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Victor Harbor showcased to the world with new tourism website

The City of Victor Harbor has launched a new tourism website, highlighting all the places and experiences that draw people to our breathtaking coastal city.

More than one million visitors take a trip to Victor Harbor each year, injecting millions of dollars into the local economy, and a growing number of these visitors are relying on digital resources to help them plan their holiday.

In recent years, the Council has undertaken significant work to enhance its digital tourism marketing and attract attention to Victor Harbor on the online stage.

One of the key projects in this space has involved the development of a new tourism website which compiles all the things to explore, see, do, eat and drink in the local area.

The launch of **visitvictorharbor.com.au** is a major step towards engaging and connecting with potential visitors to the Fleurieu Peninsula and generating an impression of Victor Harbor as a one-of-a-kind place brimming with life and culture.

As a central source of local visitor information, and a practical guide for travellers, the website will help Victor Harbor compete with other key holiday destinations in South Australia and nearby Victoria.

City of Victor Harbor Acting Chief Executive Officer, Karen Rokicinski, said the new website aligns with the values of Victor Harbor's new destination brand which was launched at the end of 2021.

"Our City Activation team has been working hard to design and build this website. It's a showcase of all the wonderful reasons to visit Victor Harbor," Ms Rokicinski said.

"More than ever before, travellers are looking online for holiday information and inspiration, so we are strategically focusing on enhancing our digital tourism marketing."

“As you will see when you have a browse, the website is strongly intertwined with the characteristics of Victor Harbor’s new destination brand, ‘feel it calling’. This is shown with the selection of images, colours, designs and featuring of the new logo.”

“We all know that Victor Harbor is a place of rejuvenation, adventure and reflection. It’s time to tempt the rest of the world into visiting our vibrant, creative town.”

Face-to-face visitor information is still a core component of the Council’s tourism services, with volunteers operating from the Coral Street Art Space while renovations to the SA Whale Centre are being completed.

The Council’s previous tourism website (encountervictorharbor.com.au) will be decommissioned and traffic will be redirected to the new site (visitvictorharbor.com.au).

The new website has more than 250 pages, which is a significant increase from the previous site. It will continue to be updated regularly with new listings that promote local tourism and hospitality businesses, as well as events.

Search for visitvictorharbor.com.au to check it out.