

# 2024-2025 ANNUAL REPORT

DESTINATION  
**PHILLIP  
ISLAND**



## Acknowledgement of Country

We acknowledge the traditional custodians of the land on which we work, live and welcome visitors to explore, the Bunurong people. We pay our respects to their elders past and present recognising their connection to the land, the unique wildlife, breathtaking coastline and magical saltwater that surrounds us.

## Contents

<i>Forward</i> .....	4
<i>Destination Phillip Island Board and Team 2024-25</i> .....	6
<i>Industry Alliances &amp; Memberships</i> .....	7
<i>Strategy and Advocacy</i> .....	9
<i>Visitation to Phillip Island and the Bass Coast region</i> .....	12
<i>Industry Communication</i> .....	14
<i>Industry Events and Workshops</i> .....	14
<i>Ken Hore Tourism Mentoring Program 2024</i> .....	26
<i>Bass Coast Business Awards 2024</i> .....	28
<i>Victorian Tourism Awards 2024</i> .....	29
<i>2025 Phillip Island and San Remo Partnership Program</i> .....	30
<i>Marketing</i> .....	32
<i>International Marketing</i> .....	64
<i>Strategic Touring Alliances - International</i> .....	67
<i>Cruise Ship Season – 2024-2025</i> .....	69
<i>Looking Ahead to 2025-26</i> .....	76

# ABOUT US



## Forward by Jeff Webb - Chair

Hi all. After nearly three years on the Board, in April I become Destination Phillip Island's (DPI) Chair. This follows a four-year period under Catherine Basterfield's exceptional leadership. I would like to take this opportunity to thank Catherine for her significant contribution to DPI and the regions tourism. Lucky for all of us she will remain on the Board.



### A Year of Impact

As you know, the area of San Remo and Phillip Island punches well above its weight in percentage number of tourists and tourist dollars, with record visitation from both domestic and international markets. For the Year Ending December 2024, Tourism Research Australia data indicates:

- Phillip Island tourism contributed 35.2% of the regions GRP and 38.7% of the regions 6,700 filled jobs.
- Since 2019, visitors have increased to 2.8 million, visitor nights to 2.86 million (greater than Goulburn, Yarra Valley/Dandenong Ranges and Daylesford & Macedon Ranges) and visitor spend of \$875 million.
- Phillip Island is the second most visited region for international tourists (18% of total international visitors or 484,000 visitors) second only to the Great Ocean Road with 740,000 visitors. The Island attracts more international overnight visitors than Yarra Valley, Grampians, High Country and Daylesford.
- The Island welcomed over 13,000 cruise ships passengers.

### Key achievements

Over 2025, our team has delivered critical programs that drive visitation, strengthen brand presence, support tourism businesses and foster stakeholder partnerships—most notably:

- **Tourism Programs and Partnerships:** Engaged over 150 local tourism operators in coordinated marketing and development.
- **Major Events Support:** Continued attraction of marquee events such as the MotoGP and a growing cruise visitation sector.
- **Strong Collaboration:** Active partnerships with Bass Coast Shire, Visit Victoria, and VTIC have amplified our reach.
- **Investor and Event Support:** We've supported over \$300 million in planned private investment into the region.

### Navigating Structural Reform

A major focus for the Board has been our ongoing involvement in the State Government's Visitor Economy Partnership (VEP) reform process. On your behalf, DPI has participated constructively and in good faith over the past three years, advocating respectfully for either stand-alone/status quo or a "One Bass Coast" model.

The Board believes the stand-alone VEP solution manages the risks to:

- Dilution of Phillip Island's iconic brand value.
- Disruption to localised program delivery and funding.
- The erosion of established relationships with investors and businesses during a sensitive investment cycle.
- Uncertainty for annual, calendar-based programs and staffing resources.

We express gratitude to those operators who have provided testimonials confirming DPI's value within the "Team Victoria" destination framework.

### Looking Ahead

While structural reform remains a key agenda item, excitingly, the Region is entering a major investment growth period that will be transformational. We estimate that new private and public investment over the next two years will be approximately \$500 million. A game changer for the area, not only creating significant employment opportunities and addressing accommodation, but it will also add new attractions.

So, DPI's main goal in these exciting times, as detailed in the Phillip Island and San Remo Destination Management Plan (DMP) Towards 2033, is to partner with you to build a resilient tourism industry that works together to maximise the economic benefits for the visitor economy, enhances our visitors' experiences, whilst caring for our environment and community.

## Thanks, and Acknowledgements

I wish to thank the DPI Board members for their diligence, strategic insights, and unwavering commitment to our region. I also acknowledge our General Manager and Team for their tireless work and professionalism in a challenging year.

Finally, and importantly, on behalf of the DPI Board I would like to thank our passionate local operators for providing long term memories for our tourists, our investors for your belief in our region, and community members who contribute to the vibrancy of the local visitor economy. We also acknowledge the ongoing significant support and collaboration provided by BCSC and the Victorian State Government.

As we look ahead to 2025–26, DPI remains committed to supporting the visitor economy, advocating for local interests, and helping shape a sustainable tourism future for Phillip Island and San Remo.

## Jeff Webb

### Chair, Destination Phillip Island

## Forward by Kim Storey – General Manager

We had several changes in the team over the year and sadly said goodbye to Serena Cabello in August 2024. Our team is passionate and dedicated to supporting our vibrant industry and we would like to thank all our partners for their support and the great experiences and hospitality they deliver. Our programs were extensive, and we have been involved in many engagement workshops across the year representing the tourism industry. The airing of The Block created a lot of interest, as did our key events and the industry programs we delivered.

Kim Storey	General Manager GBM Deputy Chair / Treasurer / Board Member SMT
Alisha Harding	Industry Strengthening & Partnership Coordinator, PINP Community Reference Group, PIBN Board Member
Arnika Martin	Digital Media and Marketing Co-ordinator (part time)
Louisa Fazzetto	Administration Officer (part time)
Serena Cabello	Visitor Economy Industry Support Officer; PINP Community Reference Group, PIBN (resigned in August 2024)

(GBM = Go Beyond Melbourne; BEV = Business Events Victoria; SMT = Sydney Melbourne Tourism; PIBN = Phillip Island Business Network)



## Destination Phillip Island Board

<b>Chair</b> Appointed 27 April 2025	<b>Jeff Webb</b>		<b>Member- Bass Coast Shire Council Nominee</b>	<b>Greg Box</b>	
<b>Deputy Chair</b>	<b>Kimberley Brown</b>		<b>Member</b>	<b>Tina Orr</b>	
<b>Treasurer</b>	<b>Simon Manning</b>		<b>Member</b>	<b>David Bennett</b>	
<b>Chair Audit, Finance, Governance and Risk Committee</b>	<b>Catherine Basterfield</b>		<b>Member</b>	<b>John Dickie</b>	
<b>Chair Development Advisory Committee</b>	<b>Giles Thompson</b>		<b>Member</b>	<b>Steve Morris</b>	

## Purpose

- (a) To act as the peak tourism body for the Phillip Island region, as defined from time to time in tourism industry strategic plans developed by Visit Victoria and Department of Jobs, Skills, Industry and Regions (DJSIR) or their equivalent, focusing on the development and growth of the tourism industry in the region, strategic tourism development, marketing and advocacy for the region.
- (b) To consolidate the strategic direction of the tourism industry for the entire Phillip Island region and communicate with key partners such as Local Government, Visit Victoria, DJSIR, Tourism Australia, Austrade and other relevant independent legal entities.
- (c) To perform the following functions for the Phillip Island region: industry development, product development, regional marketing, strong advocacy and united voice for the region, effective coordination and communication, skills training, leadership and mentoring, networking, identifying investment/infrastructure opportunities, and managing tourism sustainability.

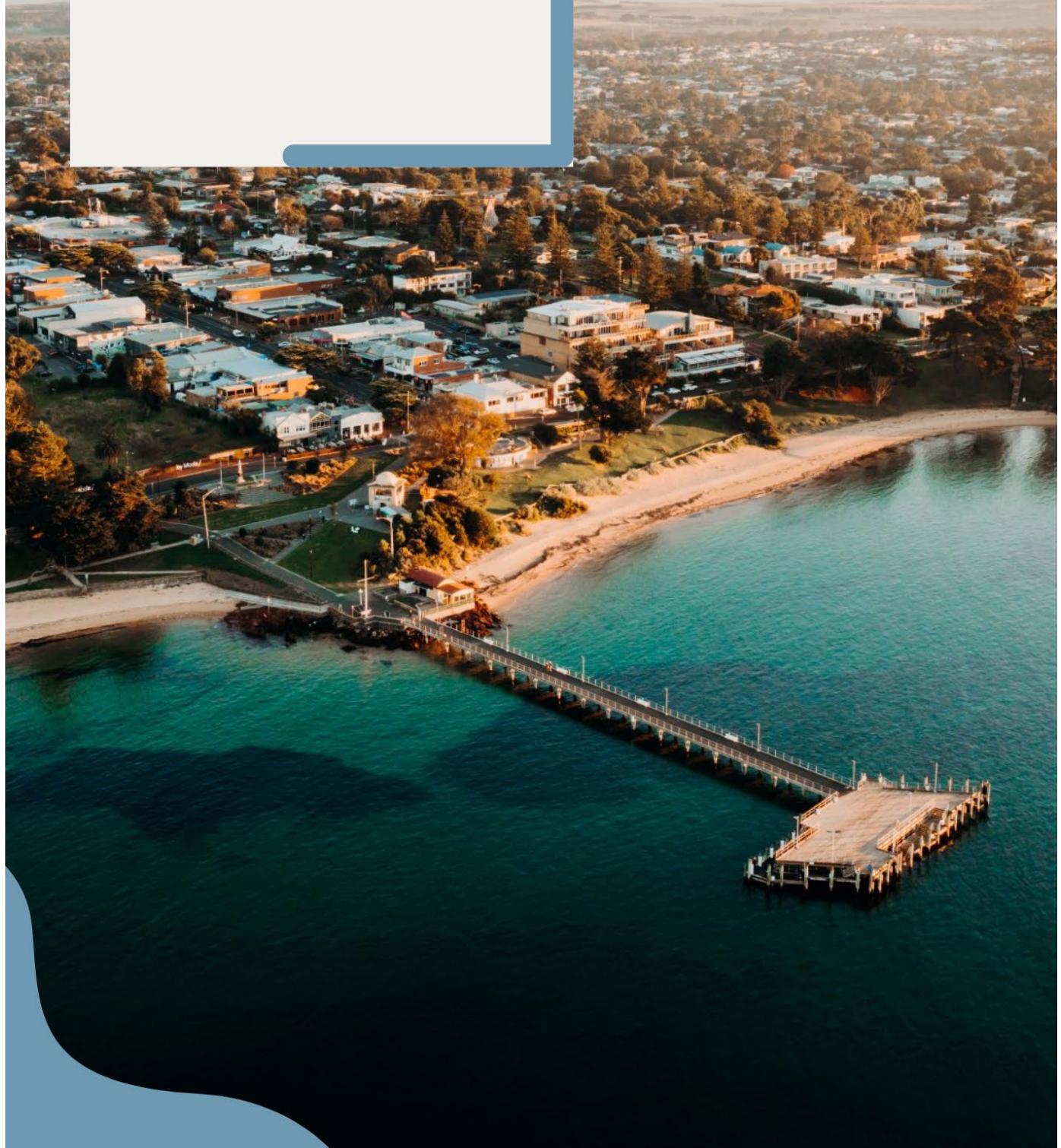
## Government Partners



## Industry Alliances & Memberships



# ADVOCACY



# Strategy – Destination Management Plan



## Phillip Island & San Remo Destination Management Plan

TOWARDS 2033

DESTINATION  
**PHILLIP  
ISLAND**

 **BASS  
COAST**

*Phillip Island*  
**NATURE  
PARKS**

 **VICTORIA**

### STRATEGY ON A PAGE

Purpose	Tourism for the Greater Good				
Values	We support sustainable growth. We are empowered to drive positive impact through tourism. We are collaborative and inclusive. We value quality over quantity. We encourage slowing down.				
Overarching Aspirations	<b>COMMUNITY</b> We love where we live, and enjoy sharing our place with visitors. We understand who we are, and our visitors do too.	<b>ENVIRONMENT</b> We are leaders of positive impact initiatives that are contributing towards the regeneration of our land, water and wildlife.	<b>VISITOR</b> We attract high value, values aligned visitors, who contribute towards positive impact programs and have a deep sense of connection with place.	<b>ECONOMY</b> We want to grow the net value of the visitor economy to support a innovative, vibrant and resilient business community.	<b>INDUSTRY</b> Local businesses are thriving, feel supported by an engaged and skilled workforce, and continually evolve to support visitor expectations.
Our Strengths	Nature, Marine & Wildlife. Authentic Regenerative Culture. Vibe & Geography. Proximity to Melbourne. World-Class Events.				
Audiences	We welcome all visitors, with a focus on attracting High Value, Values Aligned Visitors.				
Key Principles (5)	<b>1. Building a Resilient Tourism Ecosystem</b>	<b>2. Caring for our Environment &amp; Community</b>	<b>3. Sharing our Story with Impact</b>	<b>4. Enhance our Visitor Experiences</b>	<b>5. Improve Visitor Movements</b>
Focus Areas (32)	1.1 Plan Governance 1.2 Research & Insights 1.3 DMP Project Funding 1.4 Destination Advocacy 1.5 Industry Partner Program 1.6 Community Engagement 1.7 Emergency Preparedness	2.1 Visitor & Community Contribution 2.2 Positive-Impact Destination Leaders 2.3 First Peoples Partnerships 2.4 Positive-Impact Visitor Experiences & Events 2.5 Positive Visitor & Community Behaviours	3.1 Phillip Island/San Remo Story 3.2 Brand Marketing 3.3 Markets & Sector Partnerships 3.4 Visitor Collateral 3.5 Visitor Welcome Programme	4.1 Experience Development 4.2 Quality Accommodation 4.3 Major Events 4.4 Local & Community Events 4.5 Industry Capability Building 4.6 Workforce Development 4.7 Destination Planning 4.8 Planning Frameworks 4.9 Short Stay Accommodation 4.10 Major Projects	5.1 Short Visit Vehicle Contribution 5.2 Electric Vehicle Network 5.3 Active & Public Transport 5.4 Integrated Transport Planning 5.5 Marine Infrastructure
Enablers of Success	<p>We will apply a Stewardship Approach to Plan Governance A regenerative and agile mindset will underpin our decision making Focus will be on whole of plan Accountability, instead of individual task responsibility Continuous Improvement will enable us to maintain a dynamic, evolving Plan Establishing community voice opportunities will support engagement to maintain social license Governance will be galvanized by strong stakeholder partnerships working collectively to achieve our purpose</p>				

Phillip Island & San Remo Destination Management Plan / Section Three 26

# Phillip Island and San Remo Destination Management Plan 2033

## Principles and activity



# 1



### Principle 1 -Building a resilient tourism ecosystem

Advocacy program Investment and Event Support

Visit Victoria and VEP discussions

Destination advocacy to all levels of Government

2025 Annual industry partnership program

Crisis, emergency and safety messaging work

# 2



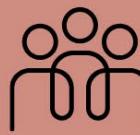
### Principle 2 - Caring for our environment & community

Positive impact and regenerative tourism objectives

Eco tourism and sustainable tourism accreditation promotion

Event Leveraging - Island Whale Festival

# 3



### Principle 3 - Sharing our story with impact

Annual destination marketing plan

Co-operative partnership with Visit Victoria

Strategic alliances

Domestic marketing - Drive Victoria and Official Visitor Guide

# 4



### Principle 4 - Enhance our visitor experiences

Supporting Experience Victoria 2033

Experience development and event leveraging, development

Quality accommodation development

Industry learning, training and development

# 5



### Principle 5 - Improve visitor movements

Transport advocacy - BCSC integrated transport strategy

Advocacy for marine infrastructure

## Advocacy

This 2024/25 year has provided the opportunity to update, review and design our strategic directions in partnership with our stakeholders and community supporting the delivery of the **Phillip Island and San Remo Destination Management Plan 2033**.

Other Advocacy projects and submissions during the year included:

- Visitor Economy Partnership discussions and advocacy with the State and stakeholders
- Advocacy and support for the continued development of the Phillip Island Nature Parks Summerland Master Plan Project
- Engagement with Regional Development Victoria and Regional Partnerships to highlight key priorities and investment opportunities
- Phillip Island Nature Parks – Community Reference Group – Serena Cabello/Alisha Harding
- Bass Coast Shire Council Events Committee – Serena Cabello/Alisha Harding
- Bass Coast Shire Emergency Management Group and Gippsland REMT – Kim Storey
- Beach Safety Committee – Kim Storey – Arnika Martin producing content/messaging for visitors
- Go Beyond Melbourne Touring Alliance – Kim Storey, Deputy Chair/Treasurer, Arnika Martin Committee
- Sydney Melbourne Touring – Kim Storey, Destination Partner and Board Member
- Delivering the Island Whale Festival 2024 and securing funding for 2025/26 from the Regional Events Fund
- Phillip Island Business Network (PIBN) - support and mentoring – Board Member -Alisha Harding
- Advocacy and support for Regional Tourism Infrastructure Fund for local projects
- Advocacy and support for Enabling Tourism Fund for local projects
- Advocacy and support for application to Regional Workers Accommodation Fund
- Visit Victoria – touring routes and mentoring programs
- Rhyll Jetty Local Area Port Plan – committee participation
- Phillip Island Regenerative Tourism Alliance – continue to share opportunities with visitors
- Supporting Industry applications for Grant Funds and Regional Events Fund
- Representing tourism on the Victorian Renewable Energy Terminal Community Reference Group



# Visitation & Economic Snapshot

Phillip Island & Bass Coast\*

YEAR ENDING 31 DECEMBER 2024

**\$893m**

\*\*2023-24

TOTAL EXPENDITURE

**3.3m**

+1% from 2023

TOTAL VISITATION INCLUDING  
INTERNATIONAL DAY/OVERNIGHT

**1.75m**

+7% from 2023

DAY TRIP VISITORS

**1.01m**

-9% from 2023

OVERNIGHT VISITORS

**2.86m**

-10% from 2023

TOTAL NIGHTS

**\$240m**

+4% from 2023

DAY TRIP SPEND

**\$609m**

-9% from 2023

OVERNIGHT SPEND

**2.83**

DOMESTIC AVERAGE NIGHTS

**\$212**

AVERAGE SPEND PER NIGHT

**6,700**

DIRECT & INDIRECT JOBS\*\*

**35.2%**

TOURISM TOTAL %  
OF REGIONS GRP\*\*

**38.7%**

OF REGIONS AVAILABLE JOBS  
SUPPORTED BY TOURISM\*\*

**484k**

INCLUDES INTERNATIONAL VISITORS  
TO PENGUIN PARADE YE 2024

\* National and International Visitor Survey, Tourism Research Australia, Year ending December 2024. For the purposes of this research, the Phillip Island region is defined as French Island, Phillip Island and Bass Coast (Wonthaggi to Inverloch).

\*\*Regional Tourism Satellite Accounts 2023-2024, Tourism Research Australia

NB – this is the most recent data available for this research. A change in State Government tourism data collection methods will mean a break in accurate data reporting.

Other research and statistics can be accessed at <https://tourism.vic.gov.au/research-and-insights>

# INDUSTRY STRENGTHENING



## Industry Communication

### Electronic Direct Mail

Our industry news is distributed to our industry stakeholder database through electronic direct mail (eDM) using the Mail Chimp platform.

We produced twenty-four industry communications which included invitations to workshops and marketing programs. Other content referenced events, workshops, catchups, and surveys.

### Industry Website and Organisation/Industry Facebook Page

Our Organisation Facebook page has 1,1000 followers (+10% from 2023/2024) and we regularly share key communication such as newsletters and events to ensure we are providing an extended reach to industry.

The organisation website provides links to many resources and updates on the work of the Board.



[destinationphillipisland.org.au](http://destinationphillipisland.org.au)



[@destinationphillipislandindustry](https://www.facebook.com/destinationphillipislandindustry)



### DPI Industry LinkedIn

Follow us on our LinkedIn [destination-phillip-island-regional-tourism-board](https://www.linkedin.com/company/destination-phillip-island-regional-tourism-board)

## Industry Events and Workshops

We continued the delivery of our industry capacity program with a range of workshops, mentoring and upskilling opportunities available to industry. The delivery of this program was supported the Victorian State Government.

### Chat GPT Masterclass: Unlocking AI for marketing

Date: Wednesday 4 September 2024, 12:30 - 3:00pm

Location: Online

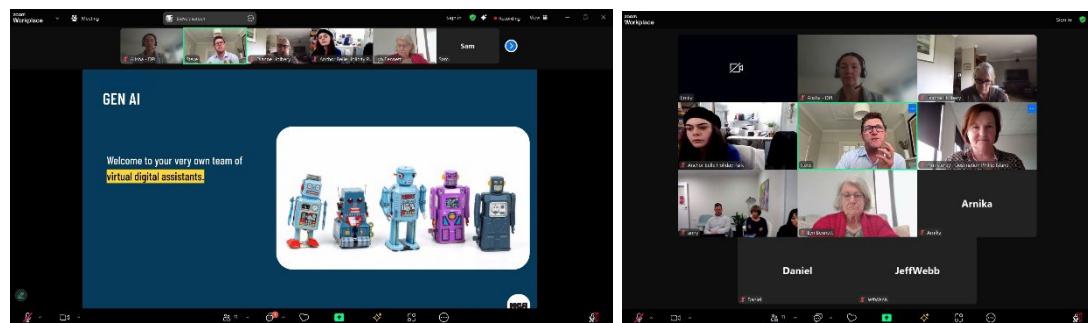
Presented by: Marketing Growth Academy

Attendees: 25



In just 2 ½ hours online participants learnt exactly how their marketing teams can work smarter and drive efficiencies by getting the most out of ChatGPT. They discovered productivity hacks across key marketing activities and how to implement ChatGPT into marketing efforts to save time and dial up effectiveness.

