MEDIA KIT

HOW TO TELL THE GREAT OCEAN ROAD STORY



12 Apostles, Port Campbell National Park

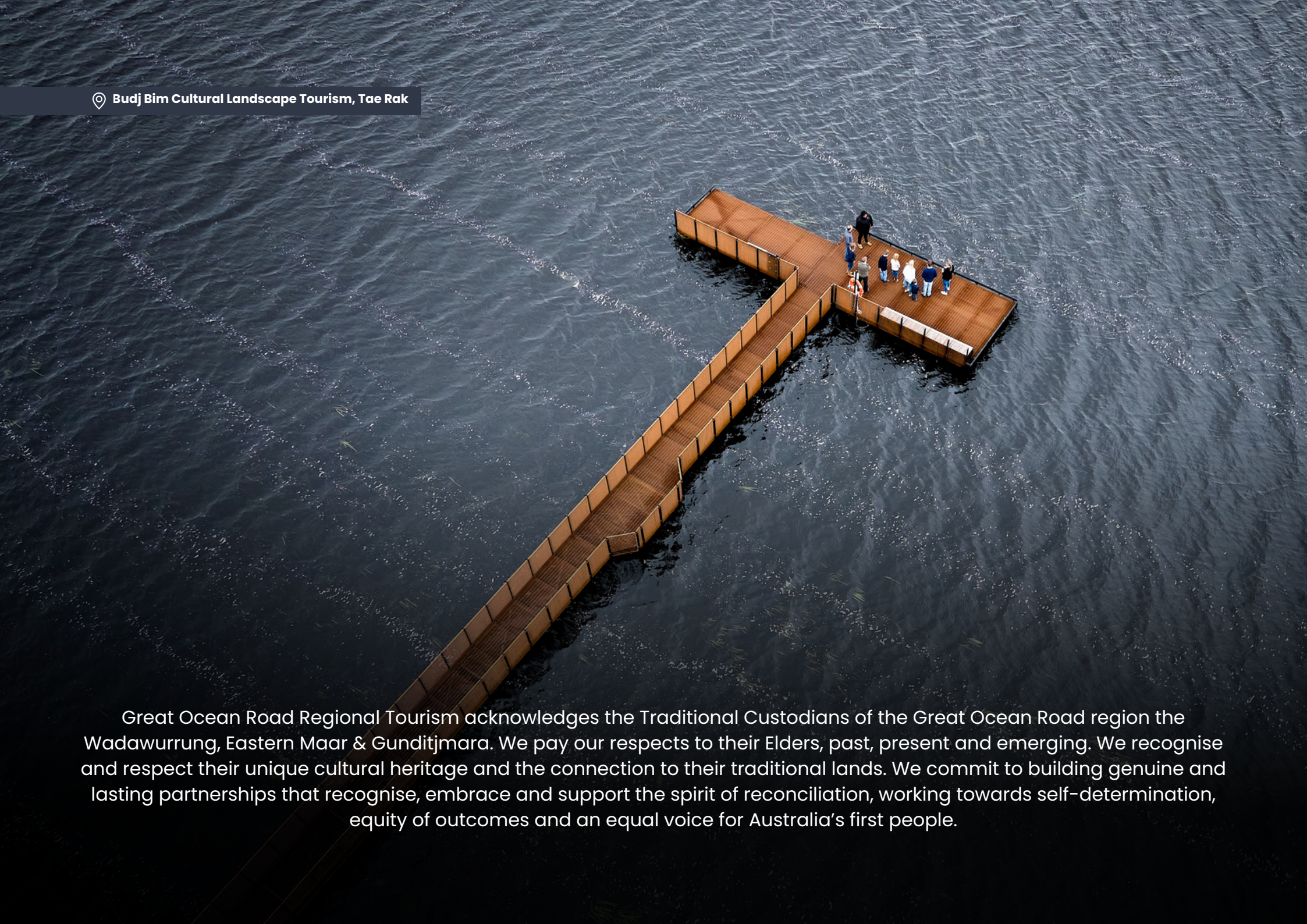
Great Ocean Road

Version 5 published September 2026



Great Ocean Road Regional Tourism is the peak industry body representing all stakeholders in the visitor economy in an area that includes five local government area spanning from Torquay through to Port Fairy.

The Redwoods, Otways



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.

CONTENTS

INTRODUCTION
5 Who we are & what we do
6 Who is this media kit for?

BRAND, PERSONALITY & GUIDELINES
8 Brand personality
9 Brand pillars
10 Our look
11 Content partnerships & visiting media
12 Before you go
13 On location
14 After the shoot

THE REGIONS HERO EXPERIENCES & MUST DO'S
16 Great Ocean Road region map
17 12 Apostles & Hinterland
18 Apollo Bay
19 Aireys Inlet
20 Anglesea
21 Lorne
22 Otways
23 Port Fairy
24 Torquay

THE REGIONS HERO EXPERIENCES & MUST DO'S (cont.)
25 Volcanic Lakes and Plains
26 Warrnambool
27 Colac and Winchelsea

SEASONAL EXPERIENCES
29 Summer
30 Autumn
31 Winter
32 Spring

SIGNATURE ACCOMMODATION
34 Luxury Stays
37 Camping
41 Hero Stays

TARGET AUDIENCE, CAMPAIGNS & PARTNERS
47 Our Campaigns
48 Target Audience
50 Partners

51 CONTACT & CONNECT

September 2026. Version 5

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.

We exist to facilitate a cooperative approach to growing a more sustainable and vibrant visitor economy for the Great Ocean Road region.

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.

The region boasts iconic attractions and experiences in nature which draw visitors here. This provides us with great opportunity to leverage to promote our tourism businesses to ensure they can leverage visitors to become their customers.



Port Fairy Wharf



Stevensons Falls, Barramunga

WHO IS THIS MEDIA KIT FOR?

This is a resource for content creators, marketing agencies, content partners, copywriters and influencers who are working with us to promote our region. This could be people we work alongside and engage for specific work, people we host or support in our region and those who are looking to work with us in the future.

The kit outlines how we want our region to be promoted, to meet our strategic marketing objectives, and our expectations in regard to content, coverage and behaviour. It also includes practical tools such as imagery, our digital channels, and how to credit and tag us.

*If you are looking to collaborate with us, this kit will give you an understanding of content and coverage requirements. The types of content we are interested in includes imagery, reels and TikTok videos, blog articles and itineraries. We also love trying new things, so if you have one please pitch it to us!"

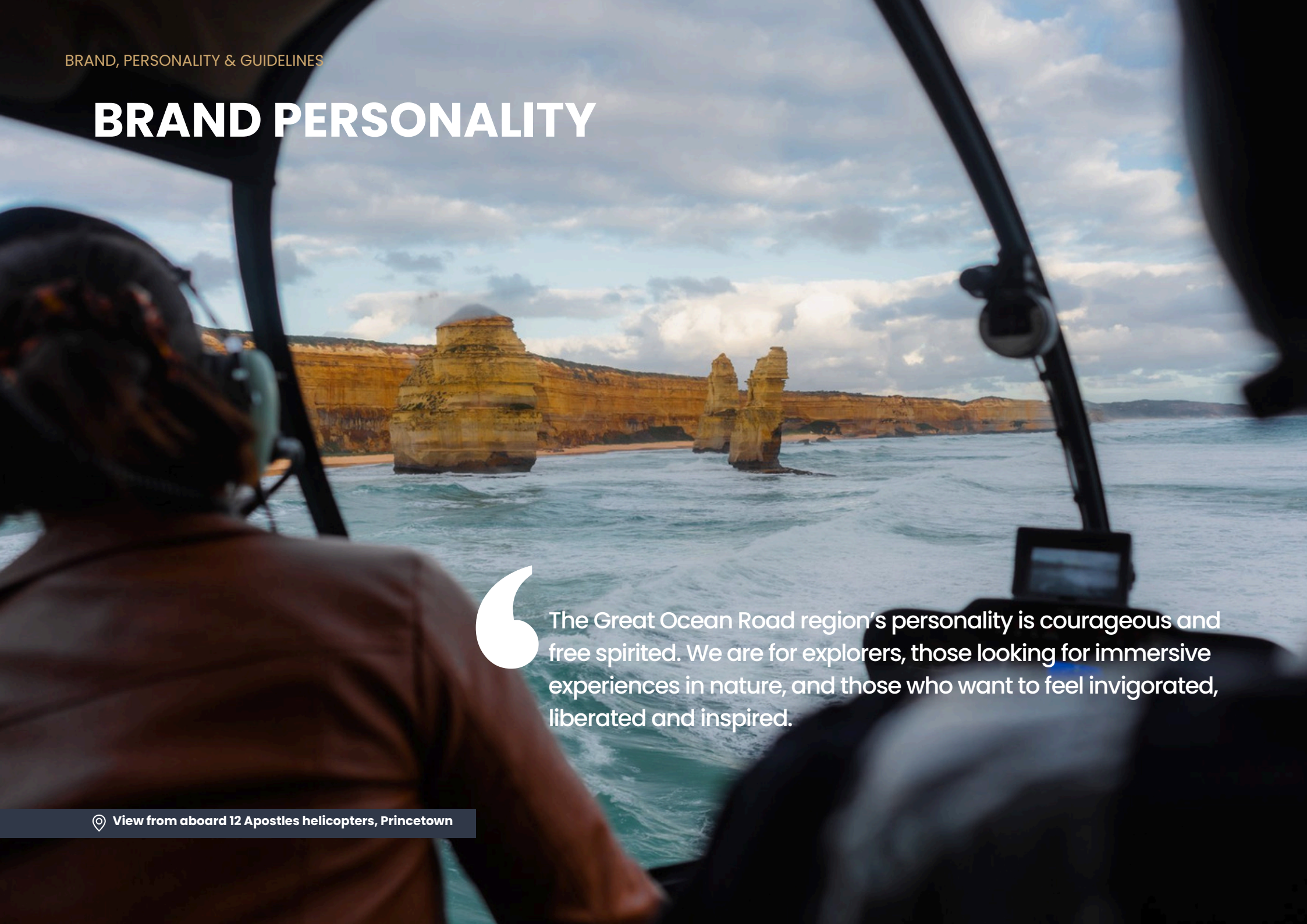


Great Ocean Road Region

BRAND, PERSONALITY & GUIDELINES

Guidelines for producing content in region

BRAND PERSONALITY



The Great Ocean Road region's personality is courageous and free spirited. We are for explorers, those looking for immersive experiences in nature, and those who want to feel invigorated, liberated and inspired.

