



GREAT
OCEAN
ROAD

REGIONAL
TOURISM

PARTNER MARKETING KIT

2026

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Great Southern Touring Route

Great Ocean Road Regional Tourism acknowledges the Traditional Custodians of the Great Ocean Road region the Wadawurrung, Eastern Maar & Gunditjmara. We pay our respects to their Elders, past, present and emerging. We recognise and respect their unique cultural heritage and the connection to their traditional lands. We commit to building genuine and lasting partnerships that recognise, embrace and support the spirit of reconciliation, working towards self-determination, equity of outcomes and an equal voice for Australia's first people.

WHO WE ARE & WHAT WE DO

We aim to inspire and inform new and existing audiences. To showcase the breadth and depth of all there is to do in this amazing and diverse region.

Our core purpose is to facilitate a cooperative, regional, visitor centric approach to growing a more sustainable and vibrant visitor economy for the Great Ocean Road region. We are guided by a strong strategic approach, a business plan updated annually and the Masterplan for the Visitor Economy for the Great Ocean Road Region 2024–2035.

Our organisation is responsible for generating demand and keeping our region top of mind in consideration for travel. We have built a strong brand around the Great Ocean Road and work to deliver on our strategy to influence visitor behaviour to promote longer stays, seasonal and mid-week dispersal and encourage visitors to explore more of the region.

We do this through: Website Exposure, Email Communications, Social Media and Partnership Programs such as Famils or Media, with research driven tactical targeting to reach our most valuable audiences.

[WATCH VIDEO](#)



ALWAYS ON

At Visit Great Ocean Road, our 'Always On' strategy targets customers year-round through our website, email communications, social media, and partnership programs like famils and media collaborations.

Year-Round Strategic Campaigns

We run continuous strategic marketing campaigns, including an annual intrastate off-peak campaign. These efforts ensure there is always an active campaign in the market, enhancing the visibility of the Great Ocean Road region.

Increasing Regional Exposure

Our campaigns aim to position the Great Ocean Road as a top travel destination, offering 'buy-in' activities for destination-specific promotions and opportunities for individual business exposure.

Benefits to the Tourism Sector

Our successful marketing programs benefit all tourism businesses in our region, driving increased visitation and economic impact through consistent and engaging promotional activities. We have invested in a digital platform designed to work for businesses, providing measurable benefits from our program of activity.

[WATCH VIDEO](#)



Summary of Channel Performance 2025

2025 CALENDAR YEAR WEBSITE DATA (Regional and Destination Website Platform)



Total Page Views

1.82M



Total Users

795k



Total Sessions

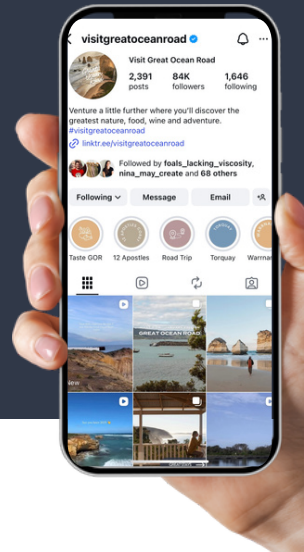
1.03M



Total Conversions

124k

*conversions are outbound clicks on business listing pages



2025 CALENDAR YEAR SOCIAL MEDIA DATA

@visitgreatoceanroad



Followers

53k

Facebook Reach

3.2M



Followers

84k

Instagram Reach

1M



Followers

9.5k

TikTok Reach

4.5M

Total audience reach 2025

8.7M

Great Ocean Road Regional Tourism

FREE BASE PARTNERSHIP

All businesses who operate in the tourism sector and are located in our region can access a free base partnership with Great Ocean Road Regional Tourism, through the partnership of our five councils.