*"Please pass our thanks along to Steve from Marketing Growth Academy for the fantastic masterclass on Chat GPT yesterday. I was and still am blown away by the capabilities of Ai and GPT's!" - Accommodation provider*



## Destination Phillip Island Industry Forum

Date: Tuesday 10 September 2024, 11:30am-3:30pm

Location: Berninneit

Attendees: 42



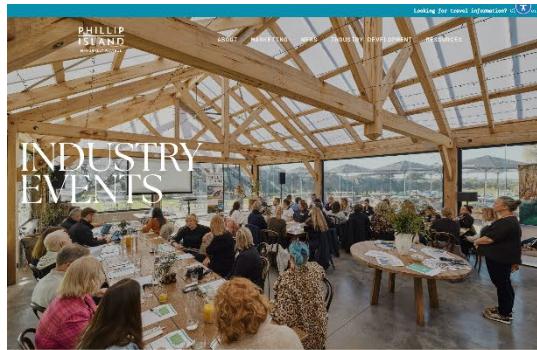
DESTINATION  
**PHILLIP**  
**ISLAND** **Industry Forum**

TUESDAY 10 SEPTEMBER 2024  
11:30AM - 3:30 PM BERNINNEIT, COWES

11:30 AM	Light lunch, tea/coffee - networking opportunity
12:30 PM	<b>Catherine Basterfield - Chair of Destination Phillip Island</b> Welcome & Acknowledgement of Country
	<b>Kim Storey - General Manager Destination Phillip Island</b> Tourism for the Greater Good - Actions update
 <b>BASS COAST</b>	 <b>Shannan Little - Bass Coast Shire Council</b> Economic & Population Trends in the Bass Coast
 <b>VISIT VICTORIA</b>	 <b>Erica Johnson - Executive, Media &amp; Communications, Visit Victoria</b> Storytelling is free – the power of persuasion and influence in destination marketing
 <b>AUSTRALIAN GRAND PRIX CORPORATION</b>	 <b>Sarah Wilson - Manager Aboriginal Tourism &amp; Industry, DJSIR</b> To engage or not to engage? The Value of Community Engagement and Other Things
 <b>ksj</b>  <b>BASS COAST</b>	 <b>The Impact of Events: Discussing Regional Value and Trends Panel Discussion, featuring:</b> <b>Lani Evans - Australian Grand Prix Corporation</b> Division Manager - Brand <b>Karin Jones - Event Manager Tour of Gippsland</b> Founder and Director of K SJ Event Management <b>Emilie Cutler - Bass Coast Shire Council</b> Coordinator Visitor Economy and Events
 <b>THE TOURISM COLLECTIVE</b>	 <b>Nic Cooper - The Tourism Collective</b> Maximising Positive Impact on a Minimum Budget
 <b>VTIC</b>	 <b>Chantelle Khan</b> Unlocking Business Growth: Opportunities and Support from the Victoria Tourism Industry Council
3:15 - 3:30 PM	Q&A and Industry Updates



## Destination Phillip Island Conference – The Next Wave: Growth, Wellness and the Power of AI



Date: Tuesday 20 March 2025, 9am – 5pm

Location: Penguin Parade

Attendees: 100

Supported by the Department of Jobs, Skills, Industry and Regions, the event featured keynote insights from Katrina McCarter and Steve Sammartino, alongside regional leaders and national experts. Delegates gained practical strategies, explored major new developments such as Phillip Island Hot Springs and the Isle of Wight, and built valuable connections through a day of learning and networking.

For the first time we implemented digital programming to support our goal of hosting sustainable events and to lead by example. Guests scanned a QR code on the back of their nametag lanyard which took them to the program listed on the DPI website. Guests were also encouraged to bring reusable water bottles and keep cups.



Welcome to the Next Wave: Growth, Wellness & the Power of AI, a dynamic event bringing together operators, innovators, and thought leaders to explore exciting trends and gain insights into what's coming next.

Date: Tuesday 20 March 2025

Start: Sun registration for a 6:00 start

End: 4pm followed by a networking box supported by Tourism Australia

Location: Penguin Parade Theatre, 2650 Victoria Rd, Flinders, Phillip Island

What to bring: This is a sustainable event. Please bring your reusable water bottle, and pen and paper or a digital device for note taking.



10:00am - Welcome from the Mayor: Mayor Councillor Rosalba Palmento.

10:00am - Registration: Arrive at 8am for tea, coffee, and networking before a 9:00 start.

10:00am - Welcome: Hear what's happening at Destination Phillip Island from Catherine Besterfield, Chair of CPI and Kim Sleary, General Manager.

10:00am - Welcome from the Mayor: Mayor Councillor Rosalba Palmento.

10:00am - Travel with Purpose: The Power of Sustainable Tourism Certification. Bevlie Coulter - Bass Coast Shire Council. Bevlie will share the power of sustainable tourism through accreditation. Bevlie Coulter will share insights from the region's accreditation journey, explain the benefits for business, and outline incentives to encourage accreditation. Bevlie will also share a new regional accreditation journey.

10:00am - Welcome from the Mayor: Mayor Councillor Rosalba Palmento. This panel will represent the three tourism partners that will represent the Phillip Island Tourism Industry Council (PITIC) and Sydney-Holboxino Tourism at their table.

10:00am - The Phillip Island Wellness Opportunity - Panel Discussion: Jane Radbal Palmento, Mayor of Phillip Island, Phillip Island Hot Springs, Tourism Victoria, Phillip Island Nature Park for a walk on the new Penguin Parade boardwalks and hear an update on the Little Penguin population.

10:00am - Keynote Katrina McCarter: Generational Marketing: Why knowing six generations inside out future proofs your tourism business! Katrina will explain what all six generations of consumers all respond to in the travel space and how to connect with them. Katrina will also share how to engage with each generation to stay relevant. Katrina stops you through her data on how the age-old concept of timely understanding each generation's needs and wants can be applied to tourism. Katrina will also share how to engage with each generation through their marketing channels and encourage to trust their marketing if they seem to be successful.

10:00am - Lunch: Buffet, after a big morning of insights. At 11:00pm join Stuart from Phillip Island Nature Park for a walk on the new Penguin Parade boardwalks and hear an update on the Little Penguin population.

10:00am - Keynote Steve Sammartino: Artificial Intelligence - The Future is NOW! Artificial Intelligence is transforming the world - and it's only just begun. From small business operations to large corporations, AI is changing the way we work. Steve will explain how AI is changing the way we live and how you can benefit from using it. Katrina Sleary Sammartino will explain how AI works, why it's valuable, and how you can start using it to benefit your business.

10:00am - Marketing & Branding Panel: This panel will be voted to tourism partners across Bass Coast Shire, Phillip Island, and Federation Councils at Phillip Island Nature Park and Penguin Parade. Stuart, Bevlie Coulter, Tourism Victoria, Phillip Island Nature Park, and Federation Councils will share their experiences and how you can apply to your business. Hosted by Katrina McCarter, Digital Panels are available throughout the conference at Federation Council, Phillip Island.

10:00am - Afternoon Tea: Refreshments and networking.

10:00am - Networking drinks: You're invited to join us for networking drinks 4-5pm in the Little Chicks Cafe. Sponsored by Tourism Australia.

10:00am - Closing remarks.



## Get the AI Advantage

Date: Workshop 1: Thursday 29 May, 9am-1pm  
Workshop 2: Thursday 19 June, 9am-1pm

Location: Silverwater resort

Presented by: Marketing Growth Academy

Attendees: 25

Led by Stephen Toms from Marketing Growth Academy and supported by Department of Jobs, Skills, Industry and Regions Industry Development Fund, the sessions explored how AI can support everyday work across the visitor economy.

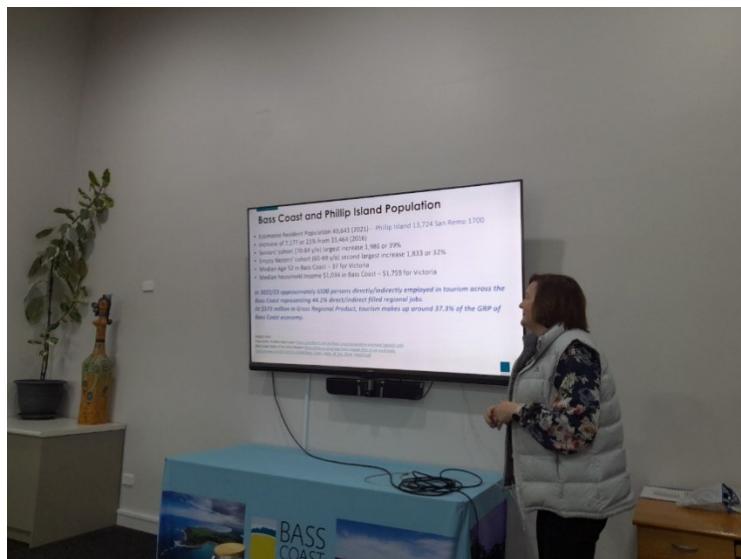
The focus was on practical tools that save time, reduce repetitive tasks, and help teams work more efficiently and creatively. From content writing and customer service to business planning and product development, AI is now part of the toolkit for many local businesses.



## Education Presentations

Destination Phillip Island is proud to present to VCE Geography students from various schools late in the year. The students are researching impacts of tourism, strategies to offset, and sustainability initiatives. Most groups stay overnight on the Island exploring, researching and visiting the Penguin Parade to witness eco-tourism in action.

School visits included – Parade College, Overnewton College, Beaumaris Secondary, Camberwell Girls



## Beach Safety Committee

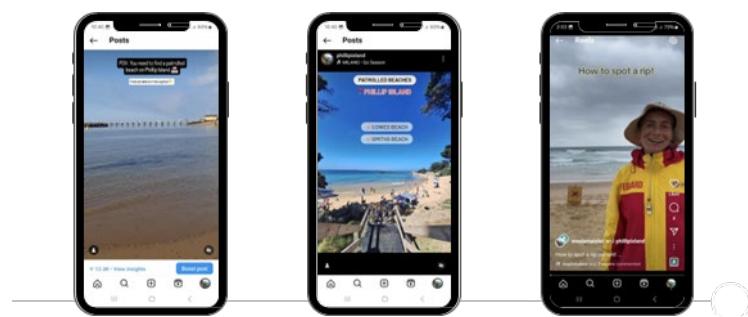
We have actively participated in a collaborative committee consisting of representatives from:

Bass Coast Shire

Victoria Police

Ambulance Victoria

Life Saving Victoria



This work supported the approach for our Summer messaging which included:

Collaboration with the Woolamai Beach Life Saving Club to create reels with local life savers

Instagram and Facebook campaign posts and reels

Blogs and Guides updated to include beach and summer safety messaging

[Download the Report](#)

## International relations - Vietnamese Delegation

In partnership with the Phillip Island Visitor Information Centre we hosted 12 senior delegates from Vietnamese Government officials' delegates visiting Australia on a Digital Transformation Mission from Ba Ria Vung Tau Province, Vietnam. The day was organised by of Trans Global Education and Training Group.

Ba Ria Vung Tau (BRVT) is a province in southern Vietnam. Out of Vietnam's 58 provinces, BRVT is the 5th most affluent, contributing nearly 5% to the country's GDP (2023 figures). BRVT's economic growth is built on oil and gas, manufacturing and tourism. Moving forward, BRVT has a strong commitment to digital transformation and plans to enhance its already impressive economic portfolio with additional revenues from a new major international transshipment seaport (Cai Mep – Thi Vai), new free trade zones and the emerging digital economy including digital tourism

Renea presented the Visitor Information Centres work, partnership and accreditation.

Kim presented on the strategy, marketing and digital platforms used by the Board.

The group then visited the Phillip Island Chocolate Factory and Phillip Island Nature Parks attractions.



## Regenerative Tourism

Destination Phillip Island is leading the way in how Victoria's regional tourism bodies can inspire sustainability and regeneration through industry development, aligning to the statewide Experience Victoria 2033 strategy as well as local initiatives like the Bass Coast Shire Environment Fund and Western Port Biosphere strategic plan.

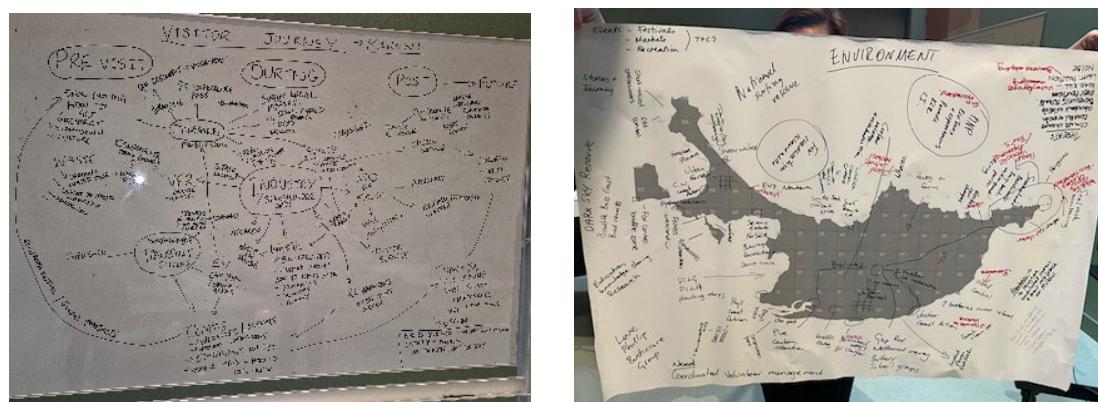
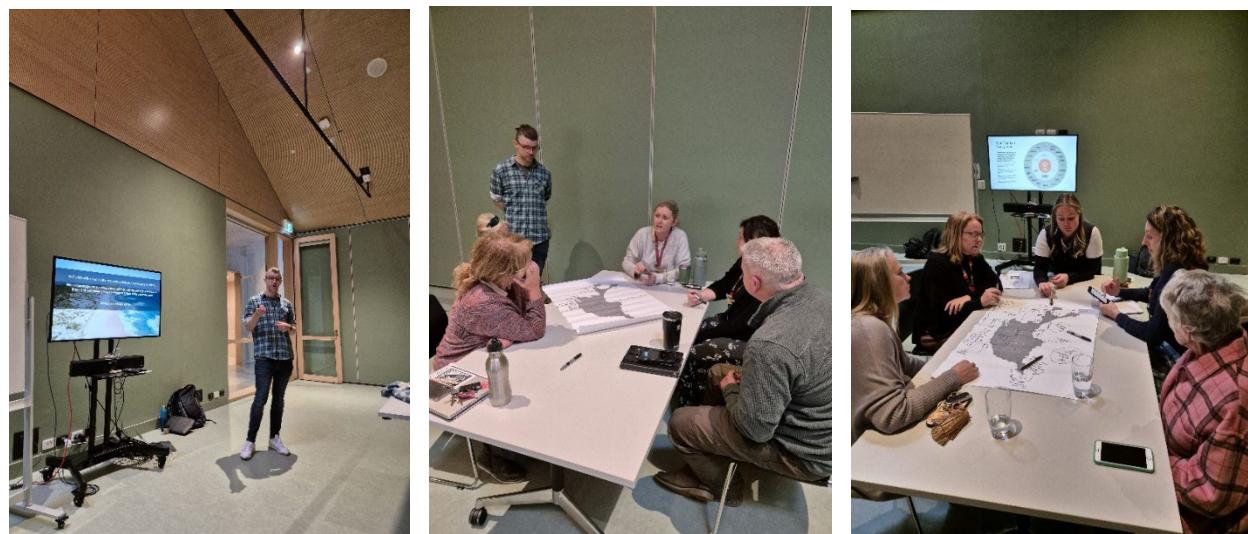
### Regenerative Tourism Creative Workshop

In October, to help progress the Phillip Island & San Remo Destination Management Plan (DMP), building on the Regen Tourism Alliance's Love Phillip Island campaign and our work over the last 12 months we gathered a range of stakeholders who have been participating in our Regenerative Tourism Strategy.

The interactive workshop facilitated by Nic Cooper from The Tourism Collective encouraged input into mapping the positive impact visitor touch points across Phillip Island and San Remo. Across a half-day workshop, participants explored the following questions:

1. How can visitors have the greatest positive impact before, during, and after their time in Phillip Island and San Remo?
2. How can locals and industry connect and educate visitors with these local causes?
3. Where and how can we share the right messages and stories to engage both locals and visitors with these causes?

The following pages are the practical output of the workshop.



## Visitor Impact Framework

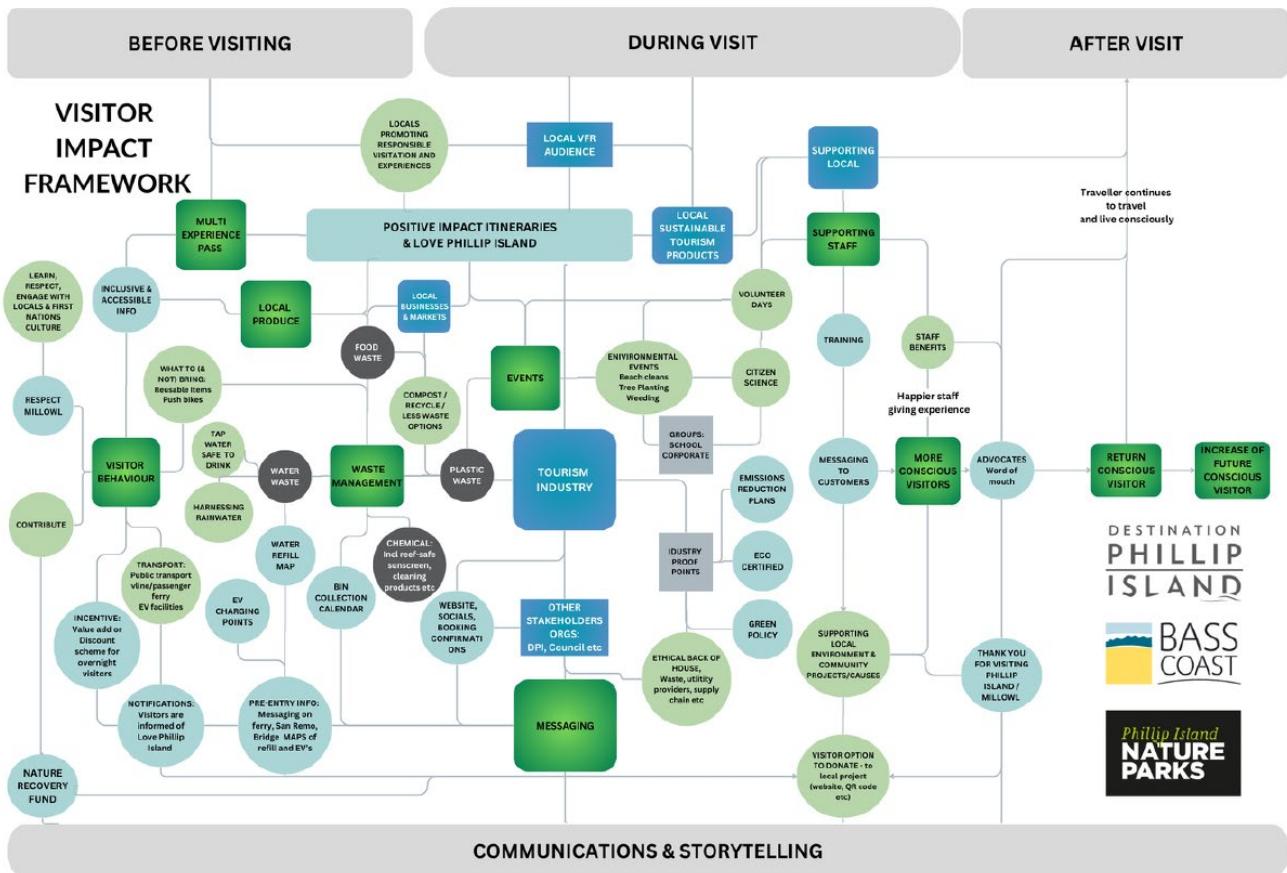
The Phillip Island and San Remo Visitor Impact Framework provide practical guidance to the community, industry and government on how they can help visitors have a positive impact on the local community and environment.

### VISITOR IMPACT FRAMEWORK / KEY

Please refer to the following key to help understand the Framework and how to connect the dots between different themes and actions of different stakeholders.

SYMBOL	MEANING	EXAMPLES
	STAKEHOLDERS (nature is an overarching stakeholder to this framework)	Destination Phillip Island Bass Coast Shire Council Phillip Island Nature Parks Tourism Businesses Local Community Local Business and Traders Associations
	THEMES	Future visitor Visitor behaviour Waste management Events Signage Staff
	ACTIONS (in person)	Reducing waste practices Supporting environmental and social causes Environmental events / volunteering Becoming eco certified / accredited Engaging with First Nations culture
	ACTIONS (communications)	Positive impact itineraries Map of water refill stations Inclusive/accessible info Green policy Cultural awareness

Philip Island & San Remo Visitor Impact Framework 3



## Love Phillip Island (Millowl)

After the pilot of the Love Phillip Island (Millowl) Give Back This Summer program we transitioned the concept to an always on initiative featured on our consumer website.

Love Phillip Island (Millowl) connects our visitors and local businesses directly to projects that enhance our beautiful environment and help care for our unique wildlife. The page encourages support – either financially through donation or by getting supporting local environment projects you can 'Give Back' and make a real difference.

[www.visitphillipisland.com.au/planning-your-trip/love-phillip-island-millowl](http://www.visitphillipisland.com.au/planning-your-trip/love-phillip-island-millowl)

## FUTURE PROOFING LITTLE PENGUIN PROJECT - PENGUIN FOUNDATION

The Future-Proofing Little Penguin project aims to build the resilience of the world's largest little penguin colony and its wildlife on the Basswood peninsula against bushfire and bushfire events by undertaking habitat modifications creating cooler and less flammable environments.