View from aboard 12 Apostles helicopters, Princetown

BRAND PILLARS



Big Nature
is delivered through the magic and majesty of the Southern Ocean and the coast- line it has sculptured, the big waves of Bells Beach, the tall trees and waterfalls of the Great Otway National Park, the lakes and craters of the Volcanic Plains, deep sea fishing, whales, wildlife and rich agriculture which provides us with local produce and foodie experiences.



Active Adventure
Shifts the narrative from a passive visit to the region to a more immersive active visit. To explore the beauty of our landscape you need to immerse yourself and be active.



Village Inspiration
Celebrating the unique features and attributes that define the character of the towns and villages that make up our region.



Curated Culture
Celebrates the entrepreneurs and artisans of all crafts that call the GOR home. Inspired by the landscapes and its bounty they help define a sense of provenance and shape the character of our individual towns and villages.



Surf & Saltwater Wellness
Enables us to celebrate the coast, its power to draw people and its capacity to support holistic wellness.

OUR LOOK

All images in this library are owned by Great Ocean Road Regional Tourism for non-commercial use* and we have full talent release. They can be used in content promoting the Great Ocean Road region. Image credits should be to Great Ocean Road Regional Tourism and for social media @visitgreatoceanroad

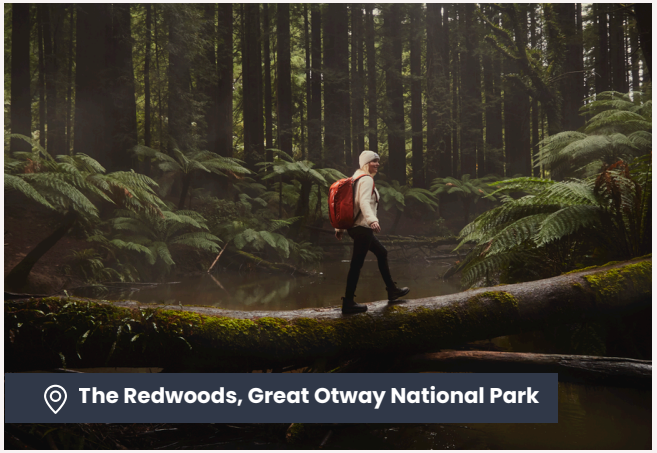
Video footage can be provided for some content partnerships and projects upon request. For destination specific projects, destination brand toolkits are available

For footage or all other requests contact info@gort.com.au

** Please contact us to check if unsure regarding commerciality of use.*

ACCESS IMAGE LIBRARY


12 Apostles, Port Campbell National Park


The Redwoods, Great Otway National Park


Griffith Island Lighthouse, Port Fairy


Torquay Beach


Deep Blue Hot Springs, Warrnambool

CONTENT PARTNERSHIPS & VISITING MEDIA

You need to immerse yourself into all the Great Ocean Road Region has to offer and partnering with us enables the ability to share authentic content for audiences while showcasing the Great Ocean Road Region.

- We aim to host or assist those whose audiences and approach to content aligns with ours and/or has deep reach into our target consumer audiences.
- The Great Ocean Road team is here to assist you with story angles, business introductions, filming locations and permit requirement advice, corporate media enquiries and itinerary suggestions: Get in touch here.
- The next few pages outline our expectations for content creators in our region. Those who are engaged by Great Ocean Road Regional Tourism will be required agree to these guidelines as terms and conditions of their engagement by our organisation.



Lightkeeper's Cottage, Cape Otway Light Station

BEFORE YOU GO

Our goal is to drive visitors to the Great Ocean Road Region. By sharing stories and engaging with our audience, we aim to become a top choice for travellers planning their holidays. Social media and digital marketing have changed how people plan their holidays, with good content being crucial.

- Plan your time in the region. It is important recognising the distances between destinations, the nature of the roads and traffic. Avoid disappointment and build time into your plans and itinerary.
- Some sites and businesses are very busy at peak times. Please consider time of day, road and attraction congestion.
- Make sure businesses are notified that you are coming, with a time estimate and date.
- Outline and agree on deliverables. Landscape, Portrait, Hi Res Jpegs, Raws and video.
- When organising a shoot or working with a content partner, be mindful of visiting outside of peak times so we do not affect the experience for other visitors or businesses.
- Ensure you have adequate Public Liability Insurance. Even if you are contracted by GORRT, our insurance cover does not cover your liability or professional indemnity for incidents occurring while you are in the region
- Any production on public land by a contracted professional requires filming permits and Great Ocean Road cannot use assets that have been produced without a permit. There are various land managers across the region, so please check with us for the correct contact for permits in the locations you are shooting. Permits will need to allow processing time, particularly for drone permits, which can take up to 21 business days to be approved. Any public parks, beaches, harbours, foreshores and National Parks will always require permits.
- We will not use images that overtly display branding on clothing or accessories. Make sure all talent have been briefed on wardrobe requirements. This may change based on seasons, or the specific camapign or project.
- Talent releases are required on all shoots. We have a form you can use, otherwise you will need to provide evidence of talent release for use of imagery.
- Before you go, check the Weather forecast and Traffic Conditions: VicRoads has all the up to date traffic conditions.



The Springs Car Park, Lorne

ON LOCATION

Enjoy what the Great Ocean Road region has to offer, whilst keeping safe. Whether you're exploring the streets around a town, or our beaches, rivers, parks and waterways, there are some key things to remember:

- All content is for a family audience. We are welcoming, kind and do not discriminate. We also do not criticise or compare ourselves to competing destinations.
- We will not use any images that show irresponsible visitor behaviour. Talent and crew must not jump fences, approach or disturb wildlife, enter any waterways, and must always stay on designated paths and viewing platforms.
- We will not use any images or footage that includes disposable packaging such as takeaway coffee cups, straws or singke use plastic bottles. COme prpards with keep cups and water flasks.
- Be mindful of talent wardrobe on the day. We will not use images that overtly display branding on clothing or accessories. Always bring a back up wardrobe.
- We love a sunrise or sunset to instil the importance of overnight stays. Take particular care at these times when native wildlife is more active.
- We encourage diverse talent – representing the full array of visitors that come to our region.
- We like to position the region as an active, all accessible destination. We want our audience to see that the region requires active participation and attractions are not just photo stops. Rather than shots showing only scenery, we like imagery that shows people actively experiencing the region.
- Do not leave your footprint and impact on the landscape. Please aim to leave no trace and take any rubbish with you.
- Never access or shoot on private property without the landowner's permission
- Be mindful of closures. If you see any closed signs along paths or trails, please respect these and alter your plans.
- Mother Nature and human nature can create challenges. Please download and allow notifications from the Vic Emergency app while in the region. Radio 774 (am): disseminates messaging in an emergency.
- If you see Injured Wildlife, please report this to Wildlife Victoria: 24 hours / 7 days a week on (03) 8400 7300. For non urgent incidents, report online here.



Marriners Lookout, Apollo Bay

AFTER THE SHOOT

- For all video &/or imagery to be supplied to/for us: ideally shoot at each location with and without talent, in landscape and portrait, and provide images in high-res format including jpg.
- Deliverables to be provided as per original brief. All asset files should be named and filed logically or as instructed. Raw footage to be supplied, an external hard drive may be required if files are large or plentiful.
- For content projects, all assets will be owned by Great Ocean Road Regional Tourism for non-commercial use with full talent release. They will be used in content promoting the Great Ocean Road region. Images owned by GORRT are regularly shared with other stakeholders and content partners. Please discuss any concerns with the team prior to visit.
- Be authentic; do not use filters and edit images as minimally as possible. Our region doesn't need it. Destination promotion should show a true reflection of the experience. This also extends to the weather - we experience all seasons here and it's okay to show that. Every image does not need a blue sky.
- AI altered or created assets are not acceptable.
- For media, don't forget to send us yor published content - we can help distribute it to regional partner businesses.



12 Apostles



Great Ocean Road Region

HERO EXPERIENCES & MUST DO'S

OUR REGION

From Torquay to Port Fairy, including the local government areas of Colac Otway, Corangamite, Moyne, Warrnambool and the Surf Coast, this spectacular region is not only unique in its geographical boundaries but also in its rich diversity of offerings including iconic nature based experiences, history and heritage, food and wine, walking, cycling and events on and off the coast.

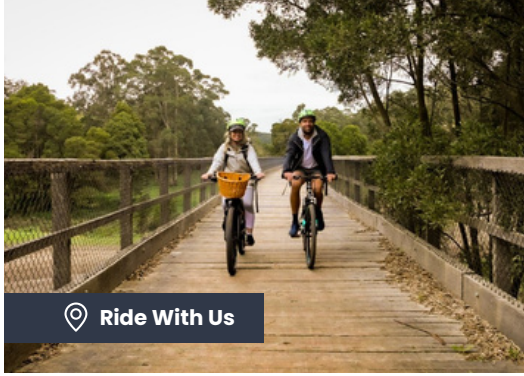
It is a place of contrasting natural beauty, where unexpected hinterland waterfall walks reveal dappled lush forests at the edge of lively salt-washed villages, rugged oceanic splendour and raw seascapes.



