

2021 WA Regional Tourism Conference

Using Virtual Tours to Keep the Show on the Road



*Breakout Session by
Monique Boucher,
Director of
Merriment at
Hidden deTours
&
Carma Levene,
Founder at
Carma The
Social Chameleon*

Hidden deTours*

A bit about Hidden deTours

- Owner operator
- Opened late 2013
- Small bus tours and walking tours
- Gin Tours, Wine Tours and Urban Brewery Tours
- Perth Day Tours + a three day Gin Getaway to Margaret River
- Perth's first Gin Distillery Tours



What we did during Lockdown

- Closed for 3 months
- Virtual tour idea suggested - late March
- Winery, distillery and brewery support - early April
- Isolation Libation Tour series launched – mid April
- Venue reccy and scripts created for 22 producers
- Facebook Event virtual tours created and promoted
- Press release sent to all media for each tour
- Local and national media support



ISO Tours – What were they?

- Virtual tours streamed via Facebook Live for FREE
- Four ISO Tours
- Featured wines, gins, beers and ciders were promoted for pre-purchase
- Facebook Event listed dates and times of each episode
- Interview and behind the scenes virtual tours
- Interactive experience with chats and questions encouraged
- People tuned in locally, nationally and overseas
- Recordings posted on Facebook, IGTV and YouTube







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CIDER

SCHOONER 6.5L	\$8
SQUEALER 1L	\$25
SQUEALER REFILL	\$13
CROWLER 2L	\$35
CROWLER REFILL	\$20
CAN 4PK	\$22
CIDE 18PK	\$95
NATURAL CRISP	
BREWING CO	



Marketing Outcomes

The ISO Tours had some incredible results from a marketing perspective:

TOUR	VIEWS	SHARES	REACTIONS	COMMENTS	REACH
Tonon Vineyard and Fairbrossen	3,100	21	222	322	5,600
Carldenn Homestead Wines	839	4	31	64	1,600
Plume Estate Vineyard	4,000	13	64	133	14,500
Myattsfield	1,100	8	64	84	2,300
Hainault Vineyard	1,400	10	70	135	2,400
La Fattoria	2,400	14	108	207	5,400
ISO WINE TOUR TOTAL	12,839	70	559	945	31,800

Marketing Outcomes

The ISO Tours had some incredible results from a marketing perspective:

TOUR	VIEWS	SHARES	REACTIONS	COMMENTS	REACH
Old Young's	3,100	9	134	89	8,200
Harris Organic and Swan Valley Gin Co.	1,200	10	56	79	2,200
Sin Gin	3,100	16	61	105	6,900
High Spirits	711	5	28	72	1,200
Wandering Distillery	980	2	65	69	1,800
ISO GIN TOUR TOTAL	9,091	42	344	414	20,300

Marketing Outcomes

The ISO Tours had some incredible results from a marketing perspective:

TOUR	VIEWS	SHARES	REACTIONS	COMMENTS	REACH
Nowhereman Brewing Co.	2,800	6	49	60	7,400
Bright Tank Brewing Co.	747	2	51	46	1,200
Seasonal Brewing Co.	1,800	5	93	80	3,900
Blasta Brewing Co.	667	3	82	53	1,500
ISO BEER TOUR TOTAL	6,014	16	275	239	14,000

Marketing Outcomes

The ISO Tours had some incredible results from a marketing perspective:

TOUR	VIEWS	SHARES	REACTIONS	COMMENTS	REACH
Roleystone Brewing Co.	3,700	14	40	147	11,400
Naked Apple Cider	551	3	19	47	1,300
Core Cider House	1,500	6	10	47	4,700
Carmel Cider Co.	1,800	10	28	105	4,000
Funk Cider	1,100	8	19	56	3,500
ISO CIDER TOUR TOTAL	8,651	41	116	402	24,900

Marketing Outcomes

Dashboard of Total 4 Week Activity:



Marketing Outcomes

- Content creation at a challenging time
- Staying top of mind and relevant
- Increase in followers on Facebook and Instagram

Populated content across:

- ✓ Website
- ✓ YouTube
- ✓ Instagram
- ✓ IGTV
- ✓ Facebook



Business Outcomes

- Extra exposure led to a rapid increase in sales
- 6 staff employed – admin and tour guides
- Closer relationships with industry, venues and media
- Requests for paid virtual tours
- Approached to do collabs or for advice
- Beer Chats with Brewers and Gin Chats with Distillers
- Marketing award
- Recently filmed promotional videos for a distillery
- Monique's personal brand has rapidly increased
- Many guests have booked a tour after viewing an ISO Tour



Producer Feedback

Wade – Wandering Distillery



Producer Feedback

Kate – Sin Gin



Producer Quotes

We had quite a number of customers comment that they had bought wine in order to be part of the virtual tasting, and this then led to purchases

Alec Rimmer

Cellar Door Manager, Myattsfield Vineyards and Winery

We were very proud to be part of the Hidden deTours' inaugural ISO Wine Tour and many visitors to our cellar door still talk about it.