Eligibility

To be eligible to be a GORRT partner:

- Your business is situated anywhere within the Great Ocean Road region (in the local government areas of Colac Otway, Corangamite, Moyne, Warrnambool, and the Surf Coast)
- Your business offers products, events or services for visitors to the region

What's included

- Regular industry news and updates via email
- Partner Portal training and development access
- License to use our brand tools and GORRT assets (use of photos and videos from our content library)
- Eligibility for industry development programs
- Website listings on relevant GORRT websites (www.visitgreatoceanroad.org.au plus your destination site)

INFORMATION + SIGN UP



A couple is seen from behind, embracing on a curved, elevated walkway. The woman has long dark hair and is wearing a light-colored jacket. The man has curly hair and is also wearing a light-colored jacket. They are looking out over a dramatic coastal landscape. In the foreground, a modern, curved walkway with a metal railing leads towards a natural rock archway. The archway frames a view of the ocean with white-capped waves crashing against the base of the rock. The surrounding area is covered in dense, green coastal vegetation. The sky is a clear, bright blue with a few wispy clouds. The overall scene is bathed in warm, golden light, suggesting late afternoon or early morning.

Great Ocean Road Region's
**PREMIUM PARTNERSHIP
PACKAGES**

TIER ONE

By partnering with GORRT, your business becomes part of our team, gaining access to a variety of exclusive benefits:

- **Website Features:** Your business will be prominently featured across our websites.
- **Paid Promotions & Editorial Content:** Receive dedicated paid promotions and editorial coverage.
- **Media Pitch Inclusion:** Be part of our media pitch materials.
- **Campaign Integration:** Get included in our tactical and sector-specific campaigns.
- **Marketing Support:** Benefit from our support to save on resources and receive cost-effective, tailored marketing strategies to enhance your exposure.

This partnership is ideal for large businesses such as signature regional attractions, resorts, holiday accommodation management services, businesses with multiple locations, or if these inclusions suit your marketing program. **The annual partnership represents a total product value of \$29,250**

\$12,000 +GST P.A

BOOK APPOINTMENT

TIER ONE INCLUSIONS	VALUE	QUANTITY
Hero Product (GORRT website recommendations, itinerary & blog inclusions)	\$500 each	up to 5 Total
Drive Victoria Partnership (annual)	\$250	up to 5 total
Destination site feature listing	\$1200 each	5 Total
Regional Site feature listing	\$1500 each	2 Total
Media Pitch Kit - content partner pitching	\$500	1
Webpage Banner (available pages, any site)	\$2000	1
Campaign inclusion/features (all)	\$500+ (varies)	Unlimited
Blog/Itinerary inclusion new content	\$250 each	2 Minimum
Dedicated Blog	\$500 each	1 Minimum
Social media content inclusion (organic)	\$200 each	6 Minimum
EDM feature (consumer or corporate)	\$250 each	6
visitgreatoceanroad social ads (*2 week campaign that can be flexible to suit you)	\$500 each	4
Home page feature (VGOR Site)	1 month \$500	2
Home page feature (Relevant Destination site)	1 month \$250	2
Industry development program ticket (each event)	\$55+ (varies)	2
Conference tickets	\$220 each	2
Web listing set up (if required)	\$200	Unlimited
Marketing strategy session	\$500 each	Up to 4
Solus EDM (Dedicated)	\$1000	1
Coordination of at least one influencer visit or content partner project	\$2000	1 Minimum

TIER TWO

This level of partnership grants you access to:

- **Website Features and Enhanced Exposure:** Gain prominent visibility across all Great Ocean Road official digital marketing channels.
- **Taste of Tier 1 Inclusions:** Enjoy many Tier 1 benefits at a reduced frequency, offering a cost-effective way to access top-tier features and boost your business's visibility.
- **Marketing Outsourcing:** Outsource your marketing to us, allowing you more time to focus on other aspects of your business.