The project helps to address the negative impacts of historic land management practices that have degraded the quality of habitat and address the future impacts of climate change on wildlife and habitat. Learn more and donate at the link below.

[CLICK HERE TO DONATE](#)



## ADOPT AN ANIMAL.

Symbolically adopting a wild animal on Phillip Island means you will become their official guardian. Your single, monthly or yearly donation will help to protect the species and their habitats today and for years to come.

[CLICK HER TO DONATE](#)

## VOLUNTEER

RESPECT - PROTECT - CONNECT

Volunteer with one of the many community groups that actively care for the Island. View the [Phillip Island Land Alliance Activity Calendar](#) to find working bees, field days, and other opportunities to help care for Phillip Island.



## Ken Hore Tourism Mentoring Program 2024

Ken Hore had a long association with members throughout the Gippsland and Phillip Island tourism industry. He encouraged their business and personal development with his generous support and commitment to others. Ken offered a guiding hand to many of the industry's newest recruits. As a founding Board member of Destination Phillip Island, the Board were keen to support this program as a tribute to Ken and to assist future members of the industry grow their awareness of regional tourism.



Destination Phillip Island partners with Destination Gippsland and Bass Coast Shire Council to deliver a program of industry development to young professionals. In 2024 the program celebrated its 10<sup>th</sup> year.

This year's program included:

- 6-month one-on-one mentoring program with an industry leader matched to each participant
- Face to face workshops and online meetings
- Melbourne Day - meeting with staff from Visit Victoria and VTIC
- Phillip Island Day including a presentation from Georgia Bisset, Environmental officer at Wildlife Coast Cruises, a Cape Woolamai cruise, a visit to Phillip Island Chocolate Factory and a presentation from Daniel Kallstrom of Phillip Island Nature Parks and a visit to Churchill Island farm.
- Gippsland Day including a visit to the Lakes Entrance Visitor Centre, Koho Sauna, Footbridge Mini Golf, a Bullock Island Tour and visit to Metung Hot Springs.
- Choose Tourism Career Expo and Emerging Leaders Summit hosted by Young Tourism Network (YTN) and VTIC.

This program would like to recognise the employers who sponsor participants and support the growth of regional tourism across Phillip Island and Gippsland.

2024 participants:

Participant	Employer	Area
Kelli Love	NRMA beachfront Holiday Park Phillip Island	Phillip Island
Brooke Ratcliffe	East Gippsland Marketing Inc	Bairnsdale
Belinda Armour	Wildlife Coast Cruises	Phillip Island
Heidi Knabe	Bass Coast Shire Council	Bass Coast
Pam Boyes	Baw Baw Shire Council	Baw Baw Shire
Katie Harris	East Gippsland Shire	East Gippsland
Irene Skilton	East Gippsland Shire	East Gippsland
William Schmeiszl	Phillip Island Nature Parks	Phillip Island



## Ken Hore Tourism Mentoring Program – Alumni lunch

On 26 November 2024 Destination Phillip Island, Bass Coast Shire Council and Destination Gippsland hosted a 10-year celebration of the Ken Hore Tourism Mentoring Program at The Middle Hotel, Korumburra.

We welcomed past participants and mentors to celebrate the successful completion of the 2024 program mentees. We also came together to remember the incredible and inspiring contributions of Ken Hore.

During the 10 years of the program 76 mentees and over 40 mentors have participated. Thank you to all who attended and to Di Hore, Ken's wife who has been a patron of the program.

Felicia Mariani, CEO for VTIC provided us with insights as to the influence that Ken had on her as a Mentor and for VTIC's continued support. Visit Victoria has remained a strong supporter of the program.



## Bass Coast Business Awards 2024

Held at RACV Inverloch this years awards were a celebration of local business.

Our General Manager is a judge of the awards across 4 categories.

The *Marketing and Communications* award was again sponsored by Destination Philip Island:

**Winner:** NRMA Phillip Island

**Runner Up:** Bass Coast Boat & Caravan Storage

The 2024 Business of the Year was awarded to Ocean Sounds Music Festival / Hills Are Alive Group



## Victorian Tourism Awards 2024

The 2024 Victoria Tourism Industry Council - Victorian Tourism Awards were held at Crown Palladium on Thursday 21st November. The awards acknowledge business excellence, innovation, professionalism and collaboration across a range of categories. We congratulate everyone who participated. Our partners that received awards were:

### Gold

Harman Wines - Tourism Wineries, Distilleries and Breweries

Local Way Tours - New Tourism Business

### Bronze

Genesta House - Hosted Accommodation

Phillip Island and Bass Coast Visitor Information Centre Network - Visitor Information Services

The evening also celebrated Lucy Dewhurst from Bass Coast Shire Council who won the Young Achiever Award for her exceptional contribution to the tourism industry. Lucy recently completed an external secondment with the Victorian Tourism Industry Council, where she successfully delivered the inaugural Emerging Leaders Summit, that brought together industry leaders to share their journeys and insights into the future of tourism.



## 2024 Australia Tourism Awards

Two partners moved on to the National Awards we congratulate both **Harman Wines** and **Local Way Tours**.



## 2025 Phillip Island and San Remo Partnership Program

The partnership program is a collaboration with Destination Phillip Island and the Phillip Island Visitor Information Centre Network and operates for the calendar year. In 2025 we offered four levels of partnership - Essential, Premium, Silver and Platinum partnerships.

For 2025, Destination Phillip Island partnered with 151 operators - 4 Platinum Partners, 9 Silver partners, 29 premium partners and 109 Essential partners.



### Package Benefits at a glance

INCLUSIONS	Essential \$275 <small>INC. GST</small>	Premium \$495 <small>INC. GST</small>	Silver \$695 <small>INC. GST</small>	Platinum \$2000 <small>INC. GST</small>
Listing on <a href="http://visitphillipisland.com.au">visitphillipisland.com.au</a> & <a href="http://visitbasscoast.com.au">visitbasscoast.com.au</a>	✓	✓	✓	✓
Outbound links on <a href="http://visitphillipisland.com.au">visitphillipisland.com.au</a> to your website, preferred booking platform, and social media channels	✓	✓	✓	✓
Promote your key visitor events for free on <a href="http://visitphillipisland.com.au">visitphillipisland.com.au</a>	✓	✓	✓	✓
Partnership rate for advertising in the Phillip Island & Bass Coast Official Visitor Guide	✓	✓	✓	✓
Priority access and tickets to industry development programs	✓	✓	✓	✓
Eligible for inclusion in monthly Phillip Island eDM articles	✓	✓	✓	✓
Subscription to DPI Industry eNewsletter & eNews updates	✓	✓	✓	✓
Assistance in developing and promoting your Regenerative and Sustainable business practices	✓	✓	✓	✓
1 x eDM inclusion up to 100 words, 1 image and direct link to your website		✓	✓	✓
Inclusion in one social media category post		✓	✓	✓
Content inclusion in one campaign produced by Destination Phillip Island		✓	✓	✓
Homepage feature on <a href="http://visitphillipisland.com.au">visitphillipisland.com.au</a> home page for 1 month		✓	✓	✓
Spotlight on your category page on <a href="http://visitphillipisland.com.au">visitphillipisland.com.au</a> for 1 month		✓	✓	✓
Submit any special deals to be included in our 'special deals' website page		✓	✓	✓
1 x dedicated social media post for your business on Phillip Island's social media channels			✓	✓
Business participation in DRIVE Victoria marketing campaign				✓
One x eDM feature up to 300 words, 1 image and direct link to your website				✓
Dedicated (Solus) Blog Post published on <a href="http://visitphillipisland.com.au">visitphillipisland.com.au</a> , Phillip Island Facebook and Instagram				✓
DPI team to work with you on the creation of one collaborative Instagram reel				✓
Homepage spotlight on <a href="http://visitphillipisland.com.au">visitphillipisland.com.au</a> home page for 1 month				✓
Inclusion in one social media paid activity				✓
VISITOR INFORMATION CENTRE INCLUSIONS				
Online and visitor enquiries referred to your business via phone, email, and mobile van promotions	✓	✓	✓	✓
Online booking platform access with the option to be live with ongoing support and advice	✓	✓	✓	✓
Listing on the tear-off map – maps available for purchase	✓	✓	✓	✓
Invitation to Visitor Services morning tea and networking sessions	✓	✓	✓	✓
Custom listing on <a href="http://visitbasscoast.com.au">visitbasscoast.com.au</a>	✓	✓	✓	✓



MARKETING

# Social Media and Digital Marketing

## Social Media

In 2024–25, we maintained an always-on social media approach across **Facebook and Instagram**, posting multiple times a week and only posting on TikTok when resourcing allowed. Social media continues to be a highly engaging platform for the Phillip Island brand, with Facebook fostering strong community interaction and conversation.

With limited budget, our focus remained on high-impact organic content, supported by targeted paid campaigns when possible. We adapted to platform trends by prioritising stories, videos, and especially reels, which consistently delivered the highest engagement. Looking ahead, we will continue to invest time into creating authentic, organic reels to drive reach, engagement, and destination appeal.

During the 24-25 period, we ran paid ads for The Block, Local Flavours Phillip Island, Tidal Seafood Festival Ad and seasonal ads on the Phillip Island Facebook and Instagram accounts that totalled over 1 million impressions and drove traffic to our website.

Overall, our Facebook reach was over **1.6 million (400,000 up on last financial year)**. Reels, new product introduction, user-generated content and carousel posts provide the most engagement on Facebook.

Overall top content for Facebook July 1 24 – June 30 25

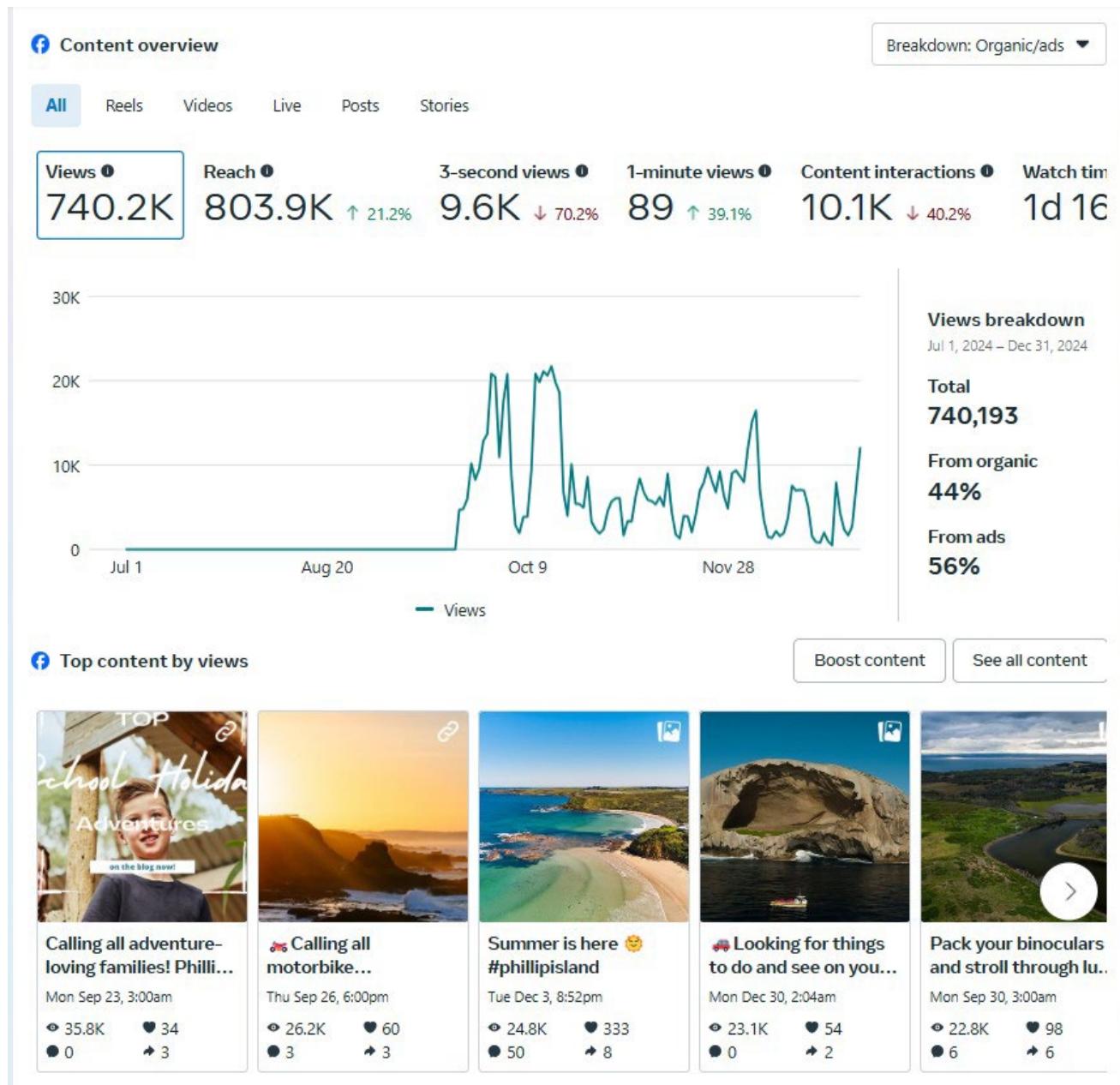
Top content by views

Boost content See all content

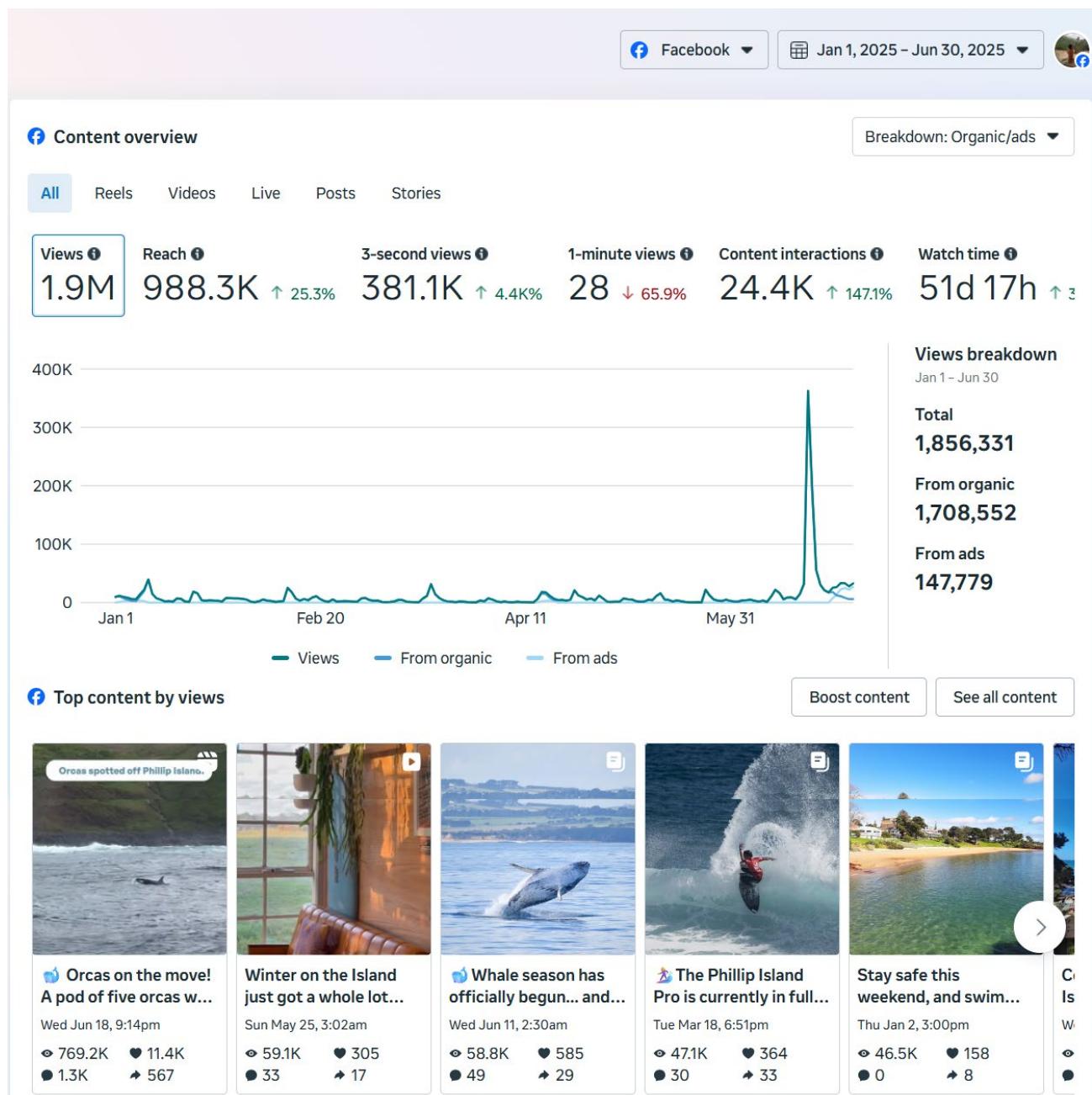
## Facebook

	July 1 2024 – June 30 2025
Views	2,640,200
Reach	1,600,000 (+45%)
Content Interactions	34,500 (+12%)
Link Clicks	4,293
Fans	56,000 (+3.5%)

## JULY 1 – DEC 31<sup>ST</sup> - FACEBOOK



Jan 1 – June 30 2025



## Paid Advertising:

Examples of carousel and static paid advertising on Facebook.

The image shows two separate Facebook sponsored posts for the TIDAL Seafood Festival. Both posts feature the Phillip Island logo and a call to action: "Join in the festivities at this year's TIDAL Seafood Festival on the picturesque San Remo Foreshore, Sep 20 -22!" Each post includes a "...See more" link and a "Learn more" button. The first post is a static ad showing a hand reaching into a box filled with oysters and seafood. The second post is a carousel ad showing a hand reaching into a box filled with oysters and seafood, with a smaller image of a beach in the background. Both posts have "Like", "Comment", and "Share" buttons at the bottom.

Examples of paid video advertising on Facebook and paid static ads on Facebook and Instagram.

The image displays three examples of paid advertising. On the left is a video post from Phillip Island with Phillip Island Visitor Information Centre, showing a scenic coastal view with a play button and a 91-second timer. Below the video is a static ad for the Phillip Island Visitor Information Centre, encouraging users to "Get ready for the ultimate Aussie getaway!" and "Explore Phillip Island, Victoria's". The middle section shows a video post from Phillip Island, featuring a collage of images including food and beach scenes, with a "PHILLIP ISLAND SUMMER GUIDE 24" overlay. Below the video is a static ad for Phillip Island, encouraging users to "Plan your adventure, soak up the sun, and enjoy the..." and providing a "Learn more" link. The right section is an Instagram post from the official Phillip Island account (@phillipisland), showing a collage of images including food and beach scenes, with a "PHILLIP ISLAND SUMMER GUIDE 24" overlay. Below the post is a "Learn more" link and a "Learn more" button. The Instagram post includes a "Like", "Comment", and "Share" button at the bottom.

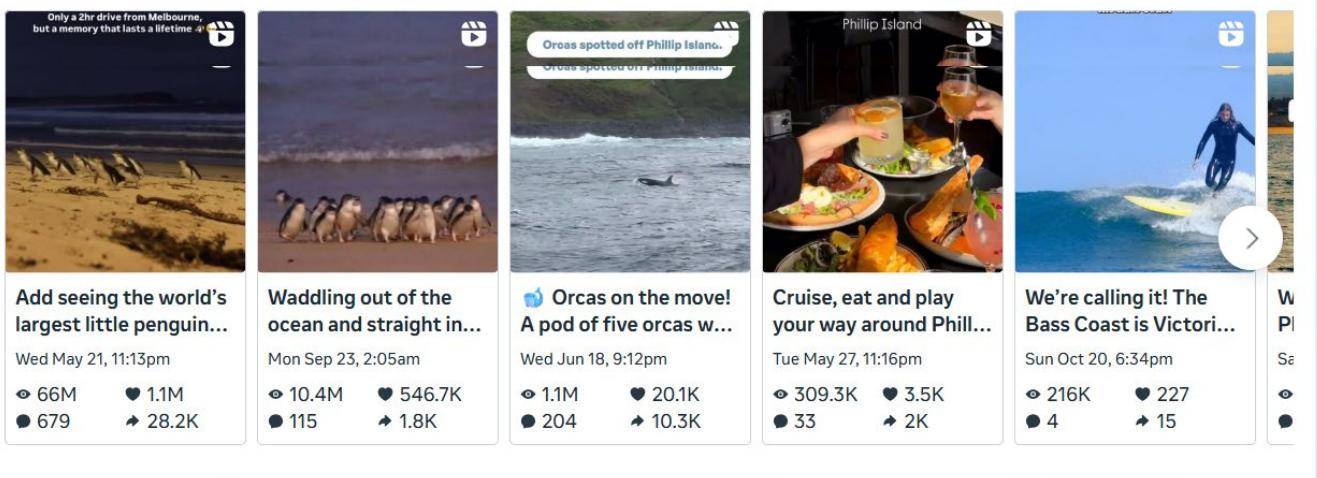
Instagram remained a strong platform in 2024–25, particularly through user-generated content, influencer and creator collaborations, event coverage and authentic in-house content. The Stories feature continued to play an important role in driving consumers directly to our website and dedicated campaign links.