Dan Tonon

Owner & Winemaker, Tonon Vineyard & Winery

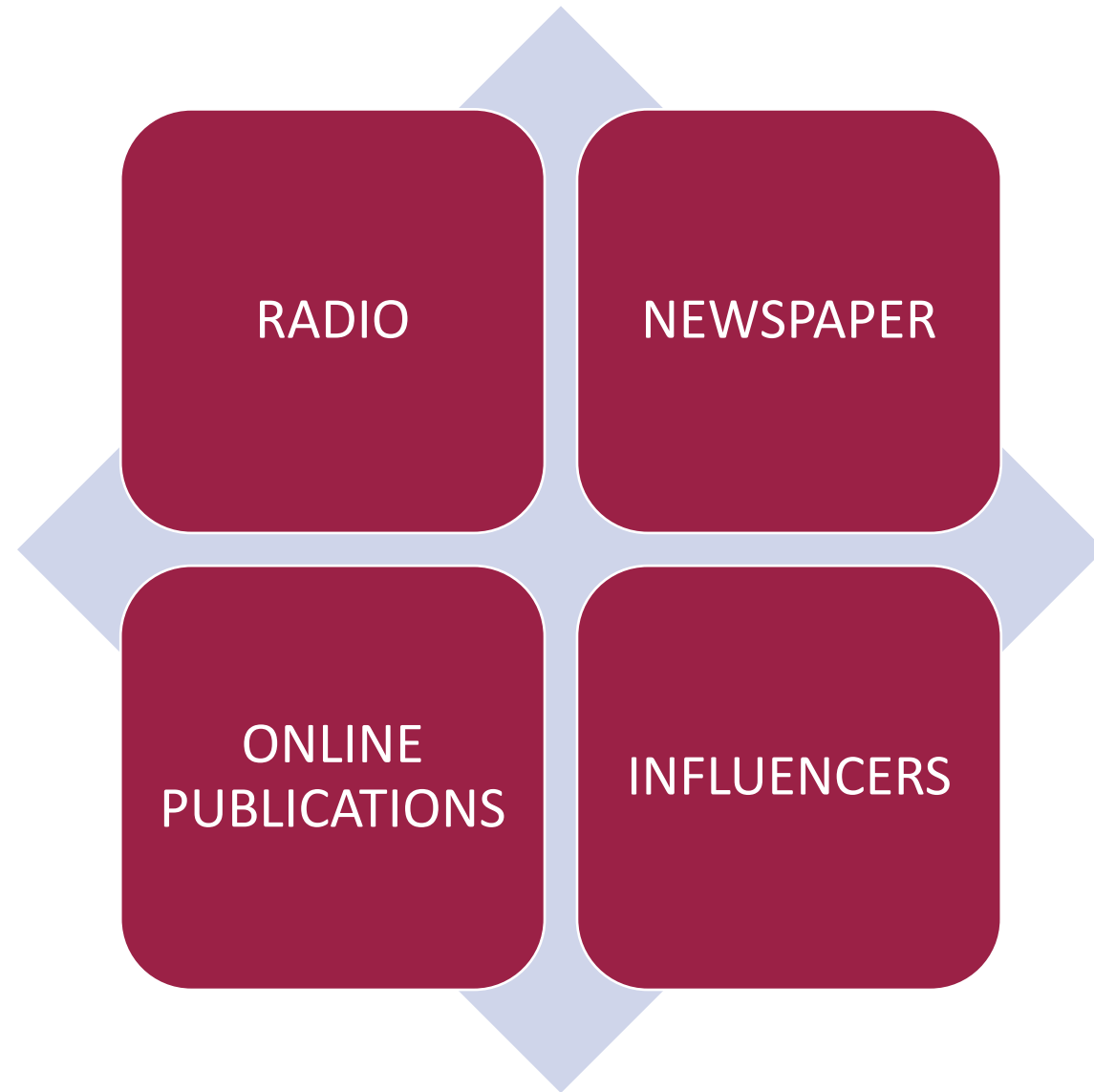
As a business that had only been operating for 5 or 6 months prior to the pandemic, it was a great opportunity for us to reach a new, wider audience that coincided with the release of some new products.

This audience included customers that weren't aware we were still trading (or even existed!) as well as bottleshops and other venues that weren't aware that we had packaged product available for purchase. This was a very positive step for us at what was otherwise a difficult time.

Brody Watts

Head Brewer, Seasonal Brewing Co.

Brand Support



ISO Beer Tour Co-host Feedback


Daniel Rootman - @Daniel_Loves_Beer

←

daniel_loves_beer

🔔

⋮



494

5,620

3,838

Posts

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Daniel Rootman

PERTH, 🇦🇺 . EST 2017

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Thank You!



HiddendeTours*

***Tours with personality**

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