

GREAT
OCEAN
ROAD | REGIONAL
TOURISM

Taste
Great
Ocean
Road

Annual Campaign Report

July 2026

Otway Estate, Barongarook



Pavilion Cafe & Bar, Warrnambool

The Campaign

Great Ocean Road Regional Tourism launched Taste Great Ocean Road in winter 2024 as an ongoing campaign to elevate the breadth and depth of the Great Ocean Road region's food and produce offering, showcasing businesses who make, serve or sell food.

Embedding Taste Great Ocean Road into the region's marketing strategy as a key experiential pillar to target key customer segments, Taste Great Ocean Road sets out with the goal for our region to become better recognised for the food and produce available here.

We developed dedicated Taste Great Ocean Road campaign branding and a style guide. The campaign included dedicated website content, an ongoing digital ad campaign on Facebook, Instagram, TikTok, Google display and Youtube. A range of media and content partnerships also provided more exposure for campaign partners, notably with a dedicated Advertorial profile in each edition of Geelong's Know It All magazine. Content visits to many partners took place over the year to create new Taste Great Ocean Road campaign assets, and new images captured were shared with partners.

Partner engagement in the campaign exceeded our expectations, especially as the timing to buy in to the campaign occurs at the beginning of winter, and when many hospitality businesses had experienced a disappointing peak season..

We are proud to report that the campaign will continue and is now embedded in GORRT's marketing strategy.