<b>July 1 2024 – June 30 2025</b>	
<b>Views:</b>	1,791,410
<b>Fans</b>	44,900 (+14%)
<b>Reach</b>	413,000 (+166%)
<b>Content Interactions</b>	83,500 (+100)

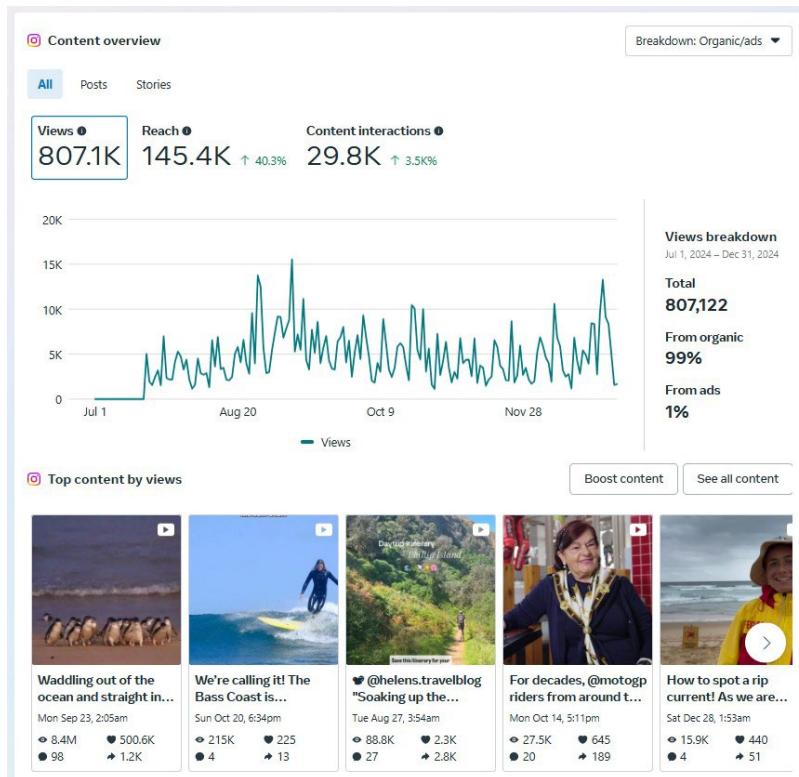
 **Top content by views**

[Boost content](#)

[See all content](#)

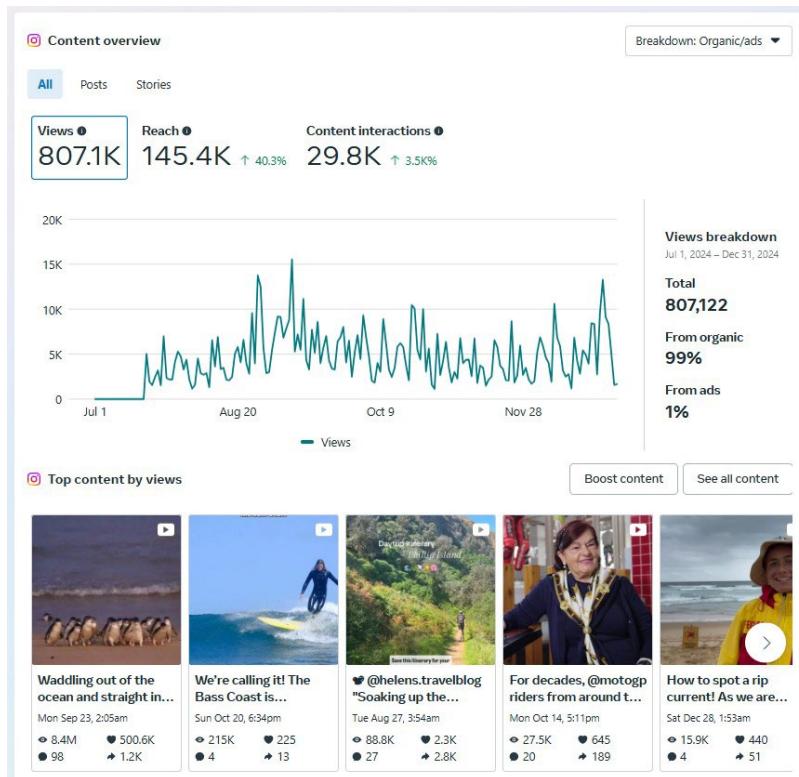


**Instagram July 1 – Dec 31 24**

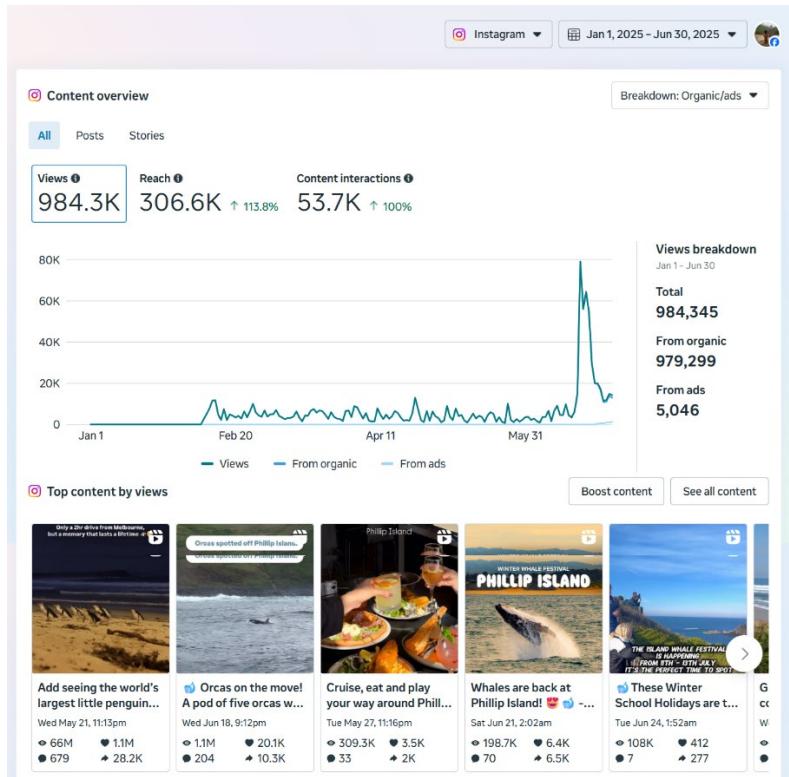


**Views** 807.1K **Reach** 145.4K **Content interactions** 29.8K

**Views breakdown**  
Jul 1, 2024 – Dec 31, 2024  
**Total** 807,122  
From organic 99%  
From ads 1%

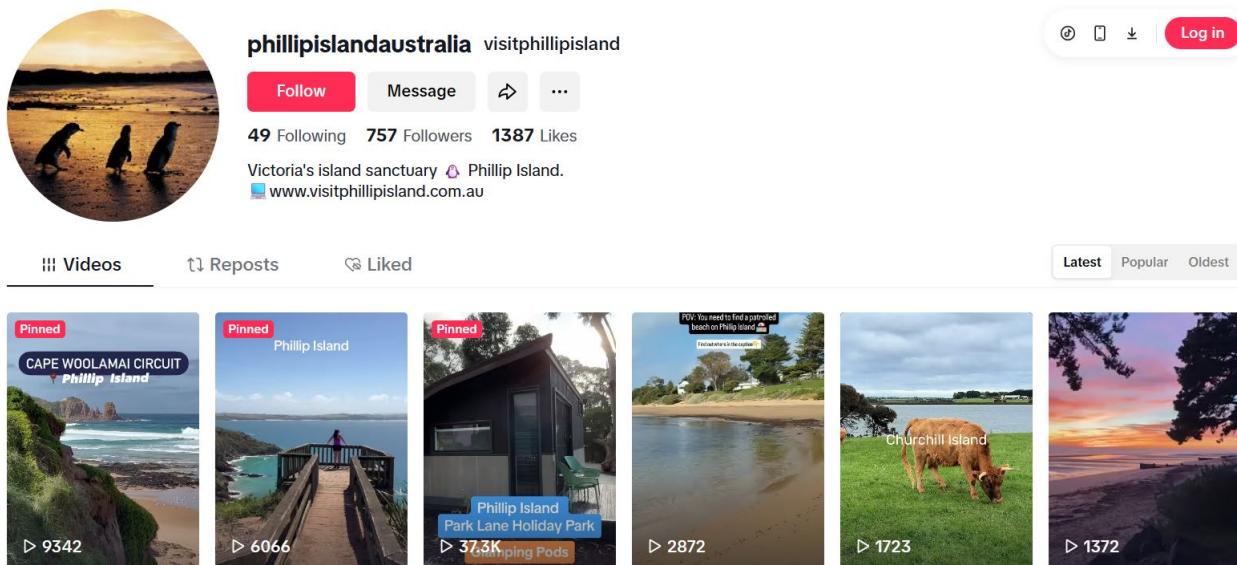


## Instagram Jan 1 – June 30 24



## TikTok

Activity on TikTok was limited during 2024–25 due to staff resourcing and social media priorities. As a video-only platform, TikTok requires significant time and resources to plan, edit and produce content. Expansion into this channel remains an opportunity to be explored further if future resourcing allows.



## Influencers and Content Creation

We continued to leverage content generated through the 101 Campaign, alongside regular, on-the-ground content creation by Arnika, who captures content for reels, videos, and photography during site visits and being out and about. This organic content remains some of our most engaging and cost-effective, helping to keep our channels fresh, authentic, and relevant.

We also recognise the value of influencer marketing in driving destination awareness. While rising influencer fees and limited budget have restricted our ability to engage in paid collaborations this year, we've maintained strong visibility by sharing and amplifying content from influencers who visit Phillip Island and tag us or collaborate on an unpaid basis.

This earned media continues to deliver excellent exposure at no cost, and we're fortunate to have a steady stream of creators showcasing the region. Going forward, we will continue to prioritise partnerships with influencers offering in-contra deliverables where possible and explore new ways to maximise exposure within our current resources.

### Instagram Collaborations

We continued to leverage Instagram's collaborative feature to co-author posts with other accounts, expanding our reach and increasing engagement. In conjunction with Island Whale Festival, we engaged content creators Naths Way, Alysha Huxley, and Mumma Knows South to create collaborative reels, blogs and festival promotion to promote off-peak winter visits to Phillip Island. These were posted as collaborations with Phillip Island and Island Whales on Instagram and shared to the creator's individual Facebook accounts. Together, these social media reels were viewed over 318,000 times, creating significant engagement and awareness about Phillip Island as a Winter destination, the whale watching season and the Island Whale Festival.

We also supported a range of influencers and content creators, including Helen Travels, Naths Way, Savvy Voyagers, Moments With Kush, and others - resulting in over 148,000 views across social platforms. This unpaid exposure helped Phillip Island reach new audiences and reinforce its appeal as a must-visit destination. It also highlights the value of maintaining genuine, ongoing relationships with creators, where mutual support and organic content sharing can deliver strong results without significant financial investment. These partnerships continue to be a powerful asset in our content strategy and brand storytelling.

Three of our top four Instagram posts were collaborations with other accounts – examples below:



37.7K • View insights

Like 32 Share

Liked by island\_dreaming\_kim and others  
momentswithkhush 🌟 Fun Things to Do in

Paid collaboration with Naths Way and Mumma Knows South:



200K • View insights



## Website

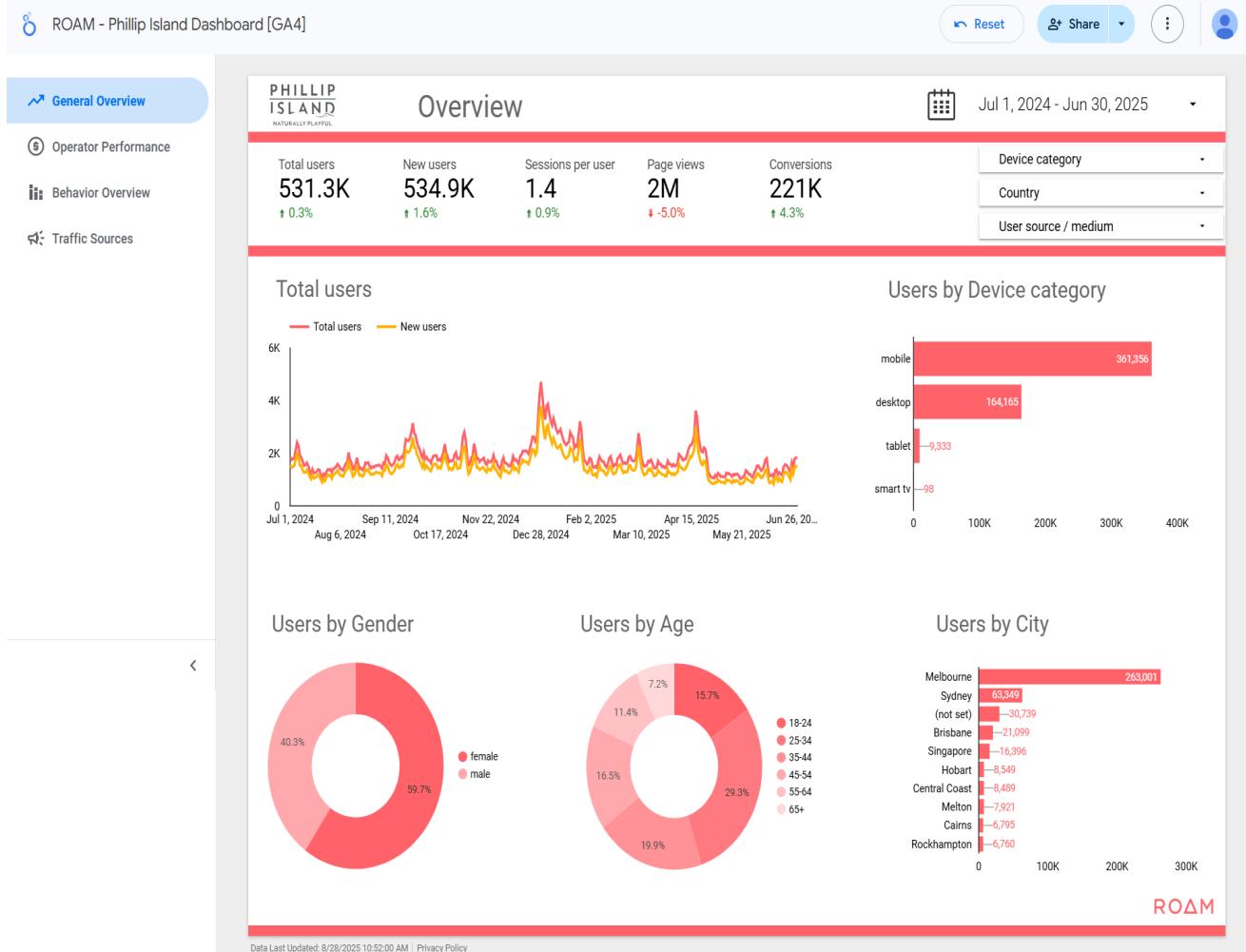
**visitphillipisland.com.au** remains our **most influential marketing asset**, acting as the central hub for all destination marketing efforts. All campaigns - from paid advertising to organic content — are designed to funnel audiences to the site, where they're inspired to **stay longer and connect directly with local tourism operators** via website, phone, or email links.

To keep the site fresh, engaging, and high-ranking on search engines, we deliver monthly blog content, rotate seasonal features, and regularly update or add new pages. A key addition this year was the launch of a dedicated French Island regional page, helping showcase more of our region's diverse offerings.

Website content continues to support **social media campaigns, email newsletters, and marketing materials**, amplifying its reach and return on investment.

Despite emerging challenges from AI tools like ChatGPT that may influence how people search and interact with websites, our platform held steady with consistent year-on-year performance - a positive sign of ongoing relevance and value. Going forward, it's critical that we invest in understanding evolving digital behaviours to ensure content remains visible, useful, and competitive in a shifting landscape.

July 1, 2024 – June 30 2025	
<b>Website Users</b>	531,000
<b>Website Sessions</b>	769,000
<b>Avg. Session Duration</b>	1.19 minutes
<b>Page Views</b>	2,000,000
<b>Event Count</b>	5,700,000



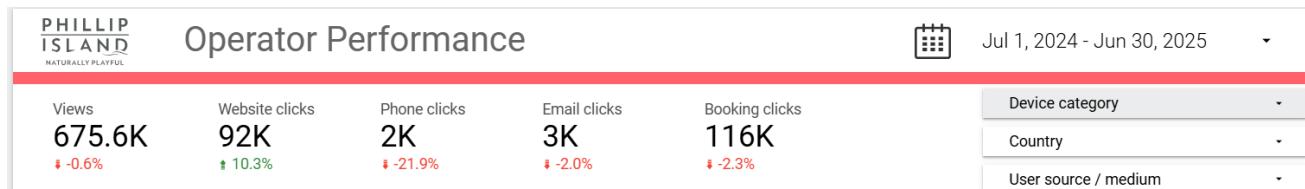
## Tracking Outbound Links to our Partners

Tracking event data is essential for understanding the value of our digital marketing efforts.

Over the past 12 months, **operator listings on our website received 675,600 page views**, leading to:

- **97,000 outbound link clicks** to operator websites and contact details
- **116,000 direct booking link clicks**

These insights demonstrate the strong referral power of our platform in driving qualified traffic and booking interest to local tourism operators - highlighting the importance of maintaining updated, engaging listings.



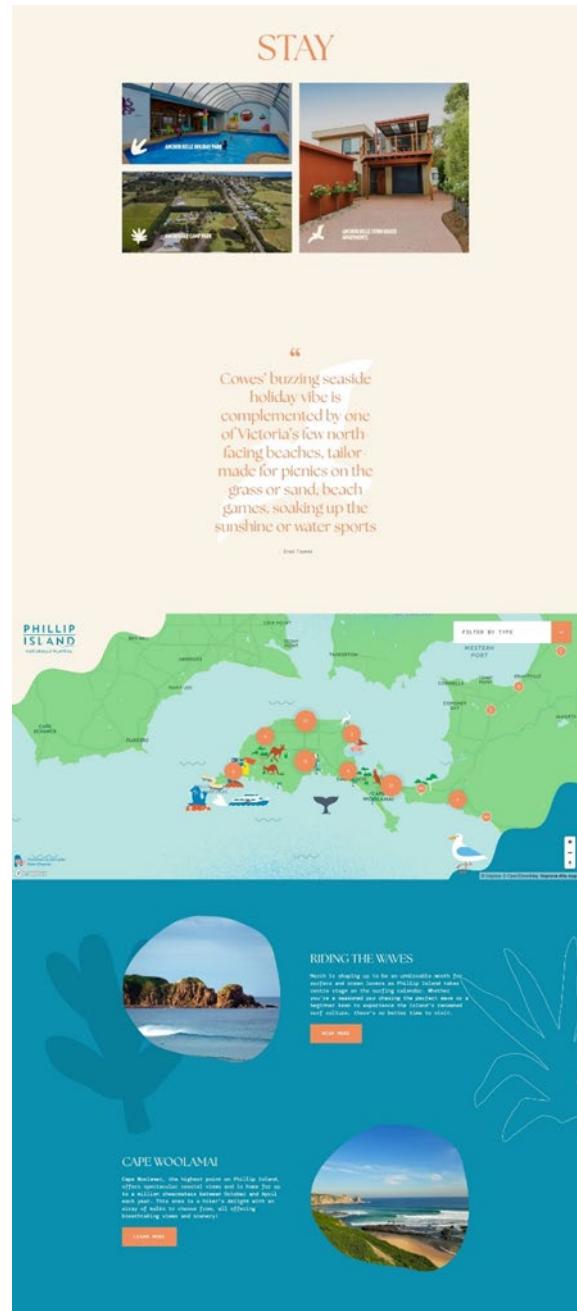
## Most Viewed Website Pages

		Plot rows	Search...	Rows per page:	10	Go to:	1	1-10 of 17001	>
		Page title and screen class	+	Views	Active users	Views per active user	Average engagement time per active user	Event count	All events
<input checked="" type="checkbox"/>	Total			1,865,610 100% of total	530,798 100% of total	3.51 Avg 0%	1m 19s Avg 0%	5,679,690 100% of total	All events
<input checked="" type="checkbox"/>	1 Visit Phillip Island - Official Tourism Website			154,700 (8.29%)	117,726 (22.18%)	1.31	31s	526,564 (9.27%)	
<input checked="" type="checkbox"/>	2 Things To Do   Visit Phillip Island			86,807 (4.65%)	63,031 (11.87%)	1.38	28s	298,269 (5.25%)	
<input checked="" type="checkbox"/>	3 Phillip Island Penguin Parade   Visit Phillip Island			80,081 (4.29%)	62,087 (11.7%)	1.29	24s	349,699 (6.16%)	40,000
<input checked="" type="checkbox"/>	4 Local Markets   Visit Phillip Island			43,206 (2.32%)	32,054 (6.04%)	1.35	31s	133,137 (2.34%)	
<input checked="" type="checkbox"/>	5 Attractions   Visit Phillip Island			43,018 (2.31%)	29,184 (5.5%)	1.47	40s	106,921 (1.88%)	
<input type="checkbox"/>	6 Getting Here & Around   Visit Phillip Island			32,034 (1.72%)	25,458 (4.8%)	1.26	44s	100,715 (1.77%)	
<input type="checkbox"/>	7 Events   Visit Phillip Island			29,671 (1.59%)	21,783 (4.1%)	1.36	19s	82,899 (1.46%)	
<input type="checkbox"/>	8 Family Fun   Visit Phillip Island			28,442 (1.52%)	18,071 (3.4%)	1.57	49s	76,108 (1.34%)	
<input type="checkbox"/>	9 See & Do   Visit Phillip Island			27,081 (1.45%)	19,195 (3.62%)	1.41	34s	62,924 (1.11%)	
<input type="checkbox"/>	10 Things To Do   Phillip Island			25,297 (1.36%)	18,109 (3.41%)	1.40	29s	91,144 (1.6%)	

## Website Refresh

New Fresh Look – at the beginning on the year, we unveiled our new website refresh design. With over 2 million views annually, our website is a powerful platform for promoting local businesses and inspiring travellers to explore Phillip Island and its surrounds.

