

MURRUMBIDGEE TRAILS

Creek | Narrandera, Barellan, Grong Grong | Coleambally, Darlington Point and Jerilderie
n Point | Leeton, Whitton and Yanco | Lockhart, The Rock and Yerong Creek | Leeton
ambally, Darlington Point and Jerilderie | Narrandera, Barellan, Grong Grong | Leeton
and Yanco

12-month project update

November 2020 to November 2021

Twelve months on from the official launch of the Murrumbidgee Trails, we're checking in with an update for our project partners.

It's been a tumultuous time for the tourism industry with significant and ever-changing restrictions on both businesses and travel. Through it all, we've been working away to build brand awareness of our region with some great outcomes along the way. Here you'll find a summary of what we've been up to and the results we've achieved, as well as how you can get involved as we continue to promote the incredible visitor experiences on offer along the Murrumbidgee Trails.

Our 100-page visitor guide was released in November 2020 and is expected to be in market until 2023-24.

Visitor guide

20,000
copies printed

11,000
distributed in first 12 months

112
advertisements

43
calendar events listed

2,518
online impressions

687
online reads

155
QR code scans

Maps and trails

We adapted 6 themed trails from our visitor guide content to make it easy for visitors to quickly find information they're looking for without downloading or viewing the larger visitor guide.

These were perfect for sharing online and promoting through our social media.

5,047
impressions

most popular

- Highlights
- History and heritage
- Art and culture
- Nature
- Swim and slide
- Stay: Free camping and dump points

Website

We launched a simple website to support the Murrumbidgee Trails marketing. It's designed to house our visitor guide, maps and trails and a blog.

It also directs visitors back to the already established council tourism websites for more in depth information to avoid duplicating content.

- 2,610 visitors
- 3,158 sessions
- 5,973 page views
- 4 blog posts

Social media

Social media has been a focus of our marketing efforts and we've created a presence on both Facebook and Instagram.

Brand awareness has been our priority on these platforms as we establish the Murrumbidgee Trails region as a new brand.

So far, we've achieved some incredible results organically with no paid activity.

We grew our audience to more than 3,000 people.

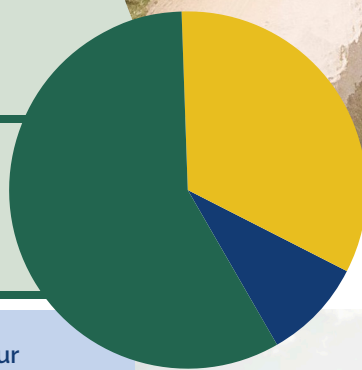
From just 454 posts, we received more than 685,000 impressions and generated more than 55,000 engagements with our content.

Encouraged hundreds of users to share content with us using #MurrumbidgeeTrails.

We were a finalist in the 2021 NSW Local Government Excellence Awards 'Special Project Initiative' category

Plans for 2022

- Continued organic social media efforts
- Visitor guide reprint – 5,000 copies
- Murrumbidgee Trails stand at Caravan and Camping Show in Canberra (planned, event may be subject to COVID-19 restrictions)



Website visitors by device

58.6% mobile 33.4% desktop 8% tablet

How to get involved

1

Join the conversation

Comment on our posts, engage with potential visitors and share your local knowledge

2

#MurrumbidgeeTrails

Share with #MurrumbidgeeTrails on Instagram so we can see what you're up to and repost your content

3

Submit content

Send news, updates and new images or video content to your local council's tourism contact so we can consider it for inclusion on our social platforms

Image credit: Destination NSW