12 APOSTLES COAST & HINTERLAND


12 Apostles


12 Apostles Helicopters


Ride With Us



Timboon Ice Creamery

12 Apostles Coast & Hinterland offers a unique mix of the raw beauty and ever-changing drama of the Southern Ocean meeting limestone cliffs and the rich, abundant pastures of the hinterland. Visitors leave feeling transformed with a renewed awareness of themselves, the world and the privilege of being in it. Discover More

Distance from Melbourne to Port Campbell
2 hr 57 min (226.4 km)

Festival & Events:
Crayfest, Kangaroobie Klassic, Graze The Day, Trax Music Festival

Eat:
12 Apostles Gourmet Trail, Waves Port Campbell, REAL Pizza, Pasta + Salads, Apostle Whey Cheese, Timboon Ice Cream, Timboon Railway Shed Distillery, 12 Apostles Cafe, Princetown General Store

Story Starters

- Great Ocean Road Icons
- Stories of the Great Ocean Road
- Natural Landscapes and Wildlife
- Connection to First Nations Culture (Keerray Woorroong visitor centre experience, Poombeeyt Koontapool lookout, Poorpa Yanyeen Meerring)

12 APOSTLES BRAND TOOLKIT

12 APOSTLES IMAGE LIBRARY

Big Nature

- The 12 Apostles experiencesand Keerray Woorroong Visitor Centre
- Port Campbell National Park: *Loch Ard Gorge, London Bridge, Gibson Steps Lookout, The Grotto.*
- Bay Of Islands National Park: *Continues on from Port Campbell National Park at Peterborough to Warrnambool: Bay of Islands, Bay Of Martyrs*
- Wreck Beach

Active Adventure

- 12 Apostles Helicopters
- Great Ocean Walk
- Ride with us bike hire and shuttle service
- Poorpa Yanyeen Meerring Trail
- Timboon - Camperdown Rail Trail

Curated Culture

- Tours and immersive gallery at the 12 Apostles
- Timboon Railway Shed Distillery
- 12 Apostles Artisans Trail
- Timboon Trestle Bridge
- Peterborough House Cafe
- Graze the day

Village Inspiration

- Peterborough
- Port Campbell
- Timboon
- Princetown
- Simpson
- Cobden

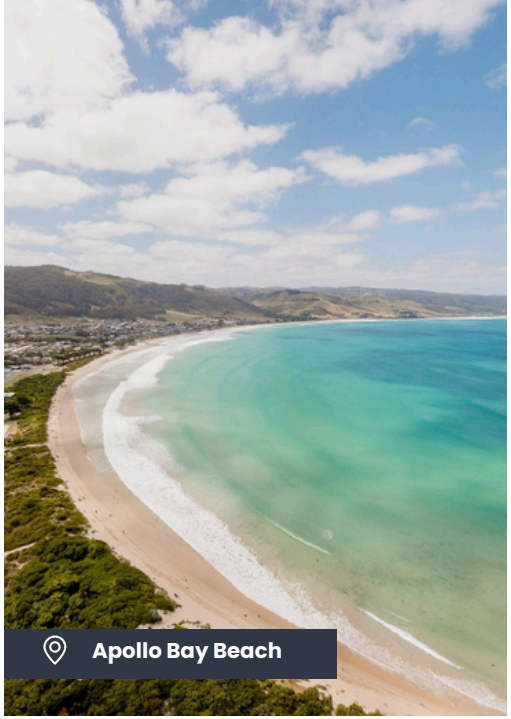
Surf & Salt Water Wellness

- Peterborough Beach
- Port Campbell Beach

APOLLO BAY


Marriner's Lookout


Wildlife Wonders, Apollo Bay


Apollo Bay Beach


Rock Lobster Apollo Bay


Apollo Bay Distillery

The halfway point of the Great Ocean Road, Apollo Bay is the perfect base to explore the riches of the region. Nestled between rolling hills and the Bass Strait, Apollo Bay is a quiet harbour village with Victoria's best local seafood. Discover More

Distance from Melbourne to Apollo Bay:
3 hr 9 min (196.1 km)

Festival & Events:
Great Ocean Road Running Festival, Otway Ocean Flow, Saturday Foreshore Market, Monthly Farmers Market

Eat:
Great Ocean Road Brewhouse, Graze, Apollo Bay Fishermen's Co-op, Apollo Bay Distillery, Emu Cafe at Wildlife Wonders

Story Starters

- Coastal Country
- Rugged Coastal Landscapes
- Places & Faces of Apollo Bay
- Natural Landscapes & Wildlife
- Beaches & Fishing

APOLLO BAY BRAND TOOLKIT

APOLLO BAY IMAGE LIBRARY

Big Nature

- Wildlife Wonders, Apollo Bay
- Marengo Reef Marine Sanctuary
- Marriners Lookout

Active Adventure

- Great Ocean Walk
- Surf Lessons and hire
- Kayak to the Marengo Seal colony

Curated Culture

- Apollo Bay Distillery
- Great Ocean Road Brewhouse
- Emu Cafe at Wildlife Wonders
- Apollo Bay Fishermen's Co-op
- Graze Apollo Bay
- Apollo Bay Foreshore market (Saturdays)

Village Inspiration

- Skenes Creek
- Marengo
- Apollo Bay

Surf & Salt Water Wellness

- Apollo Bay Beach
- Marengo Beach
- Otway Ocean Flow Festival

AIREYS INLET


Split Point Light House


Indie Spa


Santara Restaurant


Surfing, Fairhaven Beach



Memorial Arch

Aireys Inlet is an intimate seaside hamlet on the Great Ocean Road that is committed to it's natural 'ocean meets bush' lifestyle. It allows people to let out their everyday worries, and let in its nourishing calm.
Discover More

Distance from Melbourne:
1 hr 45 min (122.7 km)

Festival & Events:
Aireys Inlet Market, Surf Coast Trek, Aireys Inlet - Torquay, Aireys Music Festival, SENSEational Aireys

Eat:
Santara Restaurant, Le Comptoir, Mr T and Me, The Captain of Aireys

Story Starters
- Rugged Coastal Landscapes
- Places & Faces of Aireys Inlet
- Natural Landscapes & Wildlife
- Adventure in Aireys
- Hidden Gems

AIREYS INLET BRAND TOOLKIT

AIREYS INLET IMAGE LIBRARY

Big Nature
- Eagle Rock Marine Sanctuary
- Sunnymead Beach

Active Adventure
- Aireys Inlet to Fairhaven Beach (Surf Coast Walk Section)
- Currawong Falls Circut
- Distillery Creek Nature Walk
- Ironbark Gorge
- Moggs Creek Ocean View Circuit Walk Teds Ridge Track
- Surf Coast Walk
- Cliff Top Walk

Curated Culture
- Santara Restaurant, Aireys Inlet
- The Captain of Aireys
- Split Point Light House Tours
- Aireys Inlet Market

Village Inspiration
- Aireys Inlet
- Moggs Creek
- Fairhaven
- Eastern View

Surf & Salt Water Wellness
- Indie Spa, Aireys Inlet

ANGLESEA


Anglesea Beach


Anglesea River


The Coast Restaurant


Kangaroos at Anglesea Golf Course


Lux Spa & Wellness


The Chocolateries Great Ocean Road

Anglesea is a story of outdoor adventure. Only an hour and a half from Melbourne, Anglesea is an adventure waiting to happen. Pack up the car and round up the kids for the ultimate family holiday. Hit the trails on a mountain bike or hire a canoe and paddle down the Anglesea River. Discover More

Distance from Melbourne:
1 hr 30 min (112.8 km)

Festival & Events:
Surf Coast Century, Seasonal events at The Chocolateries Great Ocean Road

Eat:
The Coast Restaurant, Great Ocean Road Chocolateriem, Nina

Story Starters

- Rugged Coastal Landscapes
- Anglesea: Safe, active & fun adventures
- Natural Landscapes & Wildlife
- Outdoor Adventure
- Family Fun & togetherness

ANGLESEA BRAND TOOLKIT

ANGLESEA IMAGE LIBRARY

Big Nature

- Anglesea River
- Anglesea Heath
- Point Addis Marine National Park
- Kangaroos at the Anglesea Golf Club

Active Adventure

- Walk through Iron Bark Basin (A Surf Coast Walk Section)
- Jumpz Anglesea
- Go Ride A Wave
- Anglesea Golf Course
- Eumerella Mountain Bike Trails and Anglesea Bike Park
- Kayaking & Paddle boarding
- Bundjil Lookout

Curated Culture

- The Coast Restaurant, Anglesea
- The Chocolateries Great Ocean Road
- Nina

Village Inspiration

- Great Memorial Arch
- Moggs Creek
- Fairhaven
- Eastern View

Surf & Salt Water Wellness

- Lux Spa and Wellness
- Anglesea Main Beach
- Point Roadknight

LORNE


Lorne Pier

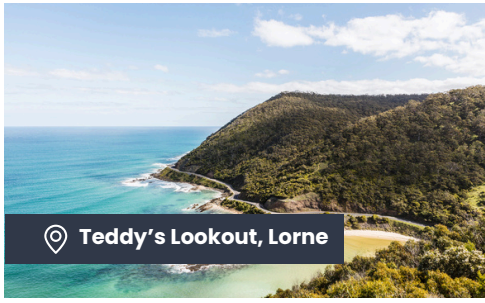

Erskine Falls





Grand Pacific, Lorne


Surfing, Lorne Beach


Teddy's Lookout, Lorne

Only 2 hours from Melbourne, Lorne is a charming seaside village perched along the glorious Great Ocean Road. With a rich cultural heritage dating back to the 1900s, a visit Lorne evokes the nostalgia of the past. Just one visit to Lorne is the beginning of a lifelong romance.
Discover More

Distance from Melbourne:
2 hr (141.2 km)

Festival & Events:
Amy's Gran Fondo, Pier to Pub, Great Ocean Running Festival, Wonderfalls, Great Ocean Road Women's Surfing Festival