Suitable for signature attractions, accommodations, and hero dining experiences, or if this package suits your marketing program. **The annual partnership represents a total product value of \$12,595.**

\$6,000 +GST P.A

BOOK APPOINTMENT

TIER TWO INCLUSIONS	VALUE	QUANTITY
Hero Product (GORRT website recommendations, itinerary & blog inclusions)	\$500 each	Up to 3
Drive Victoria Partnership (annual)	\$250	Up to 3
Destination Site feature listing	\$1200 each	Up to 2
Regional Site feature listing	\$1500	1
Media Pitch Kit - content partner pitching	\$500	1
Campaign inclusion/features (all)	\$500+ (varies)	1
Blog/Itinerary inclusion new content	\$250 each	1+
Social media content inclusion (organic)	\$200 each	4 Minimum
EDM feature (consumer or corporate)	\$250 each	3
visitgreatoceanroad social ads (*2 week campaign this can be flexible to suit you)	\$500 per campaign	2
Home page feature (VGOR Site)	1 month \$500	1
Home page feature (Relevant Destination Site)	1 month \$250	1
Industry development program ticket (each event)	\$55+ (varies)	1
Conference ticket (opportunity in limited partner allocation)	\$220 each	2
Web listing set up (if required)	\$200 each	Up to 2
Marketing strategy session	\$500 each	Up to 2

*Prices shown are GST exclusive

TIER THREE

This partnership allows you to:

- **Leverage Our Channels:** Utilise our marketing channels to benefit from our efforts in promoting the region.
- **Prominent Website Feature:** Ensure your business is prominently displayed on our destination website, making it visible to those engaging with our channels.
- **Campaign and Media Inclusion:** Be automatically included in our campaigns and considered in partner media content.

This package features enhanced exposure on your destination website and is designed for key local experiences such as restaurants, cafés, boutique accommodations, and tours. **The annual partnership represents a total product value of \$5525.**

\$3,000 +GST P.A

BOOK APPOINTMENT

TIER THREE INCLUSIONS	VALUE	QUANTITY
Hero Product (GORRT website recommendations, itinerary & blog inclusions)	\$500 per inclusion	Up to 2
Drive Victoria Partnership (annual)	\$250	1
Destination site feature listing	\$1200	1
Media Pitch Kit - content partner pitching	\$500	1
Campaign inclusion/features (all)	\$500+ (varies)	1
Blog/Itinerary inclusion new content	\$250 each	1+
Social media content inclusion (organic)	\$200 each	2+
EDM feature (consumer or corporate)	\$250	1
Industry development program ticket (each event)	\$55+ (varies)	1
Conference ticket (opportunity in limited partner allocation)	\$220	1
Web listing set up (if required)	\$200 each	Up to 2
Marketing strategy session	\$500	1

*Prices shown are GST exclusive



Great Ocean Road Regional Tourism's

MARKETING PRODUCTS & CAMPAIGNS

Which Website listing?

To provide a holistic approach to supporting all businesses operating in the visitor economy in the Great Ocean Road region, GORRT, supported by our council partners, provide a Free Base Partnership to all tourism businesses operating in the region. This includes a business profile (listing) on www.visitgreatoceanroad.org.au and the relevant destination website. For those that want to leverage our regional marketing activity, and get a bigger share of the website traffic driving you business leads , there are a number of options to enhance your listing. Here they are explained.

Free Base Partner Listing

Set up your listing at no charge directly on the GORRT web portal, or list on **ATDW#**, to have your business listing published on www.visitgreatoceanroad.org.au and your destination website.

Annual cost: \$0

Hero Product listing

Be seen by more of the 2 million people a year browsing the website platform, with your listing shown amongst 'recommendations' and in itineraries and blogs

Annual cost: \$500

Feature Listing

Featured on relevant search page (select accommodation, attractions, tours or food + drink)
All website users visiting the page will see your business profiled.. Includes Hero Product listing and recommendations based on your business and website data.

Annual cost:
Destination site \$1200
Regional site \$1500



It costs \$295 annually to list on ATDW and get exposure on more tourism websites including www.visitvictoria.com and www.australia.com

POPULAR PRODUCTS

Our one-off products provide businesses the opportunity to pick and mix the marketing services and placements GORRT offer to invest in what your business needs the most.