The refresh includes a bold new homepage design, updated typography, improved business profiles, and new creative features that bring our region's stories to life.

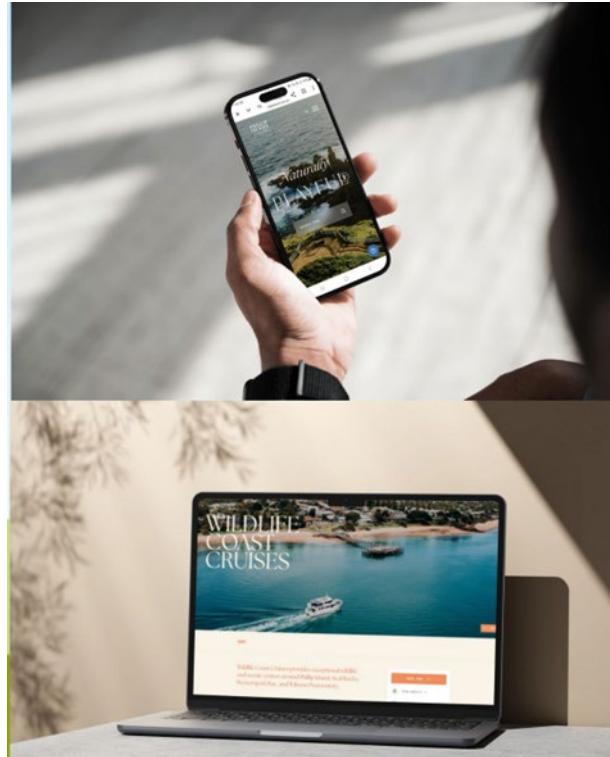
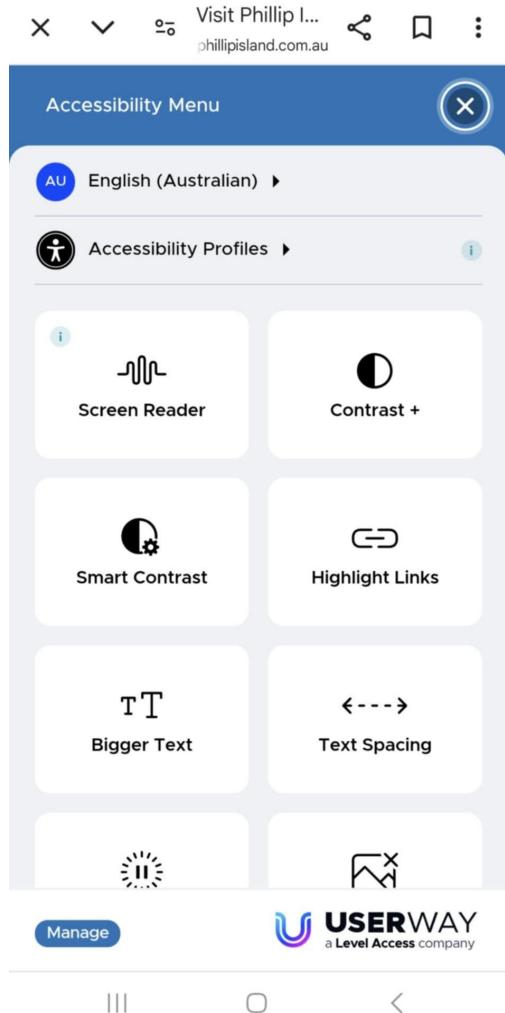


These developments were supported by the Federal Government – Reviving International Tourism Grant.

## Accessibility

We've also implemented UserWay.org, a digital accessibility widget, to ensure a seamless experience for all users. The most essential accessibility functions are curated in UserWay's Mini Widget, enhancing the site and empowering users to modify their experience. Gives visitors sought after personalization capabilities and optimize their interactive experience on our site. Includes AI-powered remediations.

Translation is also available in multiple languages.



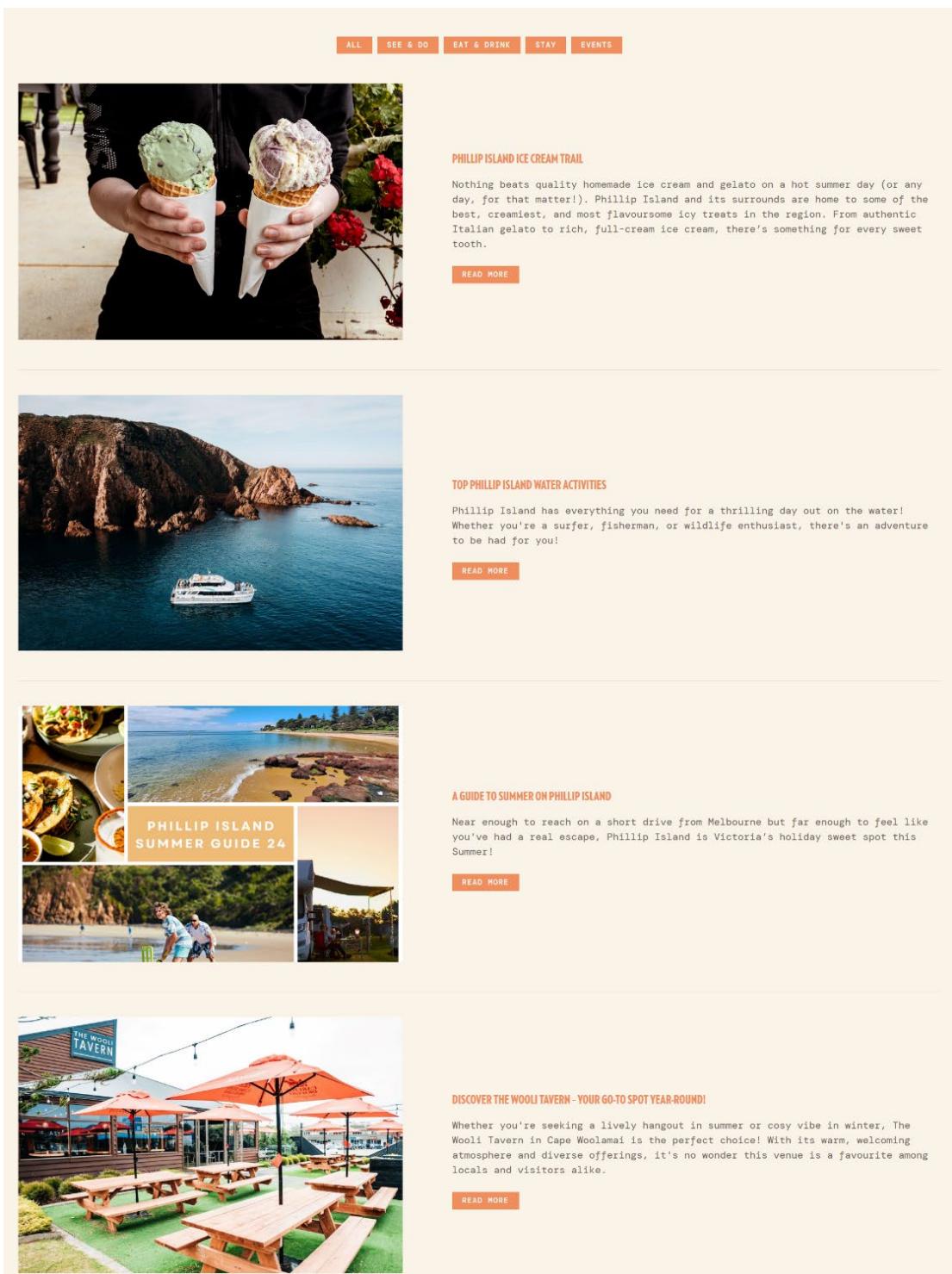
## Blogs

Blog content plays a vital role in engaging consumers, driving website traffic, and enhancing SEO performance. By providing informative, inspiring, and timely content, blogs help position a destination as both relevant and desirable - ultimately influencing trip planning and conversion.

Our approach includes a mix of list-style features and monthly round-ups designed to capture attention and align with user search intent. Examples include high-performing themes such as Top Stargazing Stays, the Phillip Island Ice Cream Trail, Top Things to Do in the Easter School Holidays, and seasonal highlights like Phillip Island: Witness the Wild Side of Winter.

This content not only supports organic discovery through search engines but also provides valuable storytelling opportunities across social media and email channels.

View the latest blogs here - [www.visitphillipisland.com.au/blog](http://www.visitphillipisland.com.au/blog)



The screenshot shows a grid of four blog posts on the Visit Phillip Island website:

- PHILLIP ISLAND ICE CREAM TRAIL**  
Nothing beats quality homemade ice cream and gelato on a hot summer day (or any day, for that matter!). Phillip Island and its surrounds are home to some of the best, creamiest, and most flavoursome icy treats in the region. From authentic Italian gelato to rich, full-cream ice cream, there's something for every sweet tooth.  
[READ MORE](#)
- TOP PHILLIP ISLAND WATER ACTIVITIES**  
Phillip Island has everything you need for a thrilling day out on the water! Whether you're a surfer, fisherman, or wildlife enthusiast, there's an adventure to be had for you!  
[READ MORE](#)
- PHILLIP ISLAND SUMMER GUIDE 24**  
Near enough to reach on a short drive from Melbourne but far enough to feel like you've had a real escape, Phillip Island is Victoria's holiday sweet spot this Summer!  
[READ MORE](#)
- DISCOVER THE WOOLI TAVERN - YOUR GO-TO SPOT YEAR-ROUND!**  
Whether you're seeking a lively hangout in summer or cosy vibe in winter, The Wooli Tavern in Cape Woolamai is the perfect choice! With its warm, welcoming atmosphere and diverse offerings, it's no wonder this venue is a favourite among locals and visitors alike.  
[READ MORE](#)

PHILLIP ISLAND

# BLOG

TOP STARS SPOTTED - ASTRONOMY ON PHILLIP ISLAND

## TOP STARS SPOTTED - ASTRONOMY ON PHILLIP ISLAND

With its sprawling coastline, rural landscapes and dark, open skies, Phillip Island is one of Victoria's most accessible and rewarding stargazing destinations. Just a 90 minute drive from Melbourne, the island offers a peaceful escape where the 'Milky Way' shines bright overhead, punctuated by the glow of city lights.

[READ MORE](#)

DISCOVER THE MAGIC OF DAY ON PHILLIP ISLAND - OFF THE BEATEN TRACK AND BEYOND THE COAST

Discover the magic of the island's interior - the beauty off the beaten track, the singles site locations, the hidden beaches, peaceful parks, wildlife encounters and more, away from the crowds. From the coastal to the inland, from the general to the detailed.

[READ MORE](#)

EAT, DRINK AND DINE ON PHILLIP ISLAND - FINE DINING, STREET TREATS AND LOCAL FAVOURITES

From fine dining options to a taste of the street food, there's something for every taste on the island. From the laid-back to the high-falutin'.

[READ MORE](#)

PHILLIP ISLAND DAY TRIP DISCOVERIES

With a reputation as Australia's family holiday playground, Phillip Island's cafes and restaurants are set to succeed when it comes to eating out with little people.

[READ MORE](#)

TOP THINGS TO DO ON THE BEATED TRACK ON PHILLIP ISLAND

Discover a guide to a few off-the-beaten-track, but just as fun, things to do on Phillip Island. Whether it's getting off the beaten track, getting into the outdoors, or just relaxing, there's something for everyone.

[READ MORE](#)

## STAYCATION

For something to really relax and recharge, there's nothing better than a staycation. Here's some of our top picks.

## STAYCATION

From the beach to the bush, there's a place for everyone. Here's some of our top picks.

## PHILLIP ISLAND

### INFORMATION

CONTACT  
MEDIA RELEASES  
MEDIA

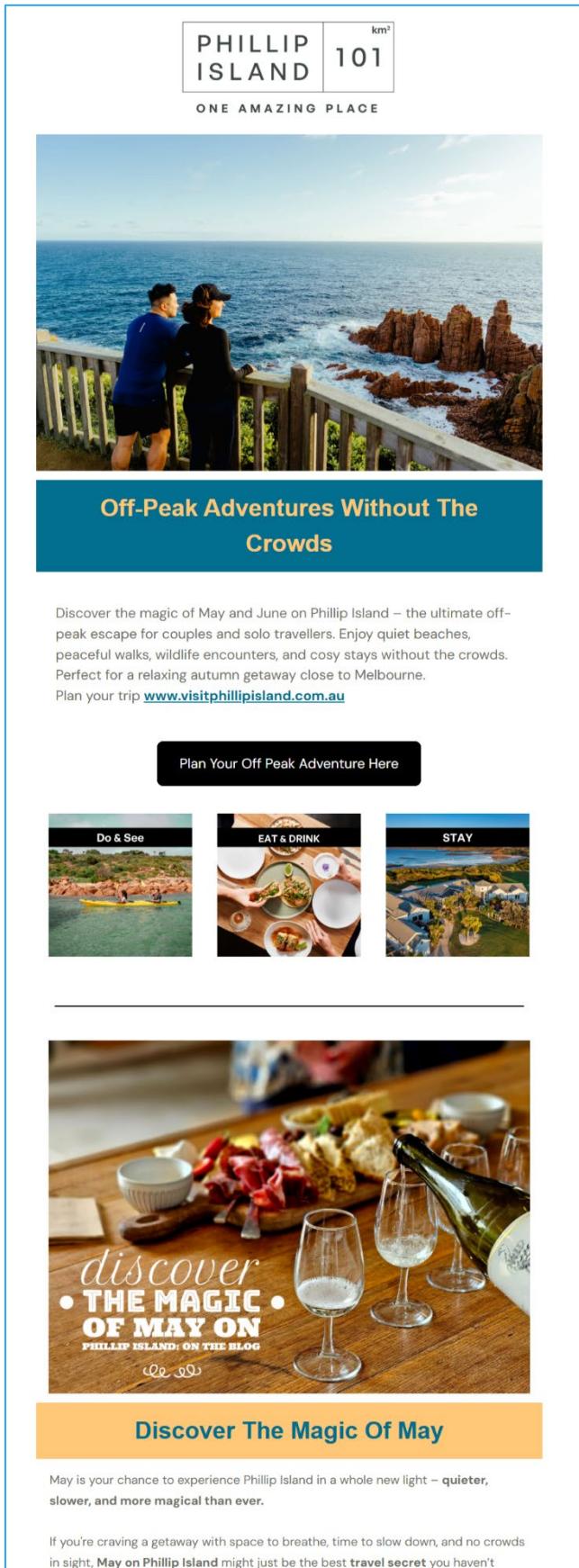
### LINKS

DISCOVER  
MILK  
PARTNERS

DISCOVER THE BEATED TRACK

DISCOVER THE BEATED TRACK

## Electronic Direct Mail (eDM) Consumer Newsletters



PHILLIP ISLAND 101 km<sup>2</sup>  
ONE AMAZING PLACE

**Off-Peak Adventures Without The Crowds**

Discover the magic of May and June on Phillip Island – the ultimate off-peak escape for couples and solo travellers. Enjoy quiet beaches, peaceful walks, wildlife encounters, and cosy stays without the crowds. Perfect for a relaxing autumn getaway close to Melbourne. Plan your trip [www.visitphillipisland.com.au](http://www.visitphillipisland.com.au)

Plan Your Off Peak Adventure Here

**Do & See** **EAT & DRINK** **STAY**

*discover*  
• THE MAGIC •  
OF MAY ON  
PHILLIP ISLAND: ON THE BLOG

Discover The Magic Of May

May is your chance to experience Phillip Island in a whole new light – quieter, slower, and more magical than ever.

If you're craving a getaway with space to breathe, time to slow down, and no crowds in sight, **May on Phillip Island** might just be the best **travel secret** you haven't

Consumer newsletters have proven to be highly successful in driving leads and clicks to our website and partner sites.

We sit well above the industry open rate, which is benchmarked at 20% for travel, and we experience **an average open rate of 33%**.

In the eDMs we continue sharing content from our 101km<sup>2</sup> campaign and links to blogs and listicles, which proved very popular.

Our email subscribers in the 2024-2025 financial year grew to 24,049. A competition run in collaboration with Blitz Golf helped grow our database. This should be something we continue to do, along with adding a pop-up subscriber notification when you land on our website.

## Consumer Competition

We partnered with Red Rocks Golf Course and Blitz Golf to give away an Ultimate Golfing Experience. This amazing package included:

- **Two-nights Accommodation:** Stay for up to two people at the Red Rocks Golf Course on-site accommodations (6-12 months validity, excluding Blitz Golf weekend and peak periods). (**Valued at \$900**)
- **Two Green Fee Passes:** Enjoy two green fees at Red Rocks Golf Course, with club hire included if required (**Valued at \$52**)
- **Two VIP Tickets to the Victorian Blitz Event, Saturday, December 21st 2024, at Red Rocks Golf Course:** Experience the thrill in luxury with two VIP tickets to the Red Rocks VIP Marquee. (**Valued at \$400**)

DPI then created and executed a paid social media campaign, including graphics, a sign-up page, and a blog to help promote competition entries to this niche market, alongside a solo email and organic social media posts.



### Social Media

Reach	30,883
Impressions	90,196
Paid Link Clicks	1634

### eDM

eDM Reach	23,355
Open Rate	53.9%
Click Through rate	2%

Competition Entries	947
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## Drive Victoria

We continued our partnership with the Great Ocean Road, Mornington Peninsula and Geelong / Bellarine regional organisations to deliver Drive Victoria - a cross-regional tactical marketing campaign launched in November 2023.

The campaign aims to support our regional marketing activities and taps into our most important audience – the self-drive market. This market makes up 98% of visitors to regional Victoria. This campaign aims to drive direct retail conversion to you via bookable deals and packages.

In April 2025 the collaborative hired Belinda Austen, a part-time marketing professional to manage the Drive Victoria social media accounts, website and eDM, creating a more cohesive and strategic marketing delivery. The investment has seen significant growth and engagement across all social media channels.

Belinda captured raw video content on a famil to Phillip Island. We own this raw footage and will use it in reels highlighting the region for both Drive and Phillip Island channels.



[Drive Victoria website](#)

[Regional Drive Victoria Page](#)

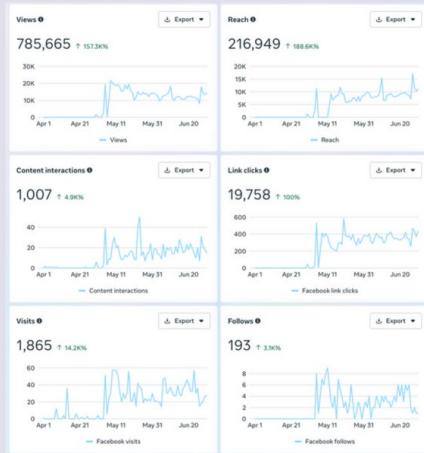
[Drive Victoria Instagram](#)

[Drive Victoria Facebook](#)

Period: 1 April - 30 June 2025

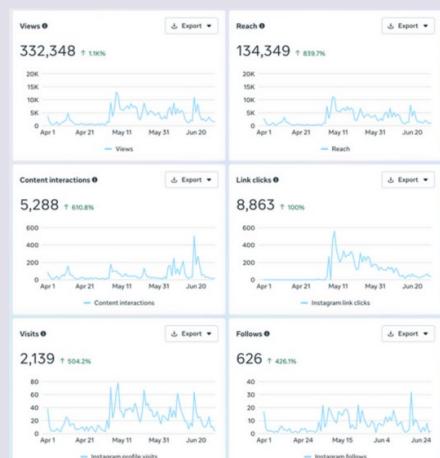
### Meta Analytics 1 April - 30 June Compared to previous three months

#### FACEBOOK



### Meta Analytics 1 April - 30 June Compared to previous three months

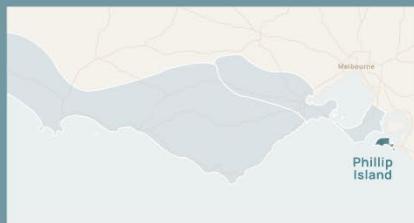
#### INSTAGRAM



## Phillip Island

Welcome to Phillip Island, 101km<sup>2</sup> of amazing experiences distilled into one easygoing island sanctuary.

Near enough to reach on a short drive from Melbourne but far enough to feel like you've had a real escape, Phillip Island is one of Victoria's holiday sweet spots. The island is famous for its Little Penguin parade and the legendary Australian Motorcycle Grand Prix, but there's much, much more to see and do. Soon you'll see what us locals have long known - there's nowhere quite like Phillip Island.



No matter what time of the year you visit, there's 101km<sup>2</sup> of island magic to be discovered. From watching fur seals sun themselves on Seal Rocks, to enjoying a smooth red at a cosy wine bar and taking to the skies on an exhilarating scenic helicopter ride, whichever direction you head there's fun to be found. Whether you glamp under the stars, stay in a luxury cabin or book a caravan park with a view, we invite you to stay and create your own Island adventure.

## Our Drive Victoria Partners

Haven't quite found the deal for you, but want to plan a trip? Start planning here with one of our trusted Drive Victoria partners.



