

Daylesford. Lead a Double Life.

On Sunday 16 August Tourism Victoria launched the \$7.3 million *Daylesford. Lead a Double Life* campaign nationally with a 60-second television commercial appearing across free-to-air television networks and subscription channels.

Showcasing Victoria as the leading Australian destination for spa and wellbeing experiences, the interstate campaign raises awareness of Daylesford as the natural mineral springs 'capital' of Australia.

Tourism Victoria Chief Executive Gregory Hywood said Daylesford is the perfect vehicle to promote the diverse experiences on offer in regional Victoria and to attract more visitors from around Australia.

"Research indicates that there is an opportunity for Victoria to capitalise on the increased demand from baby boomers for day spas, boutique accommodation and outstanding food and wine experiences," Mr Hywood said.

The television advertisement depicts Daylesford as a village perched on the edge of decadence and purity. It is a unique destination that delivers a balance of emotional and physical rejuvenation through its cleansing, yet enriching, natural waters and abundance of local delicacies.

The commercial is part of an integrated campaign that incorporates advertising, public relations activity and consumer offers.

Behind the campaign

Daylesford. Lead a Double Life forms Phase 9 of Tourism Victoria's successful Jigsaw campaign and is a key part of Tourism Victoria's Regional Tourism Action Plan 2009-2012.

The new campaign highlights Victoria's competitive strengths in spa and wellbeing experiences and positions Victoria for further tourism growth by focusing on the increasingly popular health and wellbeing trend.

While profiling Daylesford as Victoria's hero spa destination, the spa and wellbeing campaign also provides significant leveraging opportunities for the broader Daylesford Macedon Ranges region as well as other Victorian regions.

Daylesford and Macedon Ranges Tourism Executive Officer, Graham Middleton predicted the campaign would not only increase visitation and yield to Daylesford, but it would also positively impact the broader region.

"The region is poised to build on its well-known reputation for high quality accommodation with integrated food, wine, spa and well-being products," Mr Middleton said.

The campaign will be complemented by Villages of Victoria and spa and wellbeing marketing initiatives that will highlight the unique qualities of our villages and support spa destinations throughout the state.

To view the new campaign see www.visitvictoria.com