

# MARKETING REPORT

*MBRA Annual General Meeting – May 2026*

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## Overview

Marketing for Mt Buller continues to be coordinated by the Buller Stirling Marketing Committee (BSMC), which includes representatives from Buller Ski Lifts (BSL), Resort Management (ARV), the Chamber of Commerce and the MBRA.

In my role as MBRA's representative on the BSMC, I participated in the following activities:

- Attended BSMC meetings
- Participated in Summer Events Committee meetings
- Participated in numerous discussions regarding destination marketing strategy and stakeholder collaboration

While the BSMC is formally scheduled to meet quarterly, in practice meetings are generally held most months. This regular engagement ensures stakeholders remain informed, allows issues to be addressed promptly and supports collaborative decision-making across the resort.

A significant milestone this year has been the signing of the new BSMC Charter by all parties. This agreement reaffirms the cooperative and collaborative approach to destination marketing for Mt Buller and Mt Stirling. The unique structure of the BSMC continues to be one of the great strengths of our resort, bringing together key stakeholders with a shared commitment to the long-term success of the destination.

As the MBRA delegate, I continue to advocate for the interests of accommodation providers, club lodges and apartment owners, ensuring their perspectives are considered in marketing priorities and planning. In particular, I advocate for marketing activities to focus on driving overnight visitation and attracting high-value snow sports customers, rather than the lower-yield day trip/snow play market.

## Destination Marketing

Marketing for Mt Buller and Mt Stirling continues to operate under the Cooperative Destination Marketing Agreement (DMA), through which Alpine Resorts Victoria (ARV) contracts Buller Ski Lifts (BSL) to lead destination marketing activities on behalf of both resorts.

The MBRA continues to strongly support this model. Retaining destination marketing expertise and operations 'in-house' protects the Mt Buller brand, preserves valuable intellectual property and allows for greater flexibility and responsiveness in changing

market conditions. It also remains a significantly more efficient and cost-effective model than fragmented/outsourced marketing structures used in the past.

The current economic environment and a reduced marketing budget have required careful and disciplined spending throughout the year. Despite these constraints, the marketing team has continued to deliver campaigns and initiatives aligned with the resort's strategic objectives.

David Clark leads the BSL Destination Marketing team. He will be presenting at this year's AGM.

#### Current Destination Marketing Objectives

- Convert snow players into skiers
- Convert skiers into overnight visitors
- Encourage longer stays
- Improve visitor yield
- Boost mid-week and September visitation
- Expand Green Season visitation

#### **ARV 'All Resorts' Marketing**

Mt Buller, along with the other Victorian Alpine Resorts, also contributes to the Alpine Resorts Victoria (ARV) Central Marketing Office which delivers an annual 'All Resorts' winter campaign.

The 2025 ARV winter campaign objective was to highlight the industry's role in fostering memorable life experiences and position snow holidays as a highly valuable, must-participate winter activity. The campaign focused on encouraging consumers to upgrade their experience, increase in-resort spend and extend their length of stay, with key conversion goals of day trip to overnight stay, overnight trip to additional activities and snow trip to learning to ski.

As the BSMC representative, I was not support the ARV "All Resorts" campaign as I would have preferred that these funds be allocated directly to Mt Buller's own destination marketing budget. In my view, the "All Resorts" campaign competes with our destination marketing activity, creating the potential to confuse the market and dilute the impact of Mt Buller's brand positioning and messaging.

I also note that Visit Victoria's winter campaign included a strong focus on the snow play market, which is contrary to our strategic objective of driving higher-value snow sports visitation rather than lower-yield snow play visitation.

## **Summer and Green Season Activity**

Over the past year I have participated in six Summer Events Committee meetings. This stakeholder group includes representatives from almost every business operating during the green season and provides valuable collaboration around event development and visitor activation.

It has been encouraging to see new events added to the calendar over the past year and businesses working together to ensure that at least one food and beverage option is available for visitors throughout the season.

The growing schedule of events and activities broadens awareness of Mt Buller as a year-round destination and helps support more sustainable year-round visitation patterns.

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## **Winter Campaigns and Olympic Success**

A major highlight this year has been watching Australia's Winter Olympians achieve success in Italy. Their performances created valuable marketing opportunities for Mt Buller and generated strong engagement across media and digital channels.

To celebrate medal-winning performances, Buller Ski Lifts offered flash sales on discounted mid-week lift passes. These promotions proved extremely popular and are expected to contribute positively to increased mid-week visitation, benefiting a broad range of resort stakeholders.

## **Technology and Digital Marketing**

Further advancements have been made to the Mt Buller website and associated digital marketing systems over the past year. The website continues to evolve as the central hub for marketing campaigns, visitor information and bookings.

In April, the marketing team transitioned to the Braze platform for email marketing communications. Early results have shown strong performance and improved capability for customer engagement and targeted marketing activity.

The continued investment in digital infrastructure positions Mt Buller well to respond to changing consumer expectations and maintain a competitive presence in the tourism and alpine markets.

## **Driving Occupancy in a Challenging Economic Environment**

In the current economic climate, driving bookings and maximising occupancy remains an important focus for all accommodation providers. I encourage lodges and properties that do not currently accept one-night bookings to consider introducing this option. Several properties trialled greater flexibility during the 2025 season and reported positive results through increased bed nights and improved occupancy.

Dynamic pricing strategies can also be highly effective during periods of price sensitivity. Initiatives such as last-minute deals, mid-week specials and “4th night free” offers can help stimulate bookings, improve yield across quieter periods and encourage longer stays.