Campaign Highlights

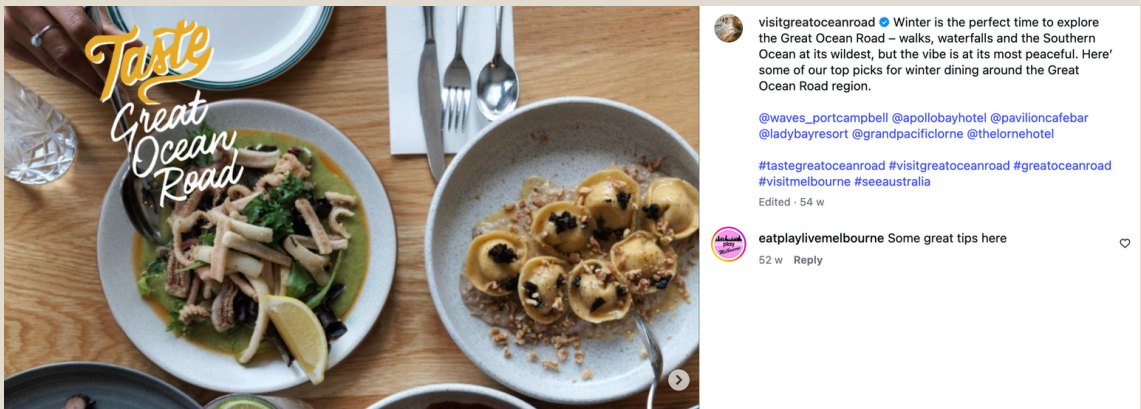
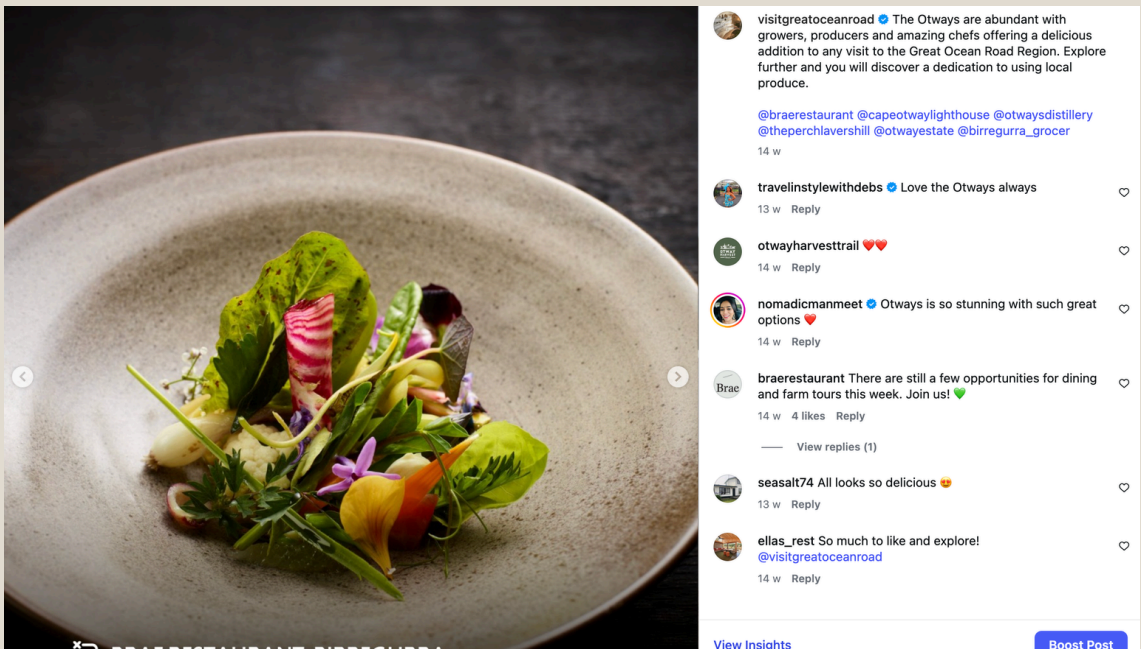
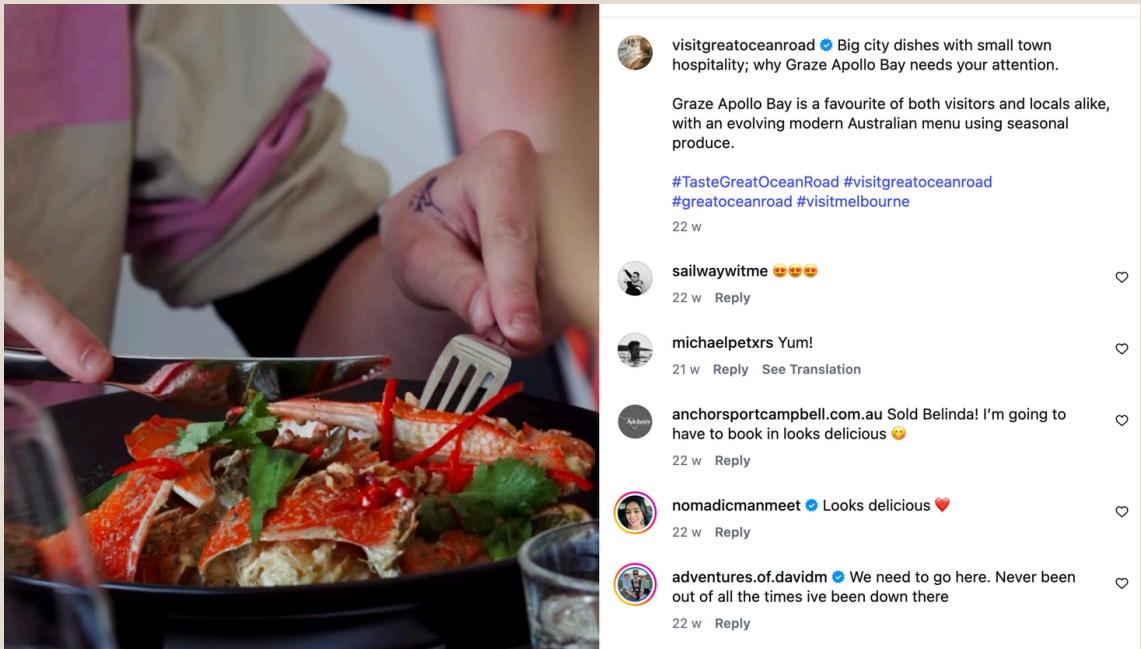
