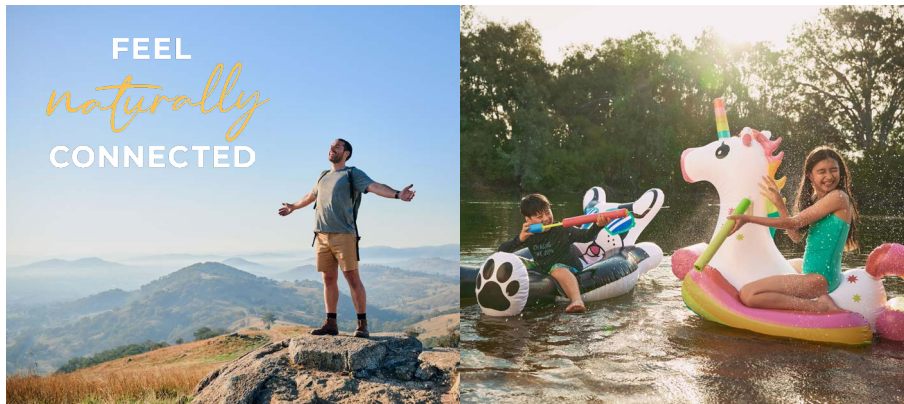
Our Campaign: Feel Naturally Connected

How we brought a taste of Albury Wodonga to over 1 million people

THE IDEA: There's more to tourism than "things to see and do". Our campaign celebrated the emotional connection visitors form with Albury Wodonga, crafting a campaign based around things that could be felt – not just seen or visited.

WE CREATED: Stunning photography and video assets shared across social media and our website, and Nine Now Streaming services. We showcased the truly impressive range of experiences on offer, from our creative energy to our culinary credentials, mountain biking, the Mighty Murray, and much more.

THE RESULTS: Over 1 million people saw the campaign. As a direct result, 130,000 people came to our website to learn more about the experiences we offer and the place we share.



Our Campaign: Albury Wodonga – Always in Season

How we make 4 million connections with prospective visitors every year

THE IDEA: Other destinations have an off season, but not us! Albury Wodonga has something special to offer all year round.

WE CREATED: Using this strength to our advantage, we created a series of campaigns to run for all 12 months of the year, revelling in what makes each seasonal change so special.

From tram takeovers to show off our autumnal glory, to social media reels that celebrate the best of summer on the Murray, we continuously build on what makes us unique and amplify it to visitors across Australia.

THE RESULTS: Our campaign captured the attention of over 1.8 million people, with 4 million engagements made. That's an entire major city worth of clicks and comments!



Opportunities to get involved

Our strength comes from collaboration: here's how you can connect with us and other industry partners. For more ideas and opportunities, take a look at our online [Industry Hub](#) – it's your online space to network, learn, and grow with us.

1. Make the most of our Tourism Partner Program

Our Tourism Partner Program is here to support you and to connect you with other local businesses.

You'll have the opportunity to benefit from our nation-wide reach from our marketing campaigns and activity featured across all our communication channels.

This includes a social media audience of over 28,000, an email database of over 5,000 engaged readers, and a full suite of networking opportunities with likeminded business owners.

2. Join the Australian Tourism Data Warehouse

Join in the conversation and join the Australian Tourism Data Warehouse (ATDW).

Once you're a part of the ATDW, your business or event will be shared with various online distributors across a whole host of platforms online, including major networks like Visit Victoria, Visit NSW, Australia.com, Visit The Murray and, of course, Visit Albury Wodonga.

3. Get Social

We're so proud of the community we've built online and we want to share it with you!

We share daily content with our almost 30,000 followers across our social platforms, this includes stories you tag us in, updates on your deals and specials, What's on weekend guides and plenty more. Share, like, comment, tag and get involved! Take a look at the information on page 11, and find out how we can work together to amplify your social media reach. No matter your existing online audience, we're here to give you a boost!

4. Engage with the Visit Albury Wodonga Team

Our team are always on hand to help with your questions! Got ideas, or want more information on new opportunities? Send us an email at info@visitalburywodonga.com, or call us on 1300 252 879.





Social Media Best Practice

1. Tag Us at @visitalburywodonga

We've worked hard to grow an engaged audience of travellers and tourists from around Australia and beyond. Tagging us at @visitalburywodonga on Instagram and Facebook means we can easily find and re-share your content with the people who want to see it.

Tag us in your posts, reels, and stories: we're always keen to see what you're up to!

2. Use the Official Regional Hashtags

Join in the conversation and help prospective travellers find you. Research product specific hashtags and add a mix of regional tourism hashtags across all your social posts and platforms. This way you will reach a wider audience and be easier to find for those researching trips online.

#VisitAlburyWodonga, #VisitAW, #VisitTheMurray, #FeelNSW, #VisitVictoria.

3. Engage with Seasonal Events

Share content on your channels that aligns with important moments in the Albury Wodonga calendar.

Whether it's a major sports or cultural event, be part of promoting what's on and show off how your business can fit into the experience. Should visitors stop off at your cafe on their way to the game? Stay at your accommodation nearby? Aligning yourself with these shared moments can help visitors get excited about their itinerary and build one that includes you! Keep up to date with major events via the calendar on our online [Industry Hub](#).

4. Support your community

Albury Wodonga is a place that's built on connection, so it only makes sense that businesses thrive best when they engage with each other. A simple comment, like or even an emoji on a fellow local business' post can bring us closer together, and help visitors discover place after place. Get involved online and share in each other's audiences: we all benefit when we support each other.



Tips and tricks for your social channels

1. Repurpose content:

Reshare @visitalburywodonga content with your own caption to elevate the story. Or visit our online image library via the Industry hub to access our database of local images ([Murray Content Library](#)).

You don't need an endless supply of content; you just need to get creative. Have recurring special updates with a hero cover you can use on repeat. Change up the overlay text or filter on pictures that perform well.

2. Schedule and batch your content:

We like to think of it as meal prep for your social media – it's easier to shoot and schedule regular content when you don't have to think about it every single day. Add to a bank of content and set it up to post at regular intervals: you can schedule content from within most social media platforms. Showing up regularly will help you keep the conversation going, and ensure you're always top-of-feed for potential visitors to our region.

3. Capture your unique side:

What's your biggest strength? What would you tell a first-time visitor to try if they came to your business? Create content around this, whether it be a signature experience at your day spa, or a specialist dish that locals come back for every time.

4. Answer your FAQs:

Do you hear your customers come in with the same enquiries all the time? Create content that answers Frequently Asked Questions, and give audiences a clear idea of what to expect. Maybe it's sharing what gluten-free options you have on offer with some mouth-watering pictures of your dishes, or letting your social media followers know that your accommodation is pet-friendly with a picture of a cute furry companion relaxing in one of your rooms.

5. Be a local guide:

Share your wisdom of the area. As a local, you can engage and uplift others. Act like an ambassador for Albury Wodonga, because that's exactly who you are. Tell people where they can find your favourite outdoor art, your favourite hot chocolate, your top three rainy-day activities, your favourite spot for fishing with the kids: it's all a part of building the love for our region.



Upcoming: Brand Ambassador Campaign

This September, we're launching an exciting new Brand Ambassador campaign.

We're teaming up with a high-profile local who is deeply passionate about Albury Wodonga to showcase our region as the ultimate getaway.

Running through November to promote summer travel to the region, this project is the result of 12 months of dedicated planning and delivers on a key milestone in our Destination Management Plan.



Contact Us

Interested in collaborating
with Visit Albury Wodonga?

Get in touch using the details below:

1300 252 879
info@visitalburywodonga.com