

# HIDDEN SECRETS TOURS - NOVEMBER NEWS



## *Meet Melbourne*

In the first week of November 2016 we launched our new campaign, Meet Melbourne. To kick off the campaign, we created a short video piece to highlight our unique tour offer. Hidden Secrets Tours encourage visitors to be MORE than a tourist, we want them to 'Meet Melbourne'.

The experience extends beyond the conclusion of the tour, leaving guests with places and people to revisit and discover. We feel that the connection to Melbourne obtained by our guests is a unique and integral part to our company's ethos. Follow our Instagram, Facebook and #meetMelbourne, as we share segments of our beloved city in the coming months.

<https://www.youtube.com/watch?v=6UrRcxeFpII>



With Spring whirling through the streets of Melbourne it brings warmth and a wind of change. Hidden Secrets Tours have been swept up in this wind, and we're excited to announce a new flavour to our Lanes and Arcades Tour.

After a morning spent discovering the lanes and arcades through history, stories and meeting Melbourne's local businesses, our signature tour now concludes with lunch in one of Melbourne's quirkiest lanes. ACDC lane, home to the infamous Cherry Bar, a plethora of impressive street-art, and Melbourne's taste of Peru, Pastuso.

There were many reasons why we chose Pastuso as our new venue. We love the location, it's perfect for the conclusion of a tour which highlights Melbourne's laneway culture. The food exemplifies Melbourne's high quality culinary reputation, particularly through local restauranteurs bringing a different culture's food into our urban setting. Guests will be treated to award winning Victorian Pizzini wine. We look forward to revealing this laneway gem to our Lanes and Arcade Tour guests.



## *\$2956 DONATED to Street Smart*

Earlier this year, Hidden Secrets Tours committed to donating \$2 from every direct booking to STREET SMART - Action Against Homelessness.

We are pleased to have calculated our latest quarterly instalment and have now contributed a further \$756 to our previous contribution of \$2.2K in June. We are looking forward to seeing the results over our busy summer months, and with great enthusiasm hope to build on this figure in the next quarter.

A bit about Street Smart:

"We work to support people who are homeless or at risk, and work to end homelessness in Australia."


By adopting a philosophy that privileges locality - donations are fed back into projects close to where they are raised - and channeling 100% of public donations straight to partner charities, StreetSmart operates at a local, grassroots level to fund these critical services.


For any media enquiries please contact:

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