Eat:
Totti's Lorne, Lorne Hotel, The Grand Pacific, Ipsos

Story Starters
Where bush meets coast
Mountain to sea
Natural riches
Nostalgic Holidays & Family Fun
Deep Traditions

LORNE BRAND TOOLKIT

LORNE IMAGE LIBRARY

Big Nature

- Lorne Foreshore
- Whale Watching at Point Grey
- Lorne Beach - Loutit Bay
- Teddy's Lookout
- 10 Waterfalls nearby: *Erskine Falls, Upper & Lower Kalimna Falls, Won Wondah Falls Henderson Falls, Phantom Falls, Sheoak Falls, Cumberland Falls, Swallow Cave, Cora Lynn Cascades*

Active Adventure

- Lorne Foreshore
- Teddys Lookout
- Queens Park Lookout Loop
- St Georges River Walk
- Fishing at Lorne Pier
- Lorne Heritage Walk

Curated Culture

- Grand Pacific Hotel
- The Grat Ocean Road Story (at Lorne Visitor Information Centre)
- Cafe and Restaurant culture

Village Inspiration

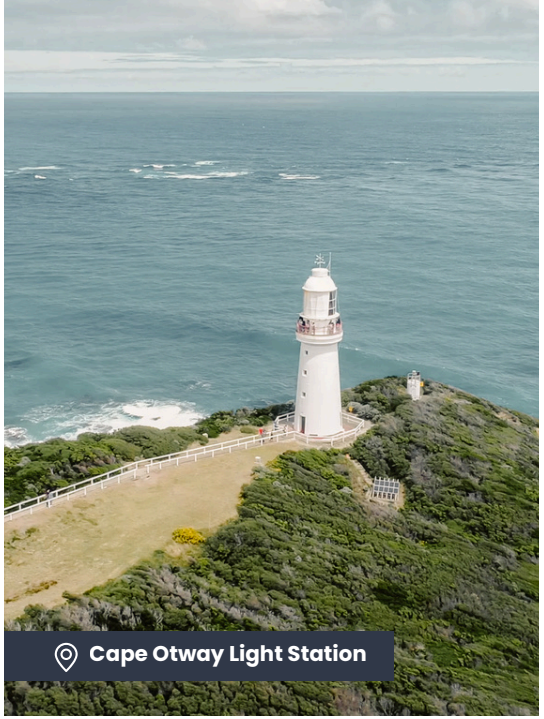
- Lorne
- Deans Marsh
- Pennyroyal Valley

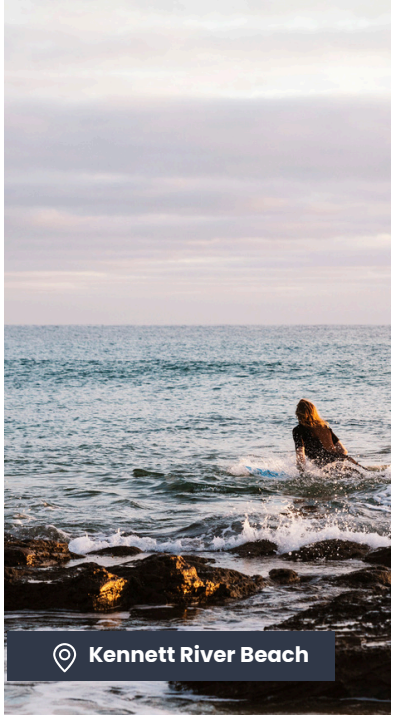
Surf & Salt Water Wellness

- Beach walks
- Lorne Sea Baths

OTWAYS


Otway Fly Treetop Adventures


Cape Otway Light Station


Kennett River Beach


Otway Estate


Forrest MTB Hire (Forrest MTB Trails)

Those looking for a little magic will fall under The Otways' spell. Wander through the lush forests and feel dwarfed by the ancient Mountain Ash trees. Follow the sounds of the falls and find solace by the running waters. Once you visit, the romance of The Otways will have you returning time and time again. Discover More

Distance from Melbourne to Cape Otway
2 hr 58 min (209.9 km)

Festival & Events:
Run Forrest, Birregurra Art Show, Amy's Gran Fondo, Otway Odyssey

Eat:
Otway Estate and Cellar Door, Cape Otway Lightkeepers Kitchen, Brae, Otways Distillery

Story Starters
- Rugged coastal landscapes
- Experience big nature up close
- The romance of the Otways
- Natural landscapes & wildlife
- Outdoor adventure & hikes
- Off the beaten track

OTWAYS BRAND TOOLKIT

OTWAYS IMAGE LIBRARY

Big Nature
- Great Otway National Park
- Lake Elizabeth
- Waterfalls: Hopetoun Falls, Beauchamp Falls, The Redwoods, Triplet Falls, Stevensons Falls.
- Maits Rest.
- Melba Gully
- Colac Botanic Gardens
- The Redwoods

Village Inspiration
- Wye River
- Beech Forest
- Birregurra
- Colac
- Deans Marsh
- Forrest
- Gellibrand
- Kennett River
- Johanna
- Lavers Hill
- Separation Creek
- Wongarra

Active Adventure
- Forrest MTB network
- Otway Fly Treetop Adventures
- Lake Elizabeth Walk
- Great Ocean Walk

Curated Culture
- Brae
- Otway Estate and Cellar Door
- Otway Harvest Trail
- Cape Otway Light Station

Surf & Salt Water Wellness
- Forest Bathing: *Maits Rest, The Redwoods, Beauchamp Falls, Triplet Falls*
- Johanna Beach
- Lake Colac

PORT FAIRY


Griffiths Island Lighthouse


Port Fairy Wharf


Budj Bim National Park


Port Fairy Heritage Trail


Warrnambool - Port Fairy Rail Trail

Located along the magnificent Great Ocean Road, Port Fairy is a quiet enclave on the edge of the dramatic Southern Ocean. Soak up the historic charm of this bluestone fishing village painted along the picturesque Moyne River. Discover More

Distance from Melbourne to Port Fairy:
3 hr 32 min (281.1 km)

Festival & Events:
Port Fairy Folk Festival, Koroit Irish Festival, Port Fairy Jazz Festival, Moynyana, Port Fairy Winter Weekends, Port Fairy Marathon, Port Fairy Spring Music Festival

Eat:
The Stump, Merrijig Kitchen, Tae Rak Aquaculture Centre, Noodledoof, Basalt Vineyard, Pippies by the Bay, Ocean Road Abalone

Story Starters

- A romantic setting
- Experience fresh, local produce
- Heritage and historical significance
- Boutique experiences, old world charm
- Accessible natural habitats

PORT FAIRY BRAND TOOLKIT

PORT FAIRY IMAGE LIBRARY

Big Nature

- Budj Bim National Park
- Port Fairy Botanic Gardens
- The Crags and Deen Maar (Lady Julia Percy) Island
- Tower Hill Wildlife Reserve
- Griffiths Island

Village Inspiration

- Port Fairy
- Macarthur
- Mortlake
- Koroit
- Killarney
- Yambuk

Surf & Salt Water Wellness

- East Beach
- Pea Soup Beach
- Killarney Beach

Active Adventure

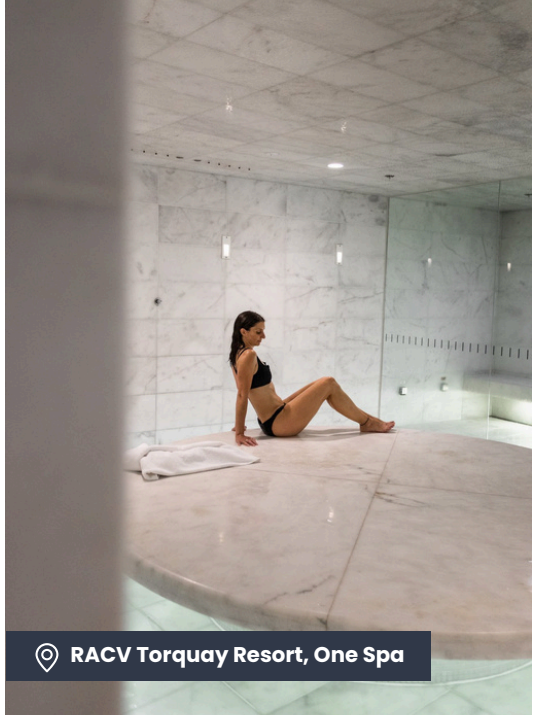
- Griffiths Island
- River Fishing
- Surf Fishing
- Boating
- Port Fairy Golf Club

Curated Culture

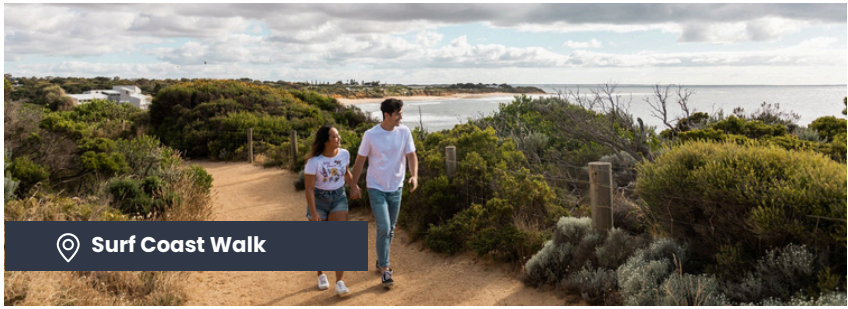
- Budj Bim National Park
- Budj Bim Cultural Landscape Tourism
- Tae Rak Aquaculture Centre
- Basalt Wines - Vineyard, Cellar Door and Retreats
- Restaurants and cafe scene in Port Fairy
- Ocean Road Abalone farm tours