Our website exposure products provide visibility on our web platform, ensuring that more of our website visitors see your business.

Our digital marketing products can support your business with messaging when you need it - whether it's to our industry database, or consumer database or leveraging our social audience or channels to see your businesses showcased, these are great options for sharing news, and event or a special offer.

[SHOP ALL PRODUCTS](#)

Our Hero product Listing is a 12 month placement providing your business listing on our websites with increased visibility. At only **\$500+GST** per year, your business listing page will;

- Be tagged to appear randomly in recommendations on editorial pages across the site
- Be featured in blogs and itineraries across the www.visitgreatoceanroad.org.au websites
- Be considered for media and content opportunities
- Have improved search engine visibility

HERO PRODUCT LISTING

[BUY NOW](#)



WEBSITE EXPOSURE (12 month placement)	VALUE
Hero Product Listing	\$500
Destination Site feature listing	\$1200
Regional Site feature listing	\$1500

DIGITAL MARKETING	VALUE
Social Media Ad - 2 week targeted campaign	\$500
Social Media - Organic post with tag	\$200
EDM feature (consumer or corporate)	\$250

*Prices shown are GST exclusive

ATDW (Australian Tourism Data Warehouse) listing

While GORRT offer a free base partnership to all tourism businesses operating in our region including a business profile on our regional and destination websites – we highly recommend you opt for creating your listing on ATDW so that it provides you with more exposure on more tourism websites

The Australian Tourism Data Warehouse is a national portal enabling businesses to create and manage a profile in one place that distributes their information to multiple tourism websites (including ours).

If you want additional exposure for your business, listing on the Australian Tourism Data warehouse is cost effective, and increases the visibility of your business on key tourism websites. Listing on ATDW ensure you will have a business profile on visitvictoria.com and australia.com.

Your business profile provide links directly to your booking channel, website, socials and key location and contact details, and the official tourism websites will generate more leads for your business

An annual subscription to ATDW listing costs \$295 – payment is made by credit card when you submit your listing for review. If you choose to list this way, your profile will be published on our websites automatically through a direct API feed.



\$295 (INC GST) P.A.

ATDW LISTING HELP

REGISTER ON ATDW

GREAT STAYS CAMPAIGN

Great Stays is an exclusive seasonal accommodation promotion, to provide the opportunity for businesses to leverage from our marketing activity.

[VIEW CAMPAIGN ON WWW.VISITGREATOCEANROAD.ORG.AU](http://www.visitgreateoceanroad.org.au)

Great Stays partnerships are strictly limited each season. This campaign supports our regional strategy to grow overnight stays and yield, and targets key customer profiles for the region.

Great Stays incorporates website content on www.visitgreateoceanroad.org.au with a mix of promotional media including:

- Social and EDM marketing targeting existing, qualified @visitgreateoceanroad audiences
- Digital ads targeting key source markets (tailored based on audiences most suitable for the participating businesses)

Inclusion in Great Stays will grow consumer awareness for each partner business and provide more leads and bookings. **With a total product value of \$2025**, our Great Stays campaign provides cost-effective high level exposure to target audiences likely to book stays in our region.

\$750 + GST

PURCHASE NOW

GREAT STAYS INCLUSIONS	VALUE
Hero Product listing (3 months)	\$125 (pro rata \$500 per year)
Feature Only in Great Stays seasonal blog on visitgreateoceanroad.org.au	\$250
Great Stays seasonal EDM feature	\$250
Great Stays Social Media Inclusion (organic <u>feature</u> , Possible Formats: social story, post OR reel and is not guaranteed to be a dedicated post)	\$200
Digital ads (Great Stays feature in digital ad campaign across meta and google media channels + dedicated Meta ads for each partner business)	\$1200

*Prices shown are GST exclusive

SEASON	CAMPAIGN PERIOD	SALES CUT OFF DATE
Autumn	March, April, May	February 23rd
Winter	June, July, August	May 24th
Spring	Sept, Oct, Nov	August 24th
Summer	Dec, Jan, Feb	November 24th

TASTE GREAT OCEAN ROAD CAMPAIGN

Taste Great Ocean road is an ongoing campaign designed to raise the profile of the region’s produce, and dining experiences. Annual buy-in runs for the financial year (July to June), and there are 2 pricing options, designed to suit all businesses.

[VIEW CAMPAIGN ON WWW.VISITGREATOCEANROAD.ORG.AU](http://www.visitgreatoceanroad.org.au)

The campaign showcases all types of businesses that make, serve or sell food.

From artisan producers and farm gates to wineries, breweries and distilleries. From fine dining to fish and chips. Cafes and restaurants, ice cream shops, cheese-makers, or retailers of other local products. If you make or sell something that people can eat or drink, this campaign will expose your business to new audiences.

Don't miss the opportunity to ensure your business is part of it. "Main" spots are unlimited, but **only 15 'Buffet' partnerships are available.**

Digital ads are running year round on all social platforms generating traffic to the campaign webpage, along with print and media partnerships and regular organic content on our channels and in EDMs throughout the year.

Buffet partnerships represent \$4660 in total product value

Main partnerships represent \$1610 in total product value

PURCHASE BUFFET

\$1500 + GST P.A.

PURCHASE MAIN

\$500 + GST P.A.

INCLUSIONS	VALUE	MAIN	BUFFET
Hero Product listing - 12 months	\$500	✓	✓
Taste Great Ocean Road label on web listing	N/A	✓	✓
Taste Great Ocean Road Partner sticker (new partners)	\$10	✓	✓
1 month feature 'Flavours of the month' on campaign landing page	\$250	✓	✓
Preferred for media famils	\$500	✓	✓
Inclusion in at least one blog (promoted in EDMs, organic socials and paid ads)	\$250	✓	✓
EDM feature	\$250		✓
Taste Great Ocean Road landing page feature (12 months)	\$500		✓
Content visit	\$1000		✓
Feature blog article on website	\$500		✓
Inclusion in Geelong and Surf Coast Living and Ballarat and Central Highlands Living magazine print features	\$800		✓

*Prices shown are GST exclusive

PRODUCT SPOTLIGHT CAMPAIGN

Need a little help getting the word out about your business, event, offer or new news? Our spotlight campaigns give you flexibility in messaging, targeting and timing, and provides you with dedicated promotional activity for your business to reach our audiences.

This is an effective omni-channel approach to ensure exposure for your businesses with the message you want audiences to see.

Work with our expert tourism marketing team to design the most effective campaign to meet your needs - whether your getting the word out about something or focussing on getting bookings, we can help put together a mini-campaign that works for you.

Product spotlight campaign length can vary - we recommend between 2 and 4 weeks for the best results.

This campaign package represents a total product value of \$2100.

\$1250 + GST

PURCHASE NOW

INCLUSIONS	VALUE
Dedicated blog/landing page on www.visitgreateoceanroad.org.au	\$500
Organic Social media post @visitgreateoceanroad	\$200
Paid social media campaign on @visitgreateoceanroad meta channels	\$500
Consumer EDM feature	\$250
Hero Product Listing (12 months)	\$500
Campaign results report	\$150

*Prices shown are GST exclusive

DRIVE VICTORIA

Our cross-regional conversion based campaign is a great way to be profiled to Melbourne audiences with deals based marketing.

Great Ocean Road Regional Tourism work collaboratively with Tourism Greater Geelong and the Bellarine, Destination Phillip Island and Mornington Peninsula Tourism to target Melbourne Audiences for short stay/weekend travel inspiration. Together, our organisations have invested in the development and ongoing content and management of a dedicated Drive Victoria website and social channels, with designed to engage and convert audiences.

Drive Victoria partners are given the opportunity to submit offers, deals and packages for promotion on the website and social channels at any time.