## Your Guides



## Top Places to Eat on Your Next Victorian Road Trip

Victoria's road trips aren't just about the stunning scenery, they're also about discovering local flavours along the way, from farm-fresh cheese and world-class wineries to



## 8 of the Best Day Spas in Victoria

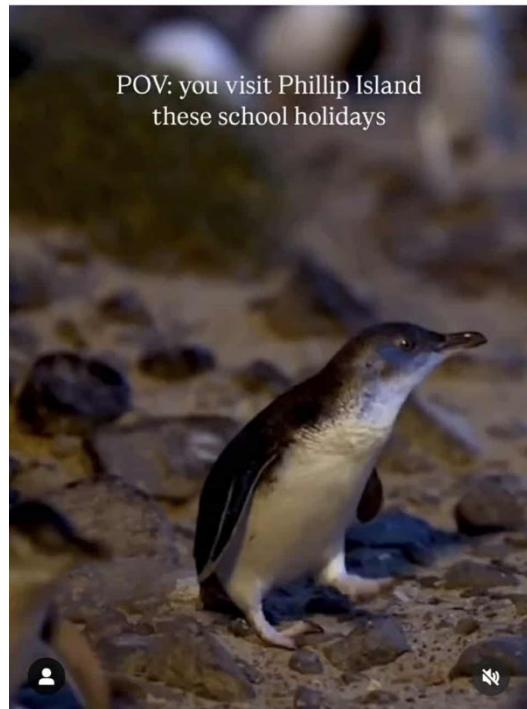
Discover the top day spas in Victoria, from coastal hot springs to luxurious spa retreats. Treat yourself to a wellness getaway across the Great Ocean



## Must See Places

## ← Posts

POV: you visit Phillip Island these school holidays



Liked by phillipisland and others

drivevictoria Waddle into the wild side 🐧 From penguins to chocolate and coastal cruises—Phillip Island is full of fun for the whole fam! ▾



See All Guides >

## Explore Phillip Island

Take me there now >



## Visit Victoria Co-op Partnership

As part of our paid investment into the Visit Victoria Co-op partnership, we delivered a family giveaway competition with a total prize pool of just under \$2,000. This competition was presented in the inside cover of the Autumn Melbourne official visitor guide and promoted via their website and social media.

Thank you to the local industry partner who donated the prize pack experiences.

The image shows the header of the official tourism website for Victoria, Australia. The header includes the Victoria logo with the tagline 'POWER OF DIFFERENCE'. Navigation links for 'What's on', 'See & do', 'Eat & drink', 'Explore by region', and 'Discovery map' are visible. A search bar and a heart icon for saving are also present. The main visual is a scenic coastal view with a boat on the water and a rugged, green-covered cliffside in the background. A dark overlay box in the bottom left corner contains the text 'AUTUMN COMPETITION' in white, with a small heart icon to its right.

**ENTER FOR A CHANCE TO WIN**

Stay, play and experience Phillip Island for a family of four.

Total prize is valued at over \$2,760 and includes:

- A 2-night glamping stay at Phillip Island Park Lane Holiday Park in a deluxe Safari Tent
- Park access to Phillip Island Koala and Animal Park & exclusive Koala Feeding Experience
- Thundercat Tour family experience with Ocean Adventures
- 3-hour scenic Seal Watching Cruise with Wildlife Coast Cruises
- Phillip Island koala tracks sessions and access to the History of Motorsport
- Phillip Island Nature Park's 3D ParkPenguins Plus family pass
- Lunch at Pinn's Tintoretto
- Brewie at Phillip Island Brewing Co
- A Maxi N Things family day pass

Competition closes on Friday 23 May 2023.

OVG competition [terms and conditions](#).

**CHECK OUT THE PRIZES**



♥

Phillip Island Park Lane Holiday Park

Family & Holiday parks

Stay next door to Phillip Island's most fun place, A Maxi N Things theme park. Phillip Island Park Lane Holiday Park is set on ten acres and has a variety...

**YOUR GO-TO HANDBOOK THIS AUTUMN**

Plan the ultimate adventure. The Official Visitor Guide is your essential resource for exploring Melbourne and Victoria. Packed with tips, maps, events and seasonal discounts, it's designed to help you uncover the best experiences – from vibrant city laneways, neighbourhoods with bold personalities and stunning regional escapes. Discover how this place is every bit different and will stay with you long after you leave.

Download the **OVG Autumn 2023** (PDF, Size 23 MB), page through the guide below or pick up a copy at most hotels or visitor information centres to start planning your unforgettable visit.

Cover illustration: Leaves of the Mem by Claire Mosley.

A seasonal guide is also available online in Chinese-language [here](#).

Autumn done different. Inside find more

- **Big events, big energy.** Feel the roar at the F1® Australian Grand Prix or see an aviation spectacle at the Avalon Australian International Airshow
- **Showstopping culture.** From infinite dots at Kusama to belly laughs at the Melbourne International Comedy Festival
- **Eat and drink.** High tea, fresh food markets and Melbourne Food and Wine Festival
- **Runway to retail.** Be inspired at the Melbourne Fashion Festival, then get the look
- **Autumn outdoors.** Chase golden leaves, hike epic trails and pitch a tent
- **WIN.** A family trip to Phillip Island

First name *	
Last name *	
Phone number	
Country *	
<input type="checkbox"/> I would like to receive news and information about Melbourne and Victoria from Victorian Government	
<input type="checkbox"/> I consent to providing my details as a requirement of entry for the Official Victorian Schools competition and understand that I will be contacted via email during the promotion to update me on my entry. <a href="#">View terms and conditions</a> .	

The image shows the front cover of the 'Autumn Issue' of National Geographic magazine. The cover features a scenic photograph of a beach with turquoise water and a rocky shore at sunset. Overlaid on the bottom right is a yellow rectangular button with the word 'WIN' in large, bold, black capital letters. The magazine's title 'NATIONAL GEOGRAPHIC' is at the top, and the word 'AUTUMN ISSUE' is at the bottom. The overall layout is clean and modern.

Discover Phillip Island

8 of 9 results

Sort by: Default ▾

**The Thundercat Ride**

**Phillip Island Koala**

**Maru Koala and Animal Park**

**Phillip Island Penguin Parade**

**Phillip Island Grand Prix Circuit Visitor Centre and Go Karts**

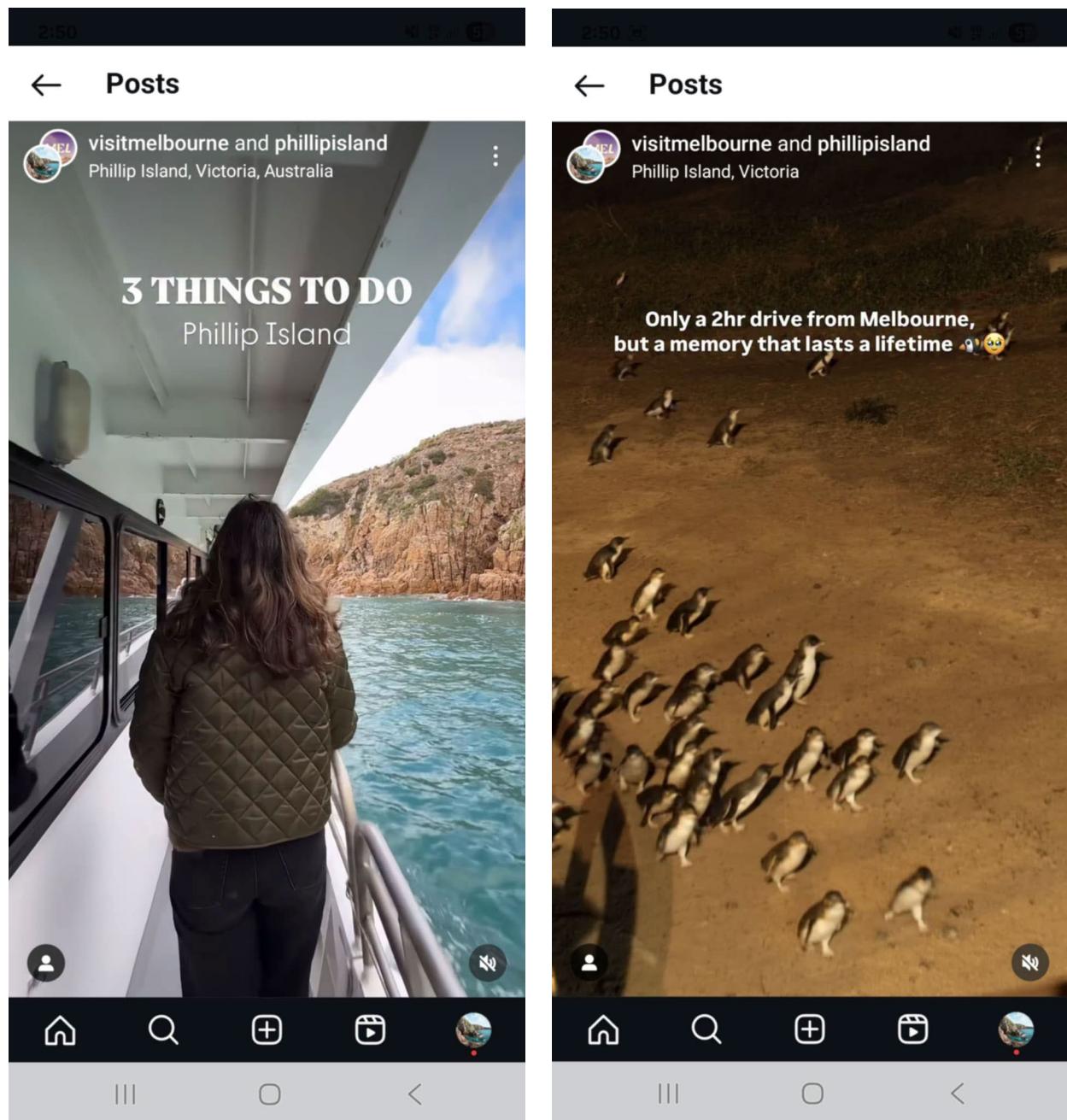
**Rusty Water Brewery Restaurant & Bar**

More (1) ▾

This partnership also included a content and influencer visit in May, which resulted in two-reel highlights, Broll video footage and a set of 20 images from their visit. These reels focused on an eat, play, stay theme and one business highlight.

**Reel 1** – Stay: Red Rocks Golf Course, Do: Wildlife Coast Cruises Eat: Hotel Phillip Island (309k views)

**Reel 2** – Penguins and the Nobbies (65.9million views – also had paid money into an international market behind it)

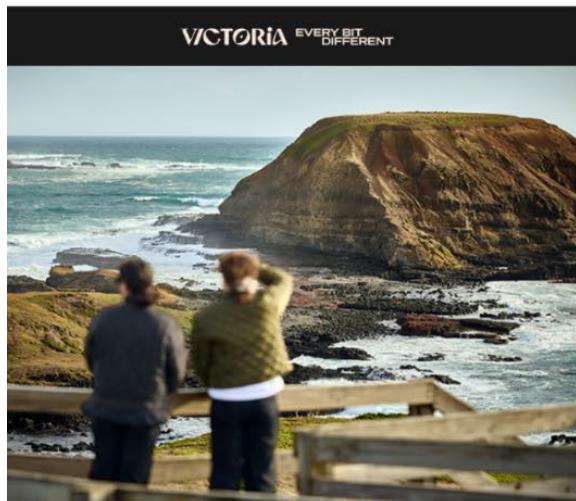


Example of content that was produced by Visit Victoria. New imagery of Phillip Island experiences is now available on the Victoria Content Hub

<https://contenthub.visitvictoria.com/>



eDM Feature on Phillip Island to the Visit Victoria database which featured Maru Koala and Animal Park, Red Rocks Golf Course Accommodation, Penguin Parade and Wildlife Coast Cruises.



## TINY ISLAND, BIG EXPERIENCES

Plan your next adventure on Phillip Island, where unique wildlife and dramatic coastal scenery make up an idyllic island sanctuary like no other.

This little island is big on activities for every weekend wanderer, all waiting for you just 90 minutes from Melbourne.

[Take me there!](#)



### KOALA ENCOUNTERS

Head to Maru Koala and Animal Park to get up close to these adorable marsupials, as well as wombats, kangaroos, Tassie devils and wallabies.

[Let's go](#)

### COSY STAYS

Red Rocks' chic cabins are the perfect base for your Phillip Island adventure. Stay amid serene golf course surroundings, just a short drive from the centre of Cowes.

[Let's go](#)



### COASTAL CRUISING

Join Wildlife Coast Cruises on an ocean exploration and journey along Phillip Island's rugged coastline in search of migratory whales, dolphins and fur seals.

[Let's go](#)

### PENGUIN PARADES

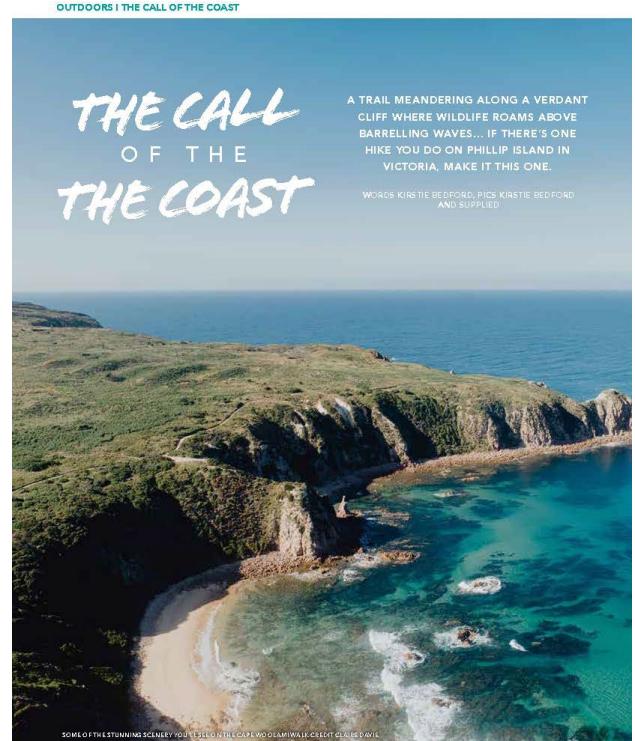
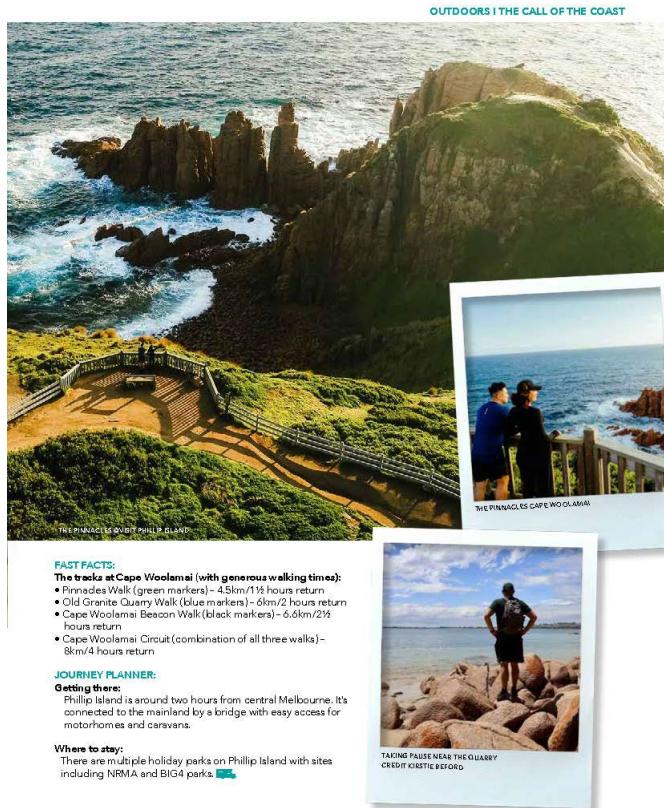
An unmissable Phillip Island experience awaits at the Penguin Parade. As dusk falls, watch cute little penguins emerge from the sea and waddle back to their burrows.

[Let's go](#)

## Print Media

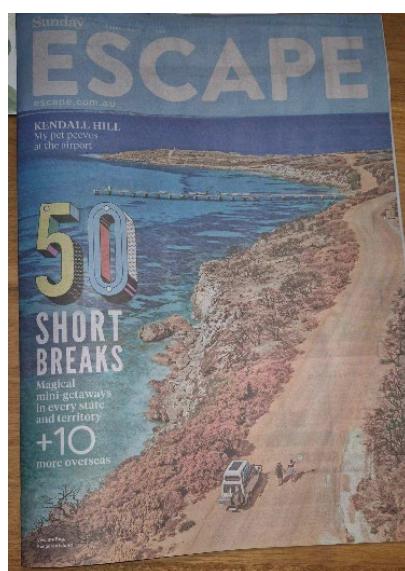
# Wanderer Magazine

Big write-up on Phillip Island in the February Issue of the Wanderer Magazine on the Cape Woolamai walk, and also featured accommodation Phillip Island Big4 and NRMA Phillip Island Beachfront.



## ESCAPE 52 SHORT BREAKS

Escape Magazine featuring a short write-up including partners Phillip Island Sauna, Wildlife Coast Cruises and Ocean Adventures



## Traf News

Partnership with Traf News promoting off-peak winter visitation. Featuring Wildlife Coast Cruises Whale Cruises, Whale Discovery Trail, Penguin parade, Wooli Tavern, San Remo Fisherman's Co-op, Local Way Tours, Ramada Resort, Phillip Island Go Karts, Maru Koala and Animal Park and Phillip Island Ten Pin Bowling and Entertainment Centre.

NEWS

Traf District News - Distributed to Trafalgar Yarragon Thorpdale and Willow Creek August 2024 - Page 5

### Phillip Island offers a wonderful winter escape and is only one and a half hours away

Phillip Island is renowned for its vibrant wildlife and breath-taking coastal vistas. It undergoes a metamorphosis during winter. The clear blue waters that glisten under the summer sun, take on a deeper hue and the beaches, typically bustling with sun-seekers and surfers, now exude a peaceful stillness.

While you may need to pack your warmest jacket and bunting, winter is the perfect time to visit if you're seeking the unique tranquillity of Phillip Island during the off-season. You'll have feeling relaxed, rejuvenated and refreshed, having experienced the island's raw beauty.

For wildlife enthusiasts, winter on Phillip Island

brings migratory humpback and southern right whales passing through the coastal waters, joining the permanent populations of little penguins. Australian fur seals, bottlenose dolphins and a abundant birdlife.

Whales, dolphins and seals can be encountered up close in their natural habitat from a Wildlife Coast Cruises tour, while a walk, ride or drive along the Bass Coast and Phillip Island Whale Discovery Trail offers the opportunity to explore coastal lookout and whale watching from land.

The iconic Phillip Island Penguin Parade welcomes visitors every night of the year as the world's smallest penguins waddle home to their burrows across the sand each night at sunset.

For those travelling with children, winter is the perfect time to visit as the earlier sunsets bring the penguins in at a more family friendly hour.

Cozy cafes, modern eateries, waterfront restaurants, funky cocktail bars, traditional pubs, wineries and breweries are scattered across the island featuring menus that celebrate the region's produce and food artisans. From sampling cool climate wines at Phillip Island Winery, to basking in the alpine ski lodge atmosphere while enjoying a brew at The Wooli Tavern, or enjoying freshly caught seafood from San Remo Fisherman's Co-op, there are winter flavours to suit all tastes.

Beyond its natural wonders and culinary offerings,

winter on Phillip Island provides the chance to disconnect from the hustle and bustle of daily life and reconnect with oneself and with loved ones. Whether you opt to unwind by crackling fire in a cozy cottage or set off on an adventure to uncover hidden gems on a guided tour with Local Way Tours, Phillip Island's welcoming atmosphere encourages moments of reflection and creates lasting memories.

Ramada Resort Phillip Island offers the opportunity to immerse yourself in nature, surrounded by 45 acres of bushland while being afforded all the creature comforts of luxury accommodation and proximity to the attractions of Phillip Island.

There is lots of fun for families, with the excitement at Phillip Island Go Karts or roll a bowl in family friendly competition at Phillip Island Ten Pin Bowling and Entertainment Centre, or enjoy their laser tag and arcade games.

Get lost in a world of magic, illusions and mazes at A MazeN Things, or warm up with Phillip Island Chocolate Factory with a steaming mug of hot chocolate. Maru Koala and Animal Park near Phillip Island offers immersive animal experiences with native Australian wildlife, providing the opportunity to learn about conservation efforts firsthand.

For those seeking outdoor adventures, the island's coastal trails offer scenic walks suitable for families, where kids can explore accessible boardwalks or rock

pools teeming with marine life.

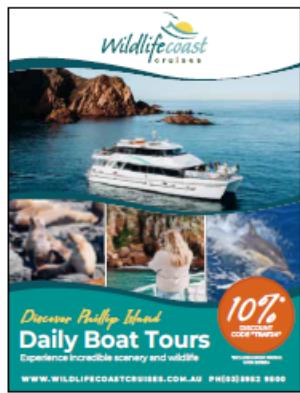
Phillip Island in winter offers a blend of natural beauty, local charm and family-friendly activities that create lasting memories. Whether you're captivated by the wildlife, enjoying a local cuisine, or exploring the island's scenic trails, each experience reflects the island's charm and invites visitors to unwind and reconnect.

Embrace the tranquillity

and warmth of Phillip Island

during this season, where abundant experiences offer both discovery and relaxation in equal measure, making it an ideal destination for all seeking a memorable winter escape.

Plan your winter escape at [www.visitphillipisland.com.au](http://www.visitphillipisland.com.au)



## Good Weekend - 52 weekends away

In response to our regional update to Visit Victoria at their offices, the team decided to nominate our partner SaltHouse Retreat for Good Weekend 52 Weekends Away.



In collaboration with Visit Victoria Akash Arora wrote Shore Success: There's more to Phillip Island than just Penguins. The story was published nationally last week across 17 titles. It featured our partners Phillip Island Park Lane Holiday Park, SaltHouse retreat, Five Acres, Saltwater, Bani's Restaurant and Bar, Grenache Bar and Restaurant, Penguin Parade, Super Cruzer and Ocean Adventures. – [read the article here](#)

\$80 for adults). But if you want to beat the crowds, sign up for the Ultimate Adventure Tour (from \$120 per person), which takes a small group of people 16 years and older to a secluded beach for the best up-close encounters. [penguins.org.au](http://penguins.org.au)

**Get on the bike:** Grab an e-bike at Super Cruzer Hire and explore the best of the island - from the main strip of Cowes to the coastal views from the Nobbies - on two wheels. [phillipislandebikeshire.com.au](http://phillipislandebikeshire.com.au)

**Make a splash:** You haven't really seen Phillip Island until you have witnessed its rugged terrain from the water. Ocean Adventures operates Victoria's only jetboat experience, with a 35-minute tour that leaves from the San Remo Jetty and zips around the island, giving guests up-close views of the soaring granite cliffs and intricate caves of Cape Woolomai. [oceanadventures.co](http://oceanadventures.co)



## Shore success

There's more to Victoria's Phillip Island than the penguin parade, writes Akash Arora.

### STAY

**Phillip Island Park Lane Holiday Park:** Its proximity to A Maze'N Things - an award-winning theme park with picnics, mazes and mini golf courses - is just the start. Pitch a tent, plug in your caravan on a powered site or check in to cabins that can accommodate groups of up to 10 travellers. There are glamping pods, too, which are perfect for couples. Kids will love the onsite swimming pool and the outdoor playground, while adults will appreciate facilities such as the tennis courts, outdoor barbecues and even a bocce rink. *From \$161 per night (for a glamping pod); parklaneholidayparks.com.au/phillipisland*

**Salthouse:** You can hear the crashing waves and even smell the surf from the outdoor deck of this architecturally designed beach retreat, flooded with natural light and dotted with eye-catching furniture. Set among the dunes and banksias of Surf Beach, the two-bedroom hideaway is perfect for families and also welcomes pets. *From \$230 per night; visitmelbourne.com*

**Five Acres:** Set on a five-acre block in the town of Ventnor, this farmstay is home to about 90 fruit and nut trees; and animals such as chickens, goats, sheep and two highland cows. Check into one of the utterly chic standalone cabins with an open-plan kitchenette, lounge and dining area; a natural wood fireplace; and an outdoor concrete bath. Or take over the two-bedroom guesthouse if you need a bit more space. *From \$590 per room, per night; fiveacres.com.au*

### EAT AND DRINK

**Wild Food Farm and Cafe:** This modern Australian joint in Rhyll has a soft spot for native ingredients. Think scones with wattle seeds, beef pies with pepperberries and aioli laced with finger lime. Go for a breakfast of classics (from eggs Benedict to French toasts) or enjoy a light lunch, with elegant dishes such as goats' cheese tarts and frittata

with native herbs. [wildfoodfarm.com.au](http://wildfoodfarm.com.au)

**Saltwater:** Go for the 270-degree water views; stay back for the food menu which runs the gamut from stellar seafood (think chilli-dipped mussels and decadent fish tacos) to wood-fired pizzas. With San Marzano tomatoes, fior di latte, roasted capsicum, ham and pineapple, the Islander pizza would be our pick - the perfect accompaniment to views of the drifting boats from the floor-to-ceiling windows of the restaurant. [saltwaterphillipisland.com.au](http://saltwaterphillipisland.com.au)

**Bani's Restaurant & Bar:** Located in the heart of Cowes, with Western Port Bay views, this Greek eatery has something for everyone. Dishes such as chicken tenders and crumbed flathead tail on the Little Champions menu will keep the kids happy, while parents will love the lamb shoulder, which after being slow-cooked for 12 hours is so tender and juicy it falls apart at the mere prod of a fork. [banisrestaurant.com.au](http://banisrestaurant.com.au)

**Grenache Bar & Restaurant:** Also in Cowes, this is a casual hangout where you can nab a high table and kick off with a classic cocktail - negronis, cosmopolitans, margaritas and Moscow mules dominate the drinks list), then settle for something from the food menu that specialises in no-fuss fare. Buttermilk fried chicken with a side of pickles, say, or beef wellington with demi-glace sauce, mashed potatoes and fried portobello mushrooms. [grenachebar.com.au](http://grenachebar.com.au)

### DO

**Watch the penguin parade:** Little penguins are the indisputable stars of Phillip Island, which is home to their biggest colony in the world. There are many ways to take in the spectacle. Head to the general-viewing tiered-seating platform (\$16 for children and \$32 for adults) overlooking Summerlands Beach to watch the cute creatures emerge from the ocean just after sunset and waddle towards their burrows. Or for a better vantage point, head to the Penguins Premium viewing platform (\$40 for children and

We facilitated a famili for writer Catherine Best to write an article 72 Hours on Phillip Island for Escape print and digital platforms. The article promoted longer stays and self-drive journeys. The article featured our partners NRMA Beachfront Holiday Park, Penguin Parade, Pioneer Kayaking, San Remo Fisherman's Co-op, Isola Di Capri, Bang Bang Bar and Food, Pino's Trattoria, Penny Lane Island Café, Churchill Island and Phillip Island Chocolate Factory. The article also featured many of the island's natural assets, walks and beaches.



# ‘The safari tents have a four-poster bed, soft linens and outdoor claw-foot tubs’

Catherine Best finds there's more to a Victorian holiday hotspot than penguins

## Phillip Island



‘One of the few Australian islands you can drive to and, at a tick under two hours from Melbourne, Phillip Island (300sq km) is a favourite summer haunt for Victorian holiday-makers. Come for the little penguins (the nightly beach parade is legendary) and stay for the dramatic natural wonders, beach breaks and laid-back coastal vibes. A new beachfront glamping experience sweetens the deal.’

### DAY 1

#### Lunchtime

Bull into the gateway town of San Remo for the most popular feeding spectacle (three at the Fisherman's Co-op) near the Phillip Island bridge. After watching squadrions of birds gulp their fill of fish, pop into the co-op to order your own. The fish and chips here are some of the freshest you will eat – best consumed on the lawn overlooking the pier. [srco.com.au](http://srco.com.au)

#### Afternoon

Cross the bridge on to Phillip Island proper (affectionately known as “The Island”) and take a right-hand turn to Conservation Hill and Ryall Inlet, a Ramsar-listed wetland and summer haven for migrating birds. Take the short 500m return boardwalk through mangroves and mudflats to the lookout and keep your eyes peeled for scurrying crabs and a plethora of the including spoonbills, spoonbills and spoonbills. Get back on the main drag (Phillip Island Road) and pull in to the Koala Conservation Reserve, where a tree-top walk will deliver up close encounters with the fluffy national favourite.

Check in to a brand-new waterfront glamping tent at the NRMA Phillip Island Beachfront Holiday Park. The safari tents have the best outlook of any dig on the island, situated a few paces from the water, and will challenge everything you know about caravan park stays. Think four-poster beds, soft linens, coastal chic decor and a crackling electric fireplace. The highlight is the enormous two-tiered deck with outdoor claw-foot tub (really), barbecue and lounge with box seat views of Western Port Bay.

Hit an onsite bike and explore the tourist hub of Caves, film up the road, and the foreshore and return to the tent. Grab a coffee and some pastries from Poco Di Capri, and a state to pick up some surfboards (paddleboards for dinner because that Alessio bath tub is calling and you're not going to want to eat out). [nrmaparksonresorts.com.au](http://nrmaparksonresorts.com.au); [isoldiadicapi.com.au](http://isoldiadicapi.com.au)



From top:  
CLIFtop walk to  
The Pinnacles;  
glamping at  
NRMA Phillip  
Island  
Beachfront  
Holiday Park;  
march of the  
little penguins.



**Afternoon**  
Swing past Bang Bang Bar & Food on your way out of Cape Woolamai for oysters (clock half a dozen ways and mouth-watering Asian-influenced share plates). Spend the afternoon exploring the beaches and rugged cliffs of the island's south coast, starting with Forrest Caves, a sunlit chamber carved out of hardened volcanic rock on the beach and accessible at low tide. Continue to Smiths Beach, a favourite family surfing spot, before calling in to the lookout at Pyramid Rock, a volcano-shaped dome pounded by the Southern Ocean.

**Evening**  
Take the turn off to Kitty Miller Bay for one of the island's hidden delights – the remains of the SS Speke, a three-masted Welsh vessel wrecked when it ran ashore in 1906. From the beach, walk left up over the headland and down a steep embankment to the rocky shoreline where the ship rusted hull protrudes from the beach (about a 1km walk).

At the island's westernmost point, you arrive at The Nobbies, a wave-battered promontory of jagged seacliffs, rock platforms and islands that are home to Australia's largest fur seal colony.

Take the 1.2km walk to the headwall and you'll be greeted with a Cape Barren geese, seabirds and penguin nesting houses, seal rock lookout and the blowhole. Before you leave, drop in to Antarctic Journey at The Nobbies Ocean

*Continued next page*

### DAY 2

#### Morning

Eggs on the hoofie with a side of lapping waves is glamping bucky done right. You'll need to fuel up for this morning's kayaking adventure at Cape Woolamai. Meet Stewart Rathgate, owner of Pioneer Kayaking, at the beach off Cottlesloe Ave and get kitted out with a lifejacket and double kayak. Stewart is a local high school PE and outdoor education teacher, so you're in good hands.

The two-hour paddle hugs the granite cliffs of Cape Woolamai, traversing the strait between the mainland and the island's big toe. Keep your eyes peeled for dolphins and cormorants, paddle inside a double kayak and enjoy a picnic on a secluded beach. Dry off and head to Woolamai Beach, home to pro-surfing events, and check out the swell. The cliff-top walk here to The Pinnacles is worth a detour. [pioneerkayaking.com.au](http://pioneerkayaking.com.au)

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### DAY 3

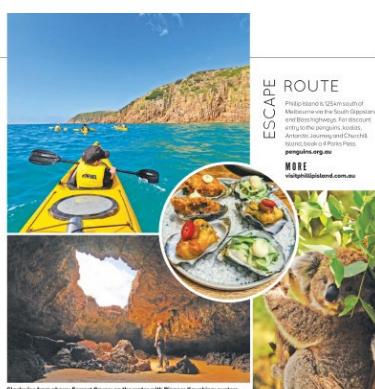
#### Morning

Get yourself off in Penny Lane (land for the night) and any racket in a lawn off Caves' main reality when you're not in the campsite, while you're in the campsite, try to find someone else in the fire. [isoldiadicapi.com.au](http://isoldiadicapi.com.au)

**Afternoon**  
Get yourself off in Penny Lane (land for the night) and any racket in a lawn off Caves' main reality when you're not in the campsite, while you're in the campsite, try to find someone else in the fire. [isoldiadicapi.com.au](http://isoldiadicapi.com.au)

**Evening**  
Get yourself off in Penny Lane (land for the night) and any racket in a lawn off Caves' main reality when you're not in the campsite, while you're in the campsite, try to find someone else in the fire. [isoldiadicapi.com.au](http://isoldiadicapi.com.au)

**Day 3**  
Get yourself off in Penny Lane (land for the night) and any racket in a lawn off Caves' main reality when you're not in the campsite, while you're in the campsite, try to find someone else in the fire. [isoldiadicapi.com.au](http://isoldiadicapi.com.au)



#### ROUTE

Phillip Island's 125km south of Melbourne. The route starts at the Penguin Parade and Penguin Parade, Koala Conservation Reserve, Churchill Island, Phillip Island Chocolate Factory, Isola Di Capri, Bang Bang Bar and Food, Pino's Trattoria, Penny Lane Island Café, Churchill Island and Phillip Island Chocolate Factory. The route ends at the Penguin Parade and Penguin Parade, Koala Conservation Reserve, Churchill Island, Phillip Island Chocolate Factory, Isola Di Capri, Bang Bang Bar and Food, Pino's Trattoria, Penny Lane Island Café, Churchill Island and Phillip Island Chocolate Factory.

The writer was a guest of Phillip Island Beachfront Holiday Park and Destination Phillip Island.

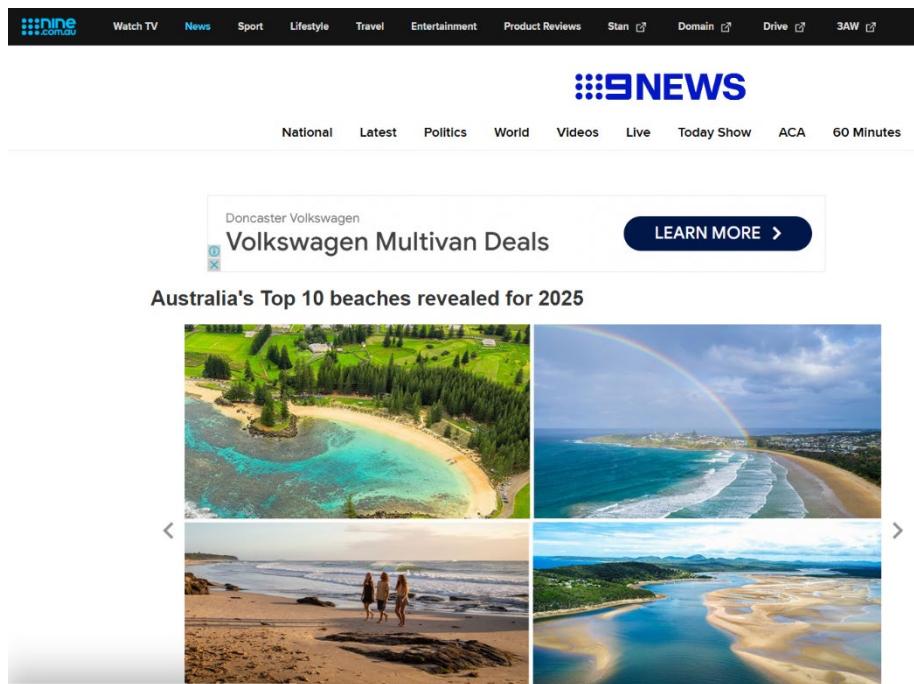
## F1 Journalist – host

In March, we hosted F1 journalist Inga Stracke - a journalist from Germany (agency Pole Position Reports), official Formula 1 broadcast partner producing sports, culinary and travel features for the Grands Prix for a network of over 250 radio stations across Germany, Austria and Switzerland. In addition, she writes and produces features for various online and print magazines including Yalla Magazine Abu Dhabi, PITWALK, a high-end coffee-table car, motorsport, travel and culinary magazine in Germany, Ladies Drive (a business women's magazine), Speedweek (online), newspapers and weekly papers. She also has a podcast.

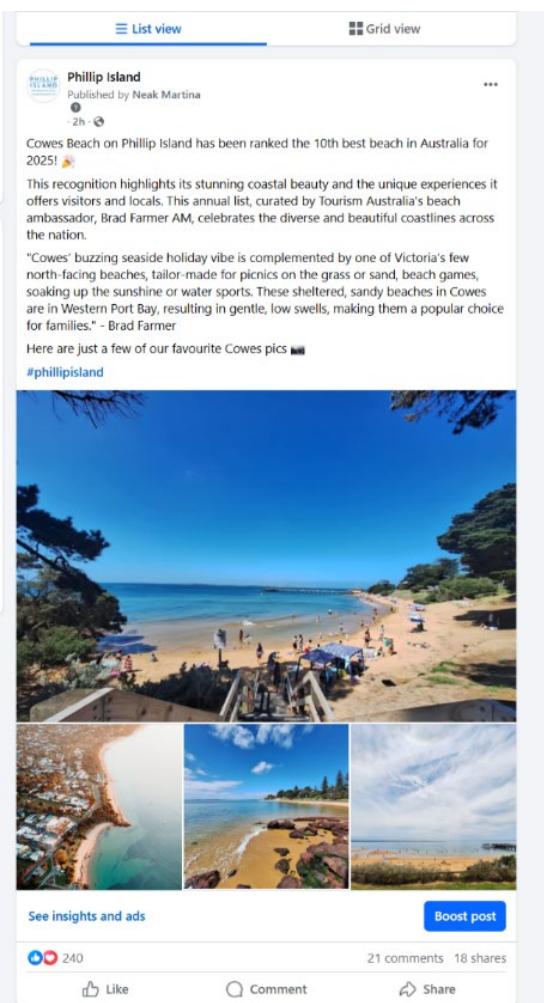
We organised for her and 14 year old daughter to watch the pelicans get fed, visit the Phillip Island Circuit, the koala conservation centre and the penguins parade. She interviewed Arinka for her podcast and will do a piece of Phillip Island for FI 2026. She had also featured Phillip Island in the 2025 season preview YALLA magazine.

## Digital Media

Cowes was named 10<sup>th</sup> best beach in Australia by Brad Farmer, which received coverage across many digital media outlets. Media release can be [viewed here](#).



The screenshot shows the Nine News website with a banner for 'Volkswagen Multivan Deals'. The main headline is 'Australia's Top 10 beaches revealed for 2025'. Below the headline are four images of beaches: a coastal landscape with turquoise water, a rainbow over a beach, two people walking on a beach, and a wide shot of a coastal inlet.



The Facebook post is from the page 'Phillip Island (@phillipisland)'. It was published by Neak Martina and has 2 likes. The post text reads: 'Cowes Beach on Phillip Island has been ranked the 10th best beach in Australia for 2025! 🌟 This recognition highlights its stunning coastal beauty and the unique experiences it offers visitors and locals. This annual list, curated by Tourism Australia's beach ambassador, Brad Farmer AM, celebrates the diverse and beautiful coastlines across the nation. "Cowes' buzzing seaside holiday vibe is complemented by one of Victoria's few north-facing beaches, tailor-made for picnics on the grass or sand, beach games, soaking up the sunshine or water sports. These sheltered, sandy beaches in Cowes are in Western Port Bay, resulting in gentle, low swells, making them a popular choice for families." - Brad Farmer'.

Below the text are three smaller images of Cowes Beach. At the bottom of the post are buttons for 'See insights and ads', 'Boost post', and social sharing options.

This popular beach on Phillip Island just ranked among the top ten in Australia

Time Out Melbourne  
February 11 at 3:05 PM

Road trip, anyone? Read more here: <https://timeoutmelbourne.visitlink.me/l4q46i>

11 3 1 1

Most relevant

Philip Island  
We love Coves!  
21h Like Reply

Matty Jonesy  
Makes you wonder if they tried the Fish n Chip Shop 50 metre's from there aswell  
1d Like Reply

Holy Coves - Phillip Island holiday rental  
Follow  
So many diverse activities to do on one accessible island!  
21h Like Reply

Comment as Phillip Island

10

## Broadcast Marketing

### Find My Beach House

Episode 2 of season 5 Find My Holiday Beach House hosted by Shelly Craft provided Phillip Island with national and international exposure, premiering during prime time on Nine Life and Nine Now in Dec 2024. The episode aired 20 December 2024— [watch here](#)



## The Block

The filming of The Block was an incredible opportunity to leverage the production and series airing to promote Phillip Island's incredible experiences as a must-see destination.

The 2024 Block series recorded a total TV national reach of 2,650,000, a total TV national audience of 1,527,000, and a BVOD audience of 213,000. Its distribution nationally and internationally provides a priceless promotion of the destination. In preproduction, the Island hosted many teams of trades as they prepared the site and connected with local suppliers and businesses. During production, there was an array of trades, support staff and celebrity visits. The weekly judging event also generated pr and storytelling for the region.

The DPI team liaised with production staff, suggesting experiences, challenges and filming locations.

The show is airing on Channel 9 in primetime four nights a week from August to October as well as being shown to international audiences. We will leverage opportunities to promote the region and our partners as the show airs through blogs, sharing content and partnerships.

To leverage the exposure of Phillip Island throughout this series, DPI did a number of blogs about The Block including a Shop The Block and linked to blogs through our consumer eDMs. DPI also ran a social media campaign in which our team did the creative and execution. Funding support provided by Bass Coast Shire - Economic Development team to deliver the campaign.

Two ad creatives were run during the campaign that featured a range of different copy and headlines and focused on targeting Block viewers.

[For the full detailed report](#)



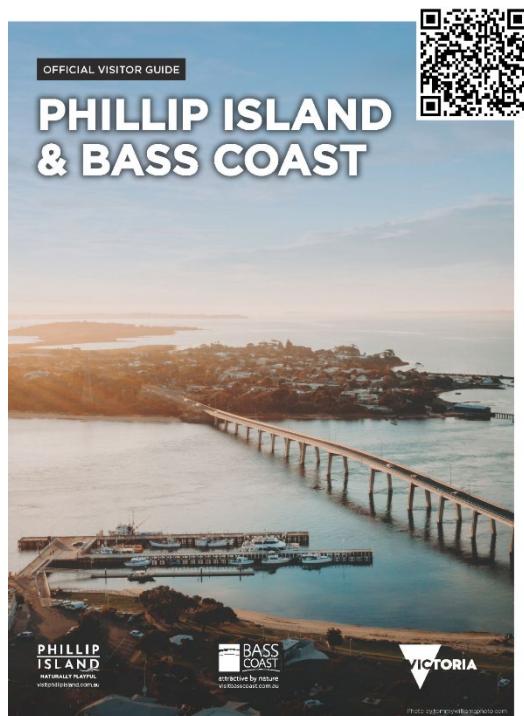
## Official Visitor Guide – Phillip Island and Bass Coast

The 2025 Official Visitor Guide (OVG) was developed in October 2024 and was our biggest ever edition with 64 pages. 60,000 copies were printed and distributed throughout Melbourne, to Visitor Information centres across Victoria and key centres across South Australia and New South Wales on the drive routes. The guide is also available at all venues across Phillip Island.