TORQUAY


Bells Beach, Torquay


RACV Torquay Resort, One Spa


Australian National Surfing Museum


Surf Coast Walk

The first stop along the iconic Great Ocean Road, Torquay is where it all begins. Just 90 minutes from Melbourne and 30 minutes from Geelong, Torquay is a saltwater playground on the doorstep of the city. Immerse yourself in quintessential Australian surf culture in a town renowned for producing legends of the ocean. Discover More

Distance from Melbourne:
1 hr 45 min (101.3 km)

Festival & Events:
Surf Coast Trek, Aireys Inlet - Torquay, Rip Curl Pro, Cadel Evans Great Ocean Road Race, Surf Coast Trail Series, Surf Coast Arts Trail

Eat:
Number One Restaurant, Sabbia The Chocolateries Great Ocean Road

Story Starters

- A surfing mecca
- A wellness escape
- Surf meets city
- Natural landscapes
- A favourite stop

TORQUAY BRAND TOOLKIT

TORQUAY IMAGE LIBRARY

Big Nature

- Bells Beach
- Jan Juc Beach
- Cosy Corner
- Torquay Back Beach
- Fishermans Beach
- Point Addis Marine Park
- Addiscot Beach

Active Adventure

- Surfing
- WSL Rip Curl Pro
- Surf Coast Walk
- Fishing
- The Sands Golf Course
- RACV Torquay Golf Course

Curated Culture

- Torquay Farmers Market
- Number One Restaurant, RACV Torquay
- Sabbia The Sands Torquay
- The Chocolateries Great Ocean Road
- Australian National Surf Museum

Village Inspiration

- Torquay
- Freshwater Creek

Surf & Salt Water Wellness

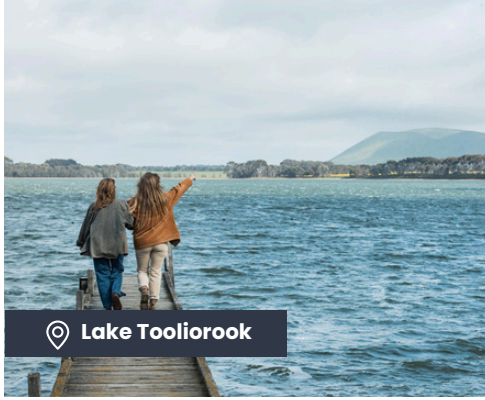
- RACV Torquay One Spa
- RACV Torquay One Lifestyle
- The Sands Torquay Health Club

VOLCANIC LAKES & PLAINS


Mount Noorat


Camperdown Cotanic Gardens


Lake Edge Cafe


Lake Tooliorook


Vintage Shopping, Camperdown

Volcanic Lakes and Plains offers the intriguing beauty of untouched ancient volcanic lakes and landscapes set around welcoming authentic rural townships, inviting all who visit the freedom to unplug, explore and leave peacefully rejuvenated, with their curiosity refreshed. Discover More

Distance from Melbourne to Camperdown:
3 hr 9 min (196.1 km)

Festival & Events:
Noorat Show, Camperdown Show, Terang Show, Sungold Milk Terang Cup, Robert Burns Celtic Festival, 4 Peaks Challenge, Koroit Irish Festival

Eat:
Commercial Hotel Camperdown, Lake Edge Cafe Purrumbete, Terang Country Bakery, Elephant Bridge Hotel, Fairway Cafe Lismore

Story Starters

- Outdoor activity and exploration
- Crater lakes, volcanic landscape
- Natural Landscapes & Wildlife
- Fishing and camping on the lakes
- Treasures on the vintage trail

VLP BRAND TOOLKIT

VLP IMAGE LIBRARY

Big Nature

- Peaks: *Mount Elephant, Mount Noorat, Tower Hill Wildlife Reserve, Mt Leura, Mt Sugarloaf*
- Lakes: *Lake Bullen Merri, Lake Bookar, Lake Purrumbete, Lake Corrangamite, Cobden Lake, Lake Elingamite, Deep Lake, Lake Tooliorook, Tea Tree Lake*
- Tower Hill Wildlife Reserve
- Camperdown Botanic Gardnes, Jubilee Park -Skipton, Koroit Botanic Gardens

Curated Culture

- Vintage Shopping Trail
- Country Pubs
- Wholesome bakeries and cafes
- Country markets

Active Adventure

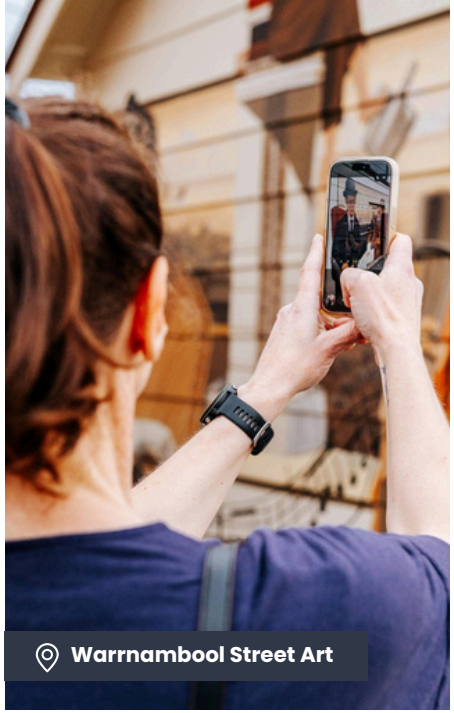
- Budj Bim Cultural Landscape Tourism (UNESCO Listed)
- Golfing: *Mortlake, Camperdown, Terang, Cobden, Lismore, East Framlingham, Skipton, Colac, Beeac*
- Mount Elephant walk
- Mount Noorat Trail
- Fishing: Lake Bullen Merri, Lake Purrumbete
- Olivine Fossicking
- Camperdown - Timboon Rail Trail

Village Inspiration

- Camperdown
- Mortlake
- Terang
- Cobden
- Noorat
- Derrinallum
- Darlington
- Lismore
- Skipton
- Simpson
- Koroit
- Macarthur

WARRNAMBOOL


Lady Bay and Lake Pertobe, Warrnambool


Warrnambool Street Art


Pavilion Cafe & Bar


Flagstaff Hill Maritime Village


Deep Blue Hot Springs

The largest town along the Great Ocean Road, Warrnambool is a thriving coastal city perched on the spectacular amphitheatre of the Southern Ocean. Here you have front row seats to nature's most amazing show. Watch whales nursing from land in the only place in the world this is possible. Discover More

Distance from Melbourne to Warrnambool:
3 hr 32 min (256.6 km)

Festival & Events:
May Racing Carnival, Summer Carnival, Melbourne - Warrnambool Cycling Classic, Grand Annual Sprintcar Classic, Solstice Search Party, Wreck Fest, exhibits at Warrnambool Art Gallery

Eat:
The Cally Hotel, Pavilion Cafe & Bar, Lady Bay Restaurant, Tides Cafe & Bar, Fresh Market, Tilly Divine, The Dart & Marlin

Story Starters

- Rugged Coastal Landscapes
- Winter whale watching
- Warrnambool, a place of discovery
- Beaches & fishing
- Family adventures
- Winter Retreat
- Culture and Nightlife

WARRNAMBOOL BRAND TOOLKIT

WARRNAMBOOL IMAGE LIBRARY

Big Nature

- Logans Beach Whale Viewing lookout
- Middle Island Maremma Project
- Tower Hill Wildlife Reserve
- Thunder Point
- Hopkins Falls
- Shelly Beach Walk
- Moyjil (Point Ritchie)
- Tower Hill Wildlife Reserve

Active Adventure

- Surfing
- Fishing
- Thunder Point Mountainbike Trails
- Warrnambool Foreshore Promenade (all abilities)
- Lake Pertobe Adventure Playground

Curated Culture

- Warrnambool Street Art
- The Cally Hotel
- Pavilion Cafe & Bar
- Flagstaff Hill Maritime Village
- Warrnambool Art Gallery
- Lighthouse Theatre
- Lady Bay Restaurant
- Tides Cafe & Bar
- The Fresh Market

Surf & Salt Water Wellness

- Deep Blue Hot Springs
- Stingray Bay
- Lady Bay and Breakwater
- Logans Beach





One of the region's largest towns, located on the Princes Highway and enroute to many of the region's favourite destinations, Colac has it's own unique charm. With a freshwater lake and impressive Botanic Gardens, Cola is a breathe of fresh air to break your journey. Or spend a little longer, exploring the shops and cafes. Galleries, the Colac Otway Performing Arts Centre, Cinemas and tenpin bowling also make Colac perfect for rainy day activities - just an hour from Apollo bay or Lorne on the coast. Discover More

Distance from Melbourne to Colac:
1 hr 50 min (153 km)

COLAC BRAND TOOLKIT

COLAC IMAGE LIBRARY

For many visitors to the region, Winchelsea is the first stop. N estled on the Red Gum lined Barwon River, this is the perfect picnic stop. With cafes and pubs offering visitors delicious refueling options, this town is a gateway to the Surf Coast and Great Ocean Road region beyond. The National Trust's Barwon Park Mansion just outsdie town provides insights into early agriculture in the area and an interesting connection to the introduction of rabbits to Australia. Discover More

Distance from Melbourne to Winchelsea:
1 hr 25 min (115 km)

WINCHELSEA BRAND TOOLKIT

WINCHELSEA IMAGE LIBRARY



Great Ocean Road Region

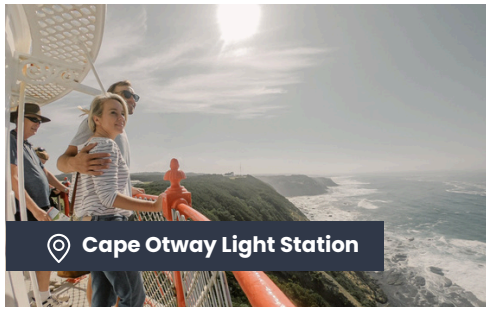
SEASONAL EXPERIENCES


Otway Fly Treetop Adventures


Flagstaff Hill Maritime Village


Wildlife Wonders


Pier to Pub


Cape Otway Light Station

SUMMER

Summer in the Great Ocean Road Region is time for family fun and laughter. Whether hitting the beach, visiting one of the signature attractions or taste testing the local brews, there's a hive of activity in the region as the sun warms the landscape.

- **Regional Food & Wine Experiences | See businesses for operating hours**

Basalt Wines, Number One Restaurant, The Coast, Nina, Santara Restaurant, Apollo Bay Distillery, Great Ocean Brewhouse, Lightkeepers Kitchen, The Cally Hotel, Ta Rak Aquaculture Centre Cafe, Tides Cafe & Bar, Pavilion Cafe & Bar. See More

- **Flagstaff Hill Maritime Village, Sound and Light Show, Warrnambool | year round**

Immerse yourself in the stories of our volcanic plains, the whaling industry and the famous Loch Ard shipwreck, or explore the delights of the maritime village. See More

- **Cape Otway Lighthouse | Operates year round**

Experience the Lighthouse Balcony views, and hear the amazing history of tragic shipwrecks on this rugged coastline. See More

- **Pier to Pub, Lorne | Event**

The Pier to Pub is an annual open water swim event held in Lorne, Victoria, Australia. It is one of the largest ocean swims in the world.

- **Moyneyana Festival, Port Fairy**

The event celebrates Port Fairy and brings the town to life through January, with activities in and around the township. The free event has entertainment, activities and experiences for the whole family.

- **Wildlife Wonders, Apollo Bay | Operates year round**

Spot a koala on a guided nature walk in our wildlife sanctuary with your visit directly supporting the environmental conservation of the unique Otways environment. See More

- **Grand Annual Sprintcar Classic, Warrnambool**

Australia's largest and most prestigious dirt sprint car racing event, held annually over three days in late January at Premier Speedway's Sungold Stadium (fondly known as 'Milk Stadium') in Allansford just outside Warrnambool.

- **Otway Fly Treetop Adventures, Beech Forest | Operates year-round**

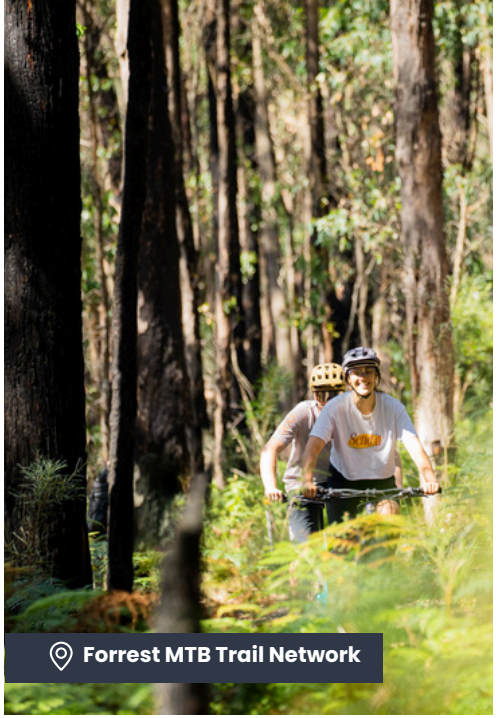
Escape the heat and head to the top of the Otways to walk amongst towering Mountain Ash and Beech trees on this elevated walk through the forest canopy. Ziplining is also avaialble here to take in the scenery at a fastyer pace.

These are our favourite times to visit only, with many businesses operating outside of the season they are listed in. While we have included operating periods, these may be subject to change. We recommend checking directly with the businesses. More information on the above events can be found in the "Whats On" section on visitgreatoceanroag.org.au closer to the event.


Rip Curl Pro, Bells Beach


Great Ocean Road Running Festival


Port Fairy Folk Festival


Forrest MTB Trail Network


Number One Restaurant


Cray Fest, Port Campbell

AUTUMN

Autumn is a special time in the region with a full calendar of events and the days getting shorter - making it the perfect season to indulge in some of the region's food and wine experiences. The rich array of regional produce means visitors are spoilt for choice when it comes to unique and indulgent dining options.

- **Bells Beach Rip Curl Pro | Event**

Bells Beach hosts the International professional surfing community for the Rip Curl Pro event. See More

- **Port Fairy Folk Festival | Event**

Port Fairy Folk Festival has become one of Australia's largest and most loved festivals. Featuring a multi venue main arena, free entertainment within the township, great food , family friendly entertainment and much much more. See More

- **Warrnambool May Racing Carnival | Event**

Enjoy all country racing has to offer at one of Victoria's premier race tracks located in the heartland of Victoria's Thoroughbred Country in an intimate setting, with sweeping views of the course.

- **Aireys Inlet Music Festival | Event**

Aireys Inlet Music Festival showcases the best contemporary music from the Surf Coast region and Greater Melbourne with a few interstate guests.

- **Cray Fest, Port Campbell | Event**

The annual Port Campbell Crayfest festival where everyone is invited to be part of a grassroots festival that showcases the local areas exceptional food and beverages, artists, musicians and the beautiful natural environment.

- **Forrest MTB Trail Network + Forrest MTB Hire | Operates year round**

Based amongst the Great Otway National Park the Forrest MTB Trails offers some of the most diverse, accessible and fun trails in Australia. Built to deliver year round riding. With 70km of single track and new flow trails weaving through everything from tall eucalypts, and native bush. See More

- **Great Ocean Road Running Festival | Event**

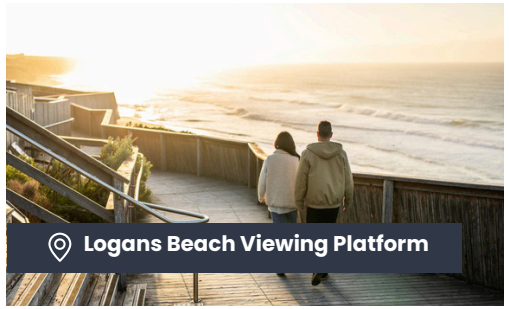
Australia's most stunning running event, the Great Ocean Road Running Festival returns to Lorne and Apollo Bay. With nine distances from 1.5km to 60km, including marathons, trail runs and walks, the two-day festival has something for everyone.

- **Budj Bim Cultural Landscape Tourism | Operates year round**

First Nation's owned, and UNESC World Heritage listed, they provide guided tours of the landscapes' various components, where visitors can engage with Budj Bim's fascinating history – from the creation of the landscape to present times. See More


RACV Torquay One Spa


12 Apostles Helicopters


Logans Beach Viewing Platform


Stevensons Falls


Deep Blue Hotel & Hot Springs

WINTER

Winter is the ultimate time to visit the region. It's much quieter, but the scenery comes alive with the lush green landscape bring to life waterfalls, and the short days making it harder to miss the magical sunrises and sunsets! Between May and September Whales migrate along the coast or you can choose to stay in when it's too cold and indulge in one of the many spas or even healing mineral hot springs.

- **12 Apostles Helicopters (even spot a whale from the sky) | Operates year round**

Experience a breathtaking flight over the most beautiful scenery in Australia. Perhaps a journey over the 12 Apostles, a flight to the Bay of Islands via London Bridge, or take in the beauty of the entire Shipwreck Coast all the way to the Cape Otway Lighthouse. See More

- **Keerray Woorroong Visitor Centre at the 12 Apostles**

The new world class visitor experience at the 12 Apostles officially opened in October 2026, offering more than just a beautiful photo stop . Visitors can discover new interpretive experiences, local dining and a rooftop observation deck, interactive displays and guided tours. All visitors MUST book an allocated time prior to arriving. . See More and book

- **Deep Blue Hot Springs | Open year round**

Experience the thrill of geothermal bathing in a curated sanctuary of Rock Pools, Sensory Caves and Cleansing Waterfalls. See More

- **Spa Retreats | See individual businesses for operating hours**

Lux Spa, RACV One Spa, Indie Spa, Deep Blue Bath House, See More

- **The Otways Walks & Waterfalls | Open all year round**

With its diverse terrain and coastal margin, the entire Great Ocean Road region is a natural for stunning walks and waterfalls, and with higher rainfall in winter, the waterfalls are at their most spectacular See More

- **Logans Beach (Whale Viewing) | May - September**

Almost every year, female Southern Right whales return to the waters of Warrnambool's Logans Beach to calve. See More

- **Port Fairy Winter Weekends | Event.**

An annual winter festival that toasts the town of Port Fairy and the locals that live here year round.

- **Solstice Search Party, Warrnambool | Event**

Celebrate the longest night of the year by embracing the winter solstice and venturing into the Warrnambool Botanic Gardens to see what exciting adventures await after dark.

- **Climb a Dormant Volcano at Mount Elephant or Mount Noorat | open year round**

Guaranteed to get your blood pumping - warm up in the chilly winter weather and walk to the peak of Mount Elephant near Derrinallum or Mount Noorat - both conical peaks. Both walks offer spectaluar views accross the volcanic lakes and plains See more













SPRING

As the sun brings wildflowers and a 'spring' in the steps of the locals and visitors to the region, this is the best time to stretch the legs with day hikes and pull out the camping gear to re-immerse yourself in nature. It's also the best time on the greens for those partial to a round of golf with courses all around the region.

