
DESTINATION
MELBOURNE

Growing industry, inspiring visitors



OUR VISION

To maximise Melbourne's visitor potential, by championing visitors, the visitor experience and the visitor industry.

visitability⁺

driving a seamless visitor journey

integrated messaging
sense of welcome
digital connectivity
accessibility
transport networks

destination
melbourne



COMMITTEE
MELBOURNE FOR



vtic
VICTORIA TOURISM INDUSTRY COUNCIL

TRAVELLERSaid

PUBLIC
TRANSPORT
VICTORIA **PT**>

The Melbourne Visitor Journey

pre travel / planning



on arrival



in destination travel



departure



sharing experiences



exploration





integrated messaging



transport networks



digital connectivity

visitability



sense of welcome



accessibility

