



# YOUR Happy Space VICTORIA

## ABOUT YOUR HAPPY SPACE

- Regional Victoria is the ideal place to slow down, disconnect and enjoy the many varied landscapes and experiences in Australia's most compact and diverse state.
- There are all kinds of spaces in Regional Victoria; spaces in which to see, hear, taste and touch and to revive the senses - all within a short trip from Melbourne.
- Building on the success of Wander Victoria, Your Happy Space taps into specific passions and leisure pursuits, highlighting the diverse and compelling food, art, music, nature, events and cultural experiences within a short trip from Melbourne.
- A short break to regional Victoria will make you happier according to a Visit Victoria survey (2016), which found that 88 per cent of people were happier and 81 per cent felt more relaxed after an intrastate holiday.
- Stunning natural beauty provides the backdrop to world-class culinary experiences; the most exciting and innovative regional art and culture in Australia; and indulgent and rejuvenating spa and well-being destinations.
- Regional Victoria's natural landscapes and quality experiences provide the perfect opportunity to disconnect from everyday busy lives.
- A trip to regional Victoria will leave you feeling relaxed, rejuvenated and enriched.
- Regional Victoria allows you to find your own happy space – whether that be walking in a national park, enjoying local produce or experiencing a regional event.
- Culinary, wellness, music and culture - whatever your passion - there is an event in Victoria to experience.
- The new campaign invites Victorians to personalise and dream what kind of Happy Space they need in their lives.
- Victorians can visit [yourhappyspace.com.au](http://yourhappyspace.com.au) to see Visit Victoria's latest *Your Happy Space* television commercial and research their next short break trip to regional Victoria.