- **RACV Torquay Golf Course | Operates year round**

Overlooking the picturesque Torquay and Jan Juc beaches, the Par 71 golf course at The Torquay Golf Club features wide-open fairways, undulating greens, fescue roughs, wetlands and ocean views. See More

- **The Sands Torquay Golf Course | Open year round**

The Sands Torquay is a unique 18-hole links style golf course, cleverly designed around the sand dunes of its Surf Coast setting. Designed by Australian golfing legend Stuart Appleby, this course is an enjoyable challenge for both golfers with a low handicap and weekend golfers. See More

- **Coastal Camping | See individual businesses for operating hours**

Lorne Foreshore Caravan Park, Anglesea Family Caravan Park, Kennett River Family Caravan Park, Wye River Beachfront Campground, Marengo Family Caravan Park, Big 4 Apollo Bay Pisces Holiday Park, Gardens Port Fairy, Killarney Beach Caravan Park, Yambuk Lake Caravan Park, Torquay Foreshore Caravan Park. See More

- **Walks & Hikes | May - September**

12 Apostles Lodge Walk, Great Ocean Walk, Surf Coast Walk, Great South West Walk - as well as these Great Ocean Road's iconic walks, there are the town walks in each destination, walks that will allow you to discover Rail Trails, Museums, Historical and Heritage Listed Buildings and more. See More

- **Farmgate & Fresh Produce**

Otway Harvest Trail. & 12 Apostles Food Artisan Trail

- **Festivals & Events**

Graze The Day Timboon, Amy's Gran Fondo, LThe Port Fairy Spring Music Festivall, WSL Longboard championships Torquay or Great Ocean Road Women's SUrfing Festival. See More

- **Wine, Dine and spend time at Basalt Wines**

The cellar door experience at Basalt Wines in Kilarney blends award-winning wines, with mediterenean Tapas style sharing dishes. For the ultimate escape, book a night or two in one of the two tluxury tiny house retreats set amongst the vines.. See More

- **Watch racing horses swim behind row boats in Warrnambool**

For breakfast with a twist, head to the Pavilion Cafe and Bar at Warrnambool's breakwater. Get cosy with a warm breakfast or bruch and superb coffee while you gaze out to the bat where local trainer swim with their horses each morning. See More


RACV Torquay Resort
Great Ocean Road Region
SIGNATURE ACCOMMODATION
Our Recommendations



The View, ELUX

LUXURY STAYS

After big days out exploring the region, there's nothing better than splurging a little to stay in comfort. Here's our top luxury accommodation options.

ELUX Accommodation

RACV Torquay Resort

Basalt Retreats

Anchors, Port Campbell

The Sands, Torquay



RACV TORQUAY RESORT

Perched within the backdrop of the Torquay and Jan Juc beaches, RACV Torquay Resort is set on an expansive golf course with spectacular ocean views and direct beach access. Offering something for all tastes, RACV Torquay Resort features a range of facilities including a family friendly restaurant and bar, day spa, indoor pool, children's playground, conference and meeting facilities, and the picture perfect location for a wedding ceremony and reception.

Location: 1 Great Ocean Road, Torquay, VIC 3228

Contact Details:

Instagram: @RACVTorquayResort

Facebook: RACVTorquayResort

Find out more



BASALT RETREATS

Two boutique retreats nestled in the 20 year old vineyard offer the ultimate in luxury couples or solo stays. With premium furnishings and fittings, the accommodation offers the ultimate romantic escape and opportunity to wind down and disconnect.

Dine at the cellar door and smaple the award-winning hand-crafted cool climate wines for an immersive experience

Location: Basalt Vineyard, Killarney

Contact Details:

Instagram: @basaltwines

Facebook: basalt.wines

Find out more



ELUX ACCOMMODATION

Nurturing both luxurious holiday homes and discerning guests, ELUX accommodation is your Luxury Accommodation Great Ocean Road concierge.

ELUX extends the entire Great Ocean Road and offers a point of difference in both our luxury homes and services. ELUX offers experiences, you make the lasting memories.

Location: Various locations throughout Great Ocean Road region

Contact Details:

Instagram: @eluxaccommodation

Facebook: eluxaccommodation

Find out more





THE SANDS TORQUAY

Just an hour's drive from Melbourne, The Sands Torquay Resort is a contemporary, premium resort destination nestled between the beach and the fairways of a championship golf course.

A host of facilities and activities are provided on-site. Enjoy the stunning location with beach access, play a round of golf, practice on the driving range, or relax with a drink in the onsite restaurant and bar.

Location: 2 Sands Boulevard, Torquay VIC, 3228

Contact Details:

Instagram: @thesandstorquay

Facebook: thesandsattorquay

Find out more

ANCHORS PORT CAMPBELL

Boasting Southern Ocean vistas, offering guests serenity in the tranquil environment of the rural surrounds. Watch Wedge-Tailed Eagles soaring above, wrens play in native flora or a passing ship from your spa with unhindered views.

Anchors Port Campbell pride is to keep an "as new" property at all times. Believing that the accommodation you expect, should be the accommodation you get and continually strive to provide a luxury travel experience.

Location: 2549 Cobden Port Campbell Rd, Port Campbell

Contact Details:

Instagram: @anchorsportcampbell.com.au

Facebook: AnchorsPortCampbell

Find out more



Koroit - Tower Hill Caravan Park, Koroit

CAMPING

Visitors are drawn to the region to be in nature and camping is the best way to really immerse in the beautiful landscape for those who stay. Here are options throughout the region for the best camping and holiday parks to stay at.

Port Fairy and Region Caravan Parks:
Gardens Caravan Park, Southcombe Caravan Park & Cabins, Yambuk Lake Caravan Park, Killarney Caravan Park, Koroit -Tower Hill Caravan Park, Mortlake Caravan Park.
Great Ocean Road Parks:
Torquay Foreshore Caravan Park, Anglesea Family Caravan Park, Lorne Foreshore Caravan Park, Wye River Beachfront Campground, Kennett River family Caravan Park, Skenes Creek Foreshore Caravan Park, Apollo Bay Recreation Reserve, Marengo Family Holiday Park)
Big 4 Apollo Bay Pisces Holiday Park
Surfside Holiday Park, Warrnambool
Forrest Holiday Park
Lake Colac Holiday Park





PORT FAIRY AND REGION CARAVAN PARKS

Discover the beauty of the region. From the rolling green pastures in the north to the stunning coastline beaten by waves for thousands of years, unwind in one of the relaxing caravan parks and enjoy the beauty of Port Fairy and the surrounding region.

Parks include:
Gardens Caravan Park
Southcombe Caravan Park & Cabins
Yambuk Lake Caravan Park
Killarney Caravan Park
Koroit -Tower Hill Caravan Park
Mortlake Caravan Park

Contact Details:

See individual park websites below for further contact & social media details.

Find out more

GREAT OCEAN ROAD PARKS

Situated adjacent to some of the most spectacular beaches and reserves on the coast, our caravan parks offer a range of accommodation options for families, friends and couples.

Parks Include:
Torquay Foreshore Caravan Park
Anglesea Family Caravan Park
Lorne Foreshore Caravan Park
Wye River Beachfront Campground
Kennett River Family Caravan Park
Skenes Creek Foreshore Caravan Park
Apollo Bay Recreation Reserve
Marengo Family Caravan Park
Princetown Recreation Reserve
Port Campbell Recreation Reserve

Contact Details:

See individual park websites below for further contact & social media details.

Find out more





FORREST HOLIDAY PARK

Located in the beautiful township of Forrest in the Otway Ranges. Forrest is a two hour drive from Melbourne and half an hour drive from the Great Ocean Road.
The park is set on approximately 15 acres with a lovely panoramic view taking in undulating landscape and bush surrounds.

Enjoy a hit of tennis while the kids play in the nearby playground and skate area or take to the endless kilometers of pristine mountain biking trails located on our doorstep.
Forrest Holiday Park has a wide range of cabins and camping sites both unpowered and powered, to suit groups, couples or singles, and families at great value for money.
Pets are welcome at the Forrest Holiday Park.

Location: 1 Station Street, Forrest

Contact Details:

Instagram: @forrestholidaypark

Facebook: Forrest Holiday Park

Find out more

LAKE COLAC HOLIDAY PARK

Lake Colac Holiday Park is located on the Lake Colac foreshore beside the beautiful Colac Botanic Gardens and Barongarook Creek. An easy walk to the Colac Township, this park is the ideal base to see the sights of the Great Ocean Road region and The Otways..

Offering a range of caravan and camping sites, including powered and unpowered options, as well as Studio Cabins with lakeview and dog-friendly options available.
The park is located next to Lake Colac, the largest freshwater lake in Victoria and a popular fishing, boating and other water activity destination.

Location: 51 Fyans Street, Colac

Contact Details:

Instgram: @lakecolacholidaypark

Facebook: Lake Colac Holiday Park

Find out more





SURFSIDE HOLIDAY PARK

Located opposite Warrnambool Beach, Surfside Holiday Parks Warrnambool is ideally positioned to enjoy the surf and sand. All self-contained accommodation features a fully equipped kitchen.

Surfside Holiday Park is a ten minute walk from the heart of Warrnambool and a five minute drive from Warrnambool Golf Club.

Location: 120 Pertobe Road, Warrnambool

Contact Details:

Instagram: @surfside_warrnambool

Facebook: surfsideholidayparkwarrnambool

Find out more

BIG 4 APOLLO BAY PISCES HOLIDAY PARK

BIG4 Apollo Bay Pisces Holiday Park fronts onto Apollo Bay's main beach along the Great Ocean Road. The park features a range of modern accommodation options, glamping and caravan/camping sites.

With stunning views out over the ocean and Apollo Bay harbour area, you can relax and enjoy the sights and sounds of this amazing natural setting.

Location: 311 Great Ocean Rd, Apollo Bay

Contact Details:

Instagram: @big4apollobaypiscesholidaypark

Facebook: BIG4ApolloBayPisces

Find out more



Sunnymead Hotel, Airey's inlet

HERO STAYS

No matter where you are basing yourself in the region, there's unique accommodation options that will enhance your stay - whether it's a unique location, retro fit-out or extraordinary views, here are our recommendation for to coolest places to stay.

Deep Blue Hotel and Hot Springs

Lady Bay Resort

Sunnymead Hotel

Great Ocean Road Resort

Forrest Guest House

Great Ocean Road Holidays

The Monty

Logans Beach Apratments





GREAT OCEAN ROAD HOLIDAYS

Great Ocean Road Holidays professionally manage over 500 holiday home accommodation rentals. With an impressive portfolio of luxury accommodation for those special occasions, right down to budget accommodation for your family beach getaways, Great Ocean Road Holidays have a vacation property to suit any need or budget.

They extend the length of the Great Ocean Road from holiday homes in Torquay, to laid-back beach shacks in Anglesea, sprawling luxury family homes in Aireys Inlet to cosmopolitan apartments in Lorne and warm fireplaces in Wye River to salty, sun-drenched balconies in Apollo Bay.

.

Locations: Offices in Anglesea. Aireys Inlet, Lorne and Apollo Bay

Contact Details:

Instagram: @greatoceanroadholidays

Facebook: gorholidays

Find out more

THE MONTY

Relax in Palm Springs style at The Monty, where vintage meets modern. Located right on the Great Ocean Road, this boutique accommodation is just a short walk away from the gorgeous Anglesea River, main beach as well as local boutiques and cafes in town. Dive into the vibrant colours and designs of the past while enjoying contemporary amenities and warm hospitality. Every detail thoughtfully curated, to transport you to a bygone era.

The Monty offers 16 spacious rooms including two accessible rooms. Enjoy access to an outdoor swimming pool, spa, and lounge area, plus onsite for a sneaky taco and a spicy marg, mexican-californian style cantina - *Nina.*

Location: 109 Great Ocean Road, Anglesea

Contact Details:

Instagram: @themontyanglesea

Facebook: themontyanglesea

Find out more





GREAT OCEAN ROAD RESORT

Only 90 minutes drive from Melbourne, this 4.5-star boutique property located in the heart of Anglesea. Great Ocean road Resort has modern studio and spa suites, one and two bedroom apartments, and waterfront apartments. Onsite facilities include local produce restaurant, The Coast, and luxurious day spa, Lux Spa & Wellness. Facilities also include an indoor heated swimming pool and spa, gymnasium, floodlit tennis court, conference facilities, free Wi-Fi, juice bar, outdoor trampoline park and barbecue area with fire pit and sunken lounge.

Location: 105 Great Ocean Road, Anglesea, VIC, 3230

Contact Details:

Instagram: @greatoceanroadresort

Facebook: greatoceanroadresort

Find out more

SUNNYMEAD HOTEL

Designed for fun, this 4.5 star boutique property has had a retro-inspired revival. The suites have been playfully styled and contain all of the modern essentials you need, including a Smart television, curated local mini bar and luxury local bathroom products. Facilities include an outdoor magnesium pool and pool bar, fire pit, modern fusion restaurant, plus a day spa and bathhouse.

Location: 64 Great Ocean Road, Aireys Inlet, VIC, 3231

Contact Details:

Instagram: @sunnymeadhotel

Facebook: sunnymeadhotel

Find out more



LADY BAY RESORT

Lady Bay Resort offers a collection of 65 fully self-contained apartments in one, two and three bedroom capacities and 13 luxury studio rooms. The iconic blue coastal venue offers guests a vibrant on-site restaurant that caters for lunch and dinner Monday – Saturday. Facilities also include a gymnasium, games room, seasonally heated pool, and a day spa.

Location: 2 Pertobe Road, Warrnambool, VIC, 3280

Contact Details:

Instagram: @ladybayresort

Facebook: ladybayresort

Find out more



FORREST GUESTHOUSE

Lined with long verandahs, rambling gardens and boutique decor, Forrest Guesthouse is all about getting away to the country. You'll find fresh bush air, walks and waterfalls to complement the mountain bike trails, and bountiful produce of the Otways. Forrest Guesthouse has four self-contained guest suites. Forrest MTB Hire and Explore MTB also operate from the property.

Location: 16 Grant Street, Forrest, VIC, 3236

Contact Details:

Instagram: @forrestguesthouse

Facebook: Forrestguesthouse

Find out more





DEEP BLUE HOTEL & HOT SPRINGS

The Deep Blue provides the perfect setting to enjoy a comfortable night's stay or to immerse yourself in the award- winning Hot Springs Sanctuary. Each room offers additional comforts for the modern day traveller with in-room movies and entertainment.

From standard rooms to luxury pernhouse 2 or 3 BR apartments, the property is hydronicaly heated with the same geothermal water that wartms the hot spring sanctuary and bath house on site. Tides, the onsite restaurant offers breakfast, all day dining and dinners. Look for packages to create a rejuvenating escape

Location: Worm Bay Road, Warrnambool, VIC, 3280

Contact Details:

Instagram: @deepbluehotel_hotsprings

Facebook: deepbluehotel

Find out more

LOGANS BEACH APARTMENTS

Ideal for families, groups or corporates, Logans Beach Apartments offers fully self-contained, comfortable accommodation options for those wanting to be away form the Warrnambool CBD and immersed in nature - just on the outskirts of town. With accessible features in s3 of th 5 thoughtfully renovated guesthouses, this property welcomes all travellers.

For whale- spotters over the winter months, the property is located just a short wak form Logans Beach and the whale viewing lookout. A games rooms, outdoor putting green and sports equipment and a marvellous sensory whale sculpture provide entertaainment for all ages.

Location: 7 Logans Beach Road, Warrnambool

Contact Details:

Facebook: LogansBeachApartments

Find out more



Great Ocean Road Region

TARGET AUDIENCE, CUSTOMER PROFILES, CAMPAIGNS & PARTNERS









OUR CAMPAIGNS

Over recent years Great Ocean Road Regional Tourism have produced a number of tactical campaigns to promote the region, along with co-operative campaigns for destinations.

Be In Your Element

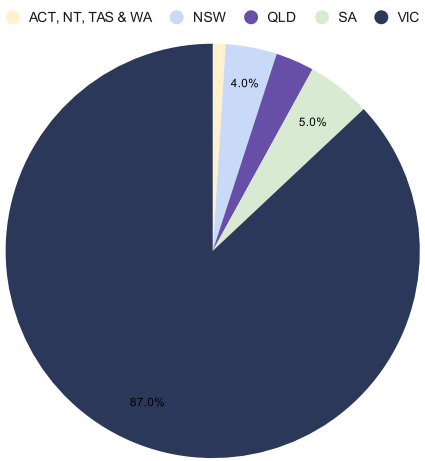
Great Ocean Road Regional Tourism launched the “Be in Your Element” campaign, a strategic initiative designed to deliver on our key objectives of stimulating off-peak visitation, encouraging exploration of the Great Ocean Road during quieter periods, and breaking through the market clutter. “Be in Your Element” invites visitors to forge a personal connection and actively participate with the region’s natural beauty, adventure opportunities, and wellness experiences. This perfect balance allows visitors to find their ideal winter experience, making the Great Ocean Road region the ultimate destination for those looking to truly “Be in Your Element.

Target Audience: Melbourne and Regional Victorian based Lifestyle Leaders. Using our Great Ocean Road Customer Profiles to capture slow purposeful visitors.

All Campaigns

- Be In Your ELement (Current)
- Taste Great Ocean Road (Current)
- Drive Victoria (Current)
- Great Stays (Current)
- Greatopia
- Volcanic Lakes & Plains - Down to Earth Drive
- GrEAT Ocean Road Trip series
- Treasure The Land We Love
- Wake up to / The Great Sleepover - I AM where stories unfold
- 52 Great Weekends
- Great Call

Domestic Overnight



Total Visitation
*year end June 2023

Domestic Day		
3.2M Visitors	- Visitor Nights	$414M Expenditure

Domestic OvernightC		
2.5M Visitors	7.2M Visitor Nights	$1.4B Expenditure

International Day		
431K Visitors	- Visitor Nights	$22M² Expenditure

International Overnight		
89K Visitors	738K Visitor Nights	$47K Expenditure

Total Day		
3.7M Visitors	- Visitor Nights	$436M Expenditure

Total Overnight		
2.6M Visitors	8.0M Visitor Nights	$1.4B Expenditure

Total Visitation
6.2M Visitors
8.0M Visitor Nights
$1.8B Expenditure

TARGET AUDIENCES

87% of domestic visitors to the Great Ocean Road region are Victorians. While the majority of visitors originate from Greater Melbourne, there has been a shift in recent years with the population growth in Geelong and Melbourne's West, which has increased the volume of visitors to the region from these areas.

Total visitation to the Great Ocean Road region in the year ending June 2023 was around 6.2 million. More than half of those who visited in this period were day-trippers, highlighting the need to increase length of stay and grow the average spend. Visitor numbers are much higher in the Eastern end of our region, closer to Melbourne, where more day trips occur.

Our marketing strategy targets visitors who are likely to stay longer and spend more, and the experiences we showcase, provide reasons to stay longer and explore more of the region.







CUSTOMER PROFILES

Differing from our Target Audiences, our customer profiles for the region are available to provide a deeper understanding of the types of people coming to the Great Ocean Road region. We utilise these to assist in targeted activity and to select the type of media and content partners we work with.

DOWNLOAD CUSTOMER PROFILES

PARTNERS

Great Ocean Road Regional Tourism collaborates with various partners, including local government organisations, visitor centre networks, Visit Victoria and the Victorian State government, and Tourism Australia, to amplify our efforts for the region.

We engage our partners on marketing campaigns, international trade, trade events, and familiarisation visits. Through these partnerships, Great Ocean Road Regional Tourism aims to increase visitation and contribute to growing the sustainability and prosperity on the region's visitor economy.

Surf Coast Shire

Warrnambool City Council

Colac Otway Shire

Moyne Shire

Corangamite Shire

Victoria

Parks Victoria

Tourism Australia

The Twists & Turns of Adelaide to Melbourne

Great Southern Touring Route Australia

Drive Victoria



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TikTok: @visitgreatoceanroad
You Tube: visitgreatoceanroad
Hashtags: #visitgreatoceanroad #greatoceanroad #beinyourelement #visitvictoria #visitmelbourne #australia

Teddy's Lookout, Lorne

Great Ocean Road

www.visitgreatoceanroad.org.au