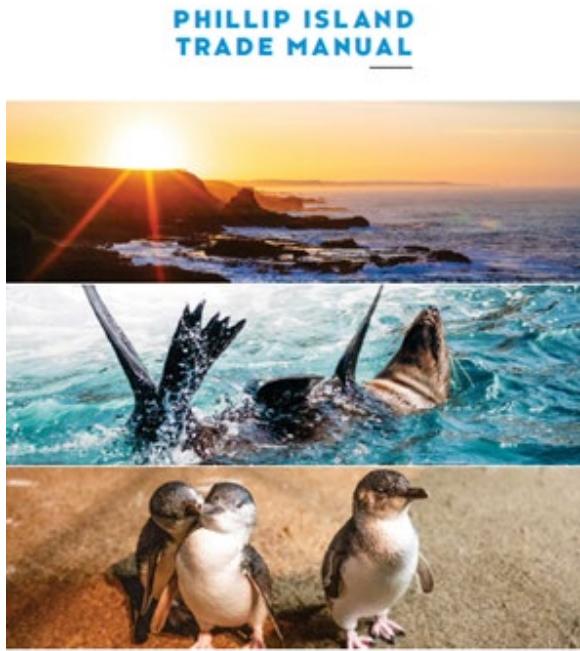
The OVG sets out to inspire visitors to the region by promoting key experiences and businesses. The guide is published online for viewing through visitor sites. It is used as a key reference point through targeted social media advertising and our newsletter database.

In 2025 we encouraged businesses to also choose sustainable options in addition to providing print copies to visitors. A poster with QR code to the online OVG and instructions on how to embed a digital copy to their websites were provided via our industry newsletter and on our industry website.

[www.visitphillipisland.com.au/destination-phillipisland/official-visitor-guide-phillip-island-and-bass-coast](http://www.visitphillipisland.com.au/destination-phillipisland/official-visitor-guide-phillip-island-and-bass-coast)



## International Marketing



### International Planner and Program 2025

We have 23 operators participating in the program and shared these businesses experiences in our appointments and discussions with trade agents.

This program includes operators to be members of the Go Beyond Melbourne program.

These partners are also promoted at trade events which Destination Phillip Island attends throughout the year.

## Visit Victoria India Mission

On Wednesday 4 December Alisha travelled to Melbourne to take part in 2024 Melbourne & Victoria India Inbound Mission at National Gallery of Victoria. The event was attended by forty-five Indian buyer delegates with just over half of the attending companies based in high-growth cities outside of Mumbai and Delhi.

Key insights from the day included a shift in the India market toward slower travel and an eagerness to spend nights outside of Melbourne in the regions for a more immersive experience. Many buyers were interested in experiences, dining and accommodation options to sell longer Victoria and Phillip Island itineraries to their clients.

The following day delegates travelled to Phillip Island visiting Saltwater Phillip Island, Phillip Island Chocolate Factory, A Maze'N Things, Beach HQ and Penguin Parade. They stayed overnight at Phillip Island Apartments and The Waves before visiting Mon Dieu and Maru Koala and Animal Park on their way back to Melbourne.

India is the fastest growing international visitor market to return to Victoria following the reopening of Australia's international borders. The return of tourists from India is mostly driven by visiting friends and relatives, education, business and sports and events travel and is supported by direct flights run by Qantas and Air India between Melbourne and New Delhi.



## ATEC Explore Victoria

On 17-18 February Alisha attended our first international trade engagement event of the year – Explore Victoria – which took place in Geelong.

The Australian Tourism Export Council (ATEC) hosted the event in partnership with Visit Victoria and Tourism Greater Geelong & The Bellarine. Over 80 buyer and seller delegates were brought together for two days of valuable networking and business opportunities. More than 1,150 B2B meetings took place at the Novotel Geelong and Alisha met with Inbound Tour Operators representing international markets worldwide. The region was also represented by Ekta, owner of Beach HQ Restaurant and Bar, Alva Hemming from Go Beyond Melbourne, and Anthony from Sydney-Melbourne Touring Route.



## Australia Tourism Exchange (ATE 2025)

In April, Kim and Alisha went to Brisbane for Australian Tourism Exchange (ATE). ATE is the Australian tourism industry's largest annual business-to-business event and brings together 726 global buyers and 640 Australian seller organisations.

Over four days, Kim and Alisha connected with global distribution partners through 94 pre-scheduled one-on-one appointments and key networking events.

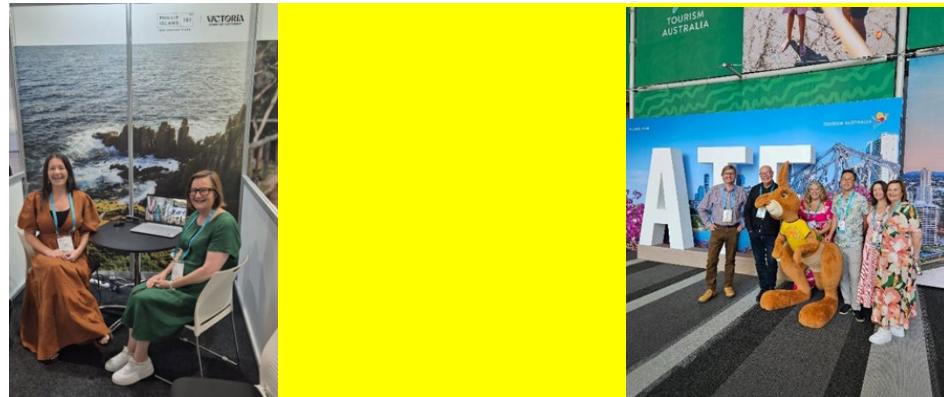
For Phillip Island and surrounds this event is a key engagement event to share the opportunities to grow trade promotion of visitation and stay in our tourism dependent region. Phillip Island as the second most visited regional destination for International visitors to Victoria has an important role in delivering hospitality and experiences. We presented our international ready product in our conversations, and learnt about key priorities for the trade.

We heard interest in immersive travel and met with many delegates from South Korea which has been identified as an emerging market for Victoria.

The region was represented by Destination Phillip Island and our many international partners at the event including Phillip Island Nature Parks, Local Way Tours, Sydney Melbourne Touring, Moonlit Sanctuary, Go Beyond Melbourne, Searoad Ferries, Visit Victoria and Tourism Australia. It takes a team!

ATE 2026 will be held in Adelaide/Tarntanya at the Adelaide Convention Centre between Sunday, 10 May 2026 and Thursday, 14 May 2026.

Team Phillip Island at ATE25: <https://youtube.com/shorts/bltenC-MgfE?feature=share>



## Strategic Touring Alliances - International



Our International partners are included in our Go Beyond Melbourne program, which includes several representations at trade events including the UK/Europe mission, ATE, ATEC Meeting Place. The Marketing Manager Alva Hemming has extensive experience and supports partners in their representation to ITO's based in Australia.



<https://www.gobeyondmelbourne.com/>

<https://www.sydneymelbournetouring.com/>

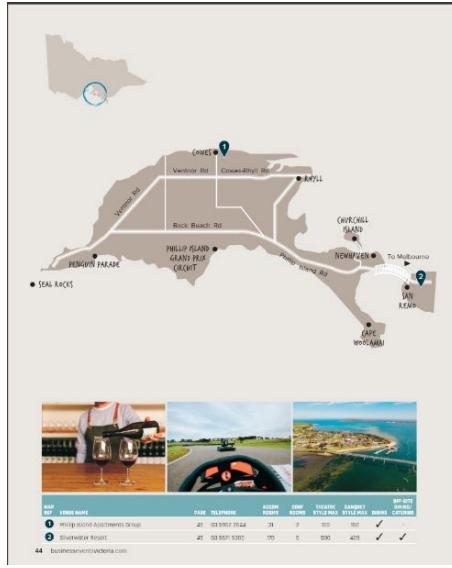
Destination Phillip Island General Manager Kim Storey sits on the Board of Sydney Melbourne Touring as the alliance provides another avenue for local operators to be represented to local trade. This makes up one of three international touring routes which Visit Victoria supports in their global marketing.

# Business Events Phillip Island

Business Events Victoria (BEV) is a membership-based group that DPI participate in that provides a coordinated and cooperative approach to the marketing and promotion of business events in regional Victoria. We advertised in Business Events Victoria 2024 Planner guide, showcasing the region and our business events offering.

Destination Phillip Island BEV listing: [businesseventsVictoria.com/councils/destination-phillip-island/](http://businesseventsVictoria.com/councils/destination-phillip-island/)

<https://fliphml5.com/homepage/hztr/visit-victoria/>



You have the opportunity to host your conference or event for off the beaten track business events and team building activities, catering to the diverse capacities and requirements of corporate groups.

Known for its famous little penguins and coastal landscapes, Phillip Island is the perfect destination for all your needs, more specifically, heritage, fun on the water, or any other island, spectacular cliff-top views, golf courses, museums, a private cinema, and expansive estates.

Phillip Island  
M: 0423 649 643 E: [marketing@philipislandgroup.com.au](mailto:marketing@philipislandgroup.com.au)  
W: [philipislandgroup.com.au/destination/phillipisland/business-events](http://philipislandgroup.com.au/destination/phillipisland/business-events)

ROOMS: 160 SITES: 250 MEETING ROOMS: 600  
CONFERENCE: 300 DELEGATES: 500

MEET IN PHILLIP ISLAND

BUSINESS EVENTS VICTORIA

[businesseventsVictoria.com](http://businesseventsVictoria.com)

44 [businesseventsVictoria.com](http://businesseventsVictoria.com)



Bemmerville  
T: 03 5952 2644  
E: [marketing@philipislandgroup.com.au](mailto:marketing@philipislandgroup.com.au)  
W: [philipislandgroup.com.au/destination/phillipisland/business-events](http://philipislandgroup.com.au/destination/phillipisland/business-events)

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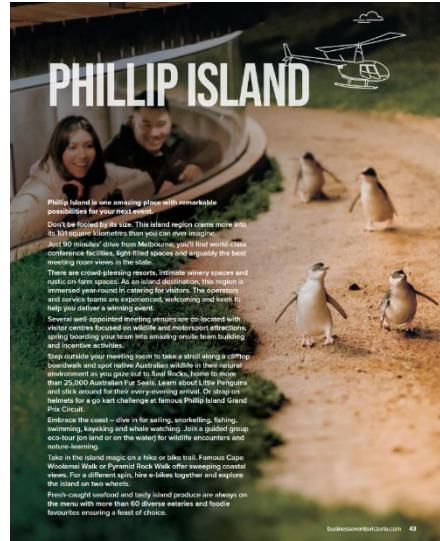
Silverwater Resort

Phillip Island's best corporate  
venue for your business events.  
Accommodation, conference  
apartments or motel style resort rooms  
located on the edge of the Phillip Island  
Weston Port Bay. From just 16 large  
bedroom suites to 160 bedrooms, 100  
delegates, offering inferior passenger  
airfares, local produce, special events,  
Meeting packages.

17 Phillip HI Road, San Remo

T: 03 5951 1000

[silverwaterresort.com.au](http://silverwaterresort.com.au)



ENQUIRIES

Events

Meetings

Corporate

Private

Specialty

Events

Meetings

Corporate

Private</p

## Cruise Ship Season – 2024-2025

This season we welcomed 8 ship arrivals (with 1 cancelled due to bad weather) with a total of 12,932 passengers and 5175 crew.

There were 3142 tours (pre-booked through cruise operators) with many more booked private tours or explored independently.

This cruise season was a great success and supporting the visits was a collaborative effort. Special thanks to the Rhyll Community Group for their set up and support of the welcome area, our volunteers who greeted visitors throughout the season at Olive Justice Place and Cowes Transit Centre, South Coast Bus Lines, Phillip Island Visitor Information Centre, Bass Coast Shire Events Team, to our many local experience venues as well as the local community for welcoming and helping visitors.



# ISLAND WHALE FESTIVAL JULY 2024



## Event Leveraging

### Island Whale Festival - 5 - 7 July 2024

The 2024 Island Whale Festival was held on Friday 5th, Saturday 6th and Sunday 7th July over the middle weekend of the Victorian school holidays.

The Festival Hub was hosted for the first time in the brand new Berninneit cultural centre in Cowes. Other Festival sites included the Woolamai Beach Surf Life Saving Club (the base for the Dolphin Research Institute & Two Bays Whale Project activities) and the Nobbies Centre (Pop Up Art Show).

Attendance numbers for 2024 were over 8841 across all activities. This was the first time the event was ticketed in the two key venues which provided more accurate attendance data.

There was perfect winter weather with sunshine and blue skies and whale cruises running each day.

The Island Whale Festival planning was guided by the Strategic Business Plan and Marketing Plan developed by Tilma Group in 2023 and was led by Destination Phillip Island – Serena Cabello, Kim Storey, Alisha Harding and Arnika Martin, and supported by a committee;

- Dolphin Research Institute – Jeff Weir and Ella Hutchinson
- Wildlife Coast Cruises – Jess Patman and Ben Dickie
- Phillip Island Nature Parks – Baylee Matherson
- Two Bays Whale Project – Dave Donnelly
- Bass Coast Shire Council & the Visitor Information Centre – Jenni McMillan and Tricia Hogan
- Dr Sue Mason
- Zev Landes

As well as 23 volunteers that gave their time and expertise to help deliver the festival.

#### **The 2024 festival, held 5–7 July at Berninneit in Cowes, featured:**

- Brand new Festival Experience Hub with interactive exhibitions, immersion room, VR, theatre talks and art activities
- Lifesize overhead display in Festival Experience Hub featuring
- Ticketed model for the first time creating revenue for the festival
- 18 sold-out Whale Watching Cruises
- First Nations Whale Blessing by Uncle Steve Parker and Dance Performance by Boonwurrung Ngaragee Dance Group
- Ocean Film Festival screening
- Whales, Wine and Wisdom event
- Pop-Up Local Artists Art Show at The Nobbies
- Education Hub led by Dolphin Research Institute and Two Bays Whale Project
- Featured two highly credentialed Blue Whale and Humpback Scientists for presentations and events

#### **Measured Impact:**

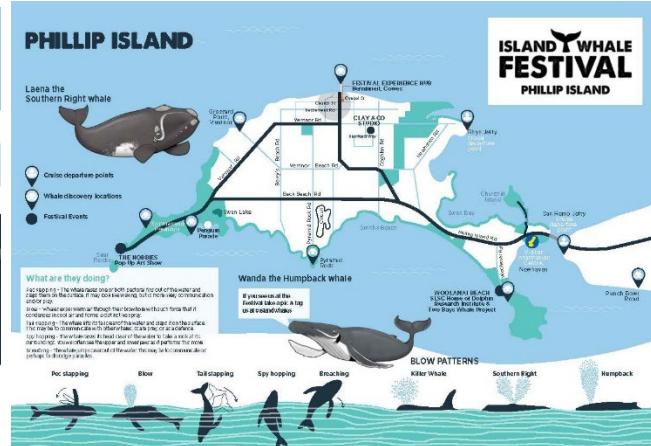
- Total attendance: 8,841
- 4,852 ticketed entries
- 1,354 cruise passengers
- Strong intrastate and overnight visitation generating low-season economic activity

[View full festival report here](#)

## Festival Program

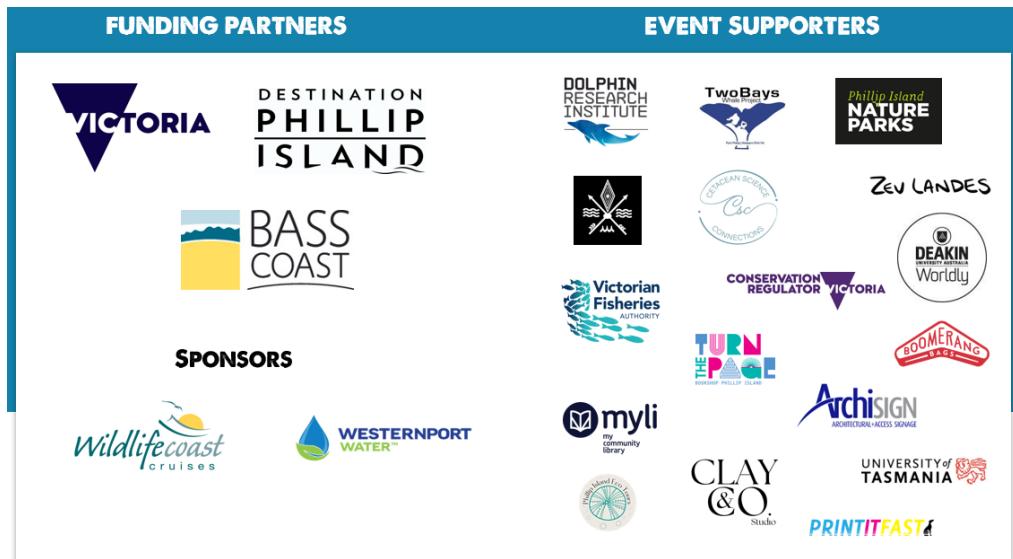
Full program details and all activities were available on the Island Whales website with booking links and more information.

4000 copies were printed and distributed of the hard copy program (see below). To be more sustainable, we continue to encourage use of the website for the program.



ISLAND WHALE FESTIVAL PROGRAM 2024

ISLAND WHALE FESTIVAL PROGRAM 2024



## Marketing Activities

- New Festival Marquee signage – including festival logo and 2m x 1m whales at the entrance to the marquee
- Signage South Gippsland Highway (turnoff to Inverloch/Wonthaggi, Cowes – before town entrance, San Remo Bridge, Visitor Information Centre and Westernport Water
- Wayfinding signage
- Village flags displayed in Cowes
- Continued selling 2023 IWF merchandise - beanies and mascot hoodies
- Islandwhales.com.au website – 32,678 views (+22% from 2023)
- Advertising in a variety of print publications including an 8 page festival wrap with the Phillip Island & San Remo advertiser, Herald Sun, Epoch Times and South Gippsland Sentinel Times
- Digital publications – Time Out Melbourne, One Hour Out,
- Social media engagement – Island Whales Facebook 143K+ impressions and Instagram 88K+ impressions
- Social media partnerships – Family market - Mumma Knows South (FB & Insta), Mum's Little Explorers, Tinytix, Peninsula Kids, Eco-Tourism Market Nathway and Alysha Huxley
- eDMs to consumer database
- Radio Interviews by IWF Committee members - ABC Melbourne, ABC Gippsland, Triple R – Radio Marinara



## Industry Engagement

To create a more immersive and memorable visitor experience and build buzz for the festival, the IWF expanded its footprint beyond the main event venues by encouraging local businesses to leverage the festival and activate their spaces and join the celebration.

- Stakeholder marketing kits were developed for local businesses, including promotional assets, social media copy and key messaging to align the visitor journey with the festival brand
- The committee invested time into helping businesses to activate their venues, social media and website communications spotlighting participating businesses to encourage visitation.
- Festival posters for display in shop front windows were displayed to all businesses.
- Businesses were encouraged to reuse timber whale tails decorated for past IWF's for display in shopfronts throughout whale season to create a highly visible way to spark curiosity and engagement, reinforcing sustainability and connection.

This resulted in

- Exceeded business participation goal - 18 local businesses and artists created activations or promotions
- Accommodation occupancy was 28% higher than for the preceding non-event weekend (Localis data)
- Businesses reported increased foot traffic and customer engagement over the festival weekend
- Shopfront activations frequently featured in shared social media content tagging @islandwhales

### EXAMPLES OF LOCAL BUSINESS ACTIVATIONS

The IWF committee worked with local businesses and local artists to develop fun, creative ways they could leverage the festival and activate their business to attract visitation throughout whale season, and create an island-wide festival atmosphere. 18 businesses and artists got involved in 2024 (+100% from 2023).



Seasonal Whale of an Ale  
Phillip Island Brewing



Pop-Up Art Installation  
Pino's Trattoria



Roadside Banner  
Adventure Resort



10% off with code WHALES  
Westernport Ferries



Whale Song Sauna Sessions  
Phillip Island Sauna



11 local artists joined the Pop-Up Art Show at The Nobbies



Marine themed workshops  
Clay & Co Studio



Ales & Tales Tasting Paddles  
Ocean Reach Brewing

“...and the town was pumping even in the middle of winter”. - visitor survey feedback

### Whale Tail Shopfront Activation

Local businesses were encouraged to display timber whale tails they had decorated for previous festivals in their shopfronts to create island-wide activation.



Linen House



Phillip Island Bakery



Offshore Designs



The Front Room



Brinnie T Designs



North Pier Hotel



## Local Flavours Food & Drink Showcase



The inaugural Local Flavours Showcase – Phillip Island and Bass Coast event was held on 8 December 2024. The free event aimed to showcase producers and agribusinesses from across the region during a 5-hour event held at Berninneit, Cowes.

Attendee numbers was approximately 2000.

A range of local agribusinesses were invited stallholders attending including 17 producers, and lawn games complimented the food and offered and created a lively festival

The target market was local community and intrastate visitation before the Christmas peak weekend escape and opportunity to enjoy the

This event formed a part of a local supply conducted in the region to encourage more event complimented a B2C event connecting to region.



to participate with 21 Music from local artists beverage tastings atmosphere.

also aimed to attract by encouraging a tastes of the region.

promotion project being B2B interaction. This locals and visitors in the

The event was hosted by celebrity chef Shane Delia and staffed by six volunteers, with additional support from the Bass Coast Arts and Culture team, Visitor Information Services and each stall was staffed by the producers and their teams.

Marketing for this event included website content, advertising in a variety of print publications including Phillip Island & San Remo Advertiser and Sentinel Times and digital partnerships with One Hour Out and The Crafty Pint. We also engaged local foodie influencer and content creator – Foodies on Phillip Island, to create a series of videos highlighting producers for the event, and featured local flavours event in the Destination Phillip Island consumer eDM,

Social media engagement – Local Flavours Facebook (162.7k+ content views) and Instagram (20.6k views)

[See Full Report here](#)



## Looking Ahead to 2025-26

Destination Phillip Island values the support and collaboration of our industry and our key partners, the Bass Coast Shire Council and the State Government of Victoria. Together with the State Tourism Organisation Visit Victoria and Tourism Australia who both drive marketing messaging locally and around the world.

We look forward to working with you all to grow yield and sustainability for the industry and the community. Let's all work together to deliver "Tourism for the Greater Good".

*Destination Phillip Island Staff and Board*