If you have deals or offers to promote throughout the year, Drive Victoria provides a great way to reach a dedicated Melbourne based audience that are likely to travel to regional Victoria

\$250 + GST P.A.

PURCHASE NOW

INCLUSIONS

Listing on www.drivevictoria.com.au

Opportunity to submit deals for promotion on Drive Victoria channels (socials and website)

Inclusion in Drive Victoria social media content

*Prices shown are GST exclusive



WWW.DRIVEVICTORIA.COM.AU

OFFICIAL TRAVEL PLANNER AND OFFICIAL TOURING MAP

Make sure your business is profiled in the Great Ocean Road region's official print collateral.

The Great Ocean Road Travel Planner and Great Ocean Road Touring Map are distributed throughout the accredited Visitor Information Centre network and at key attractions and accommodation partner venues both in and outside our region. Promoting your business in the region's official print guides means you will reach a qualified audience who have the potential to become your customers.

Frank Lane Design and Branding Agency have been engaged to manage sales, design and production of the 2026 guides.

TRAVEL PLANNER



- > **PRINT RUN**
50,000 copies
- > **PARTICIPATION COST**

Ad size	Cost (inc. GST)
¼ Page *	\$1,300 inc GST
½ Page	\$2,600 inc GST
Full Page	\$4,600 inc GST
Inside Front Cover	\$6,680 inc GST
Inside Back Cover	\$6,680 inc GST
Back Cover	\$7,200 inc GST

(* Template only for ¼ Page)

VIEW PRINT PROSPECTUS

BOOK YOUR SPOT

TOURING MAP



- > **PRINT RUN**
100,000 copies
- > **PARTICIPATION COST**

Ad size	Cost (inc. GST)
¼ Page *	\$795 inc GST
½ Page	\$1,590 inc GST
Full Page	\$4,650 inc GST
Back Cover	\$6,990 inc GST

(* Template only for ¼ Page)



Great Ocean Road Regional Tourism's
**International Trade Marketing
Program**

GREAT SOUTHERN TOURING ROUTE

Our International Marketing Program – suitable for trade ready accommodation, tours, and experiences.

GSTR co-operatively markets its member regions and participating tourism products to over 1,500 members of the international travel trade, who remain the primary providers of high-yield international bookings for Victoria. By pooling resources, Ballarat, Greater Geelong & The Bellarine, Great Ocean Road, and the Grampians achieve greater impact in the international marketplace.

Renowned as one of Australia’s best touring experiences, the Great Southern Touring Route links Melbourne to scenic waterfront Geelong, the internationally acclaimed Great Ocean Road, the natural wonders of the Grampians National Park, and the majestic heritage of the Ballarat Goldfields and Spa Country.

SEE PROSPECTUS



BASE	PREMIUM		PLATINUM
\$500 inc GST	\$1,800 (Accommodation 10 rooms and over, large attractions, activities (50 plus patrons per day), tour & transport operators.	\$900 inc GST Accommodation under 10 rooms, attractions, activities (under 50 patrons per day) & commissionable.	\$4,500 inc GST
Web Listing greatsoutherntouringroute.com.au	Web Listing greatsoutherntouringroute.com.au		Web Listing greatsoutherntouringroute.com.au
Itinerary Inclusion Promoted in key international markets	Itinerary Inclusion Promoted in key international markets		Itinerary Inclusion Promoted in key international markets
	Showcase at ATE		Showcase at ATE
	Opportunity for media/trade famils		Opportunity for media/trade famils
	Media Kit inclusion		Media Kit inclusion
	Virtual training session with EO and GSTR in-market reps and onv Visit Vic rep 9annual).		Virtual training session with EO and GSTR in-market reps and onv Visit Vic rep 9annual).
			Web feature
			eDM feature to trade
			Meet & Greet / training session with committee (annual)



**BOOK AN APPOINTMENT
WITH JO TO FIND OUT MORE:**

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**GREAT
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TOURISM



Shop products and partnerships online

www.greatoceanroadtourism.org.au/market-your-business-with-great-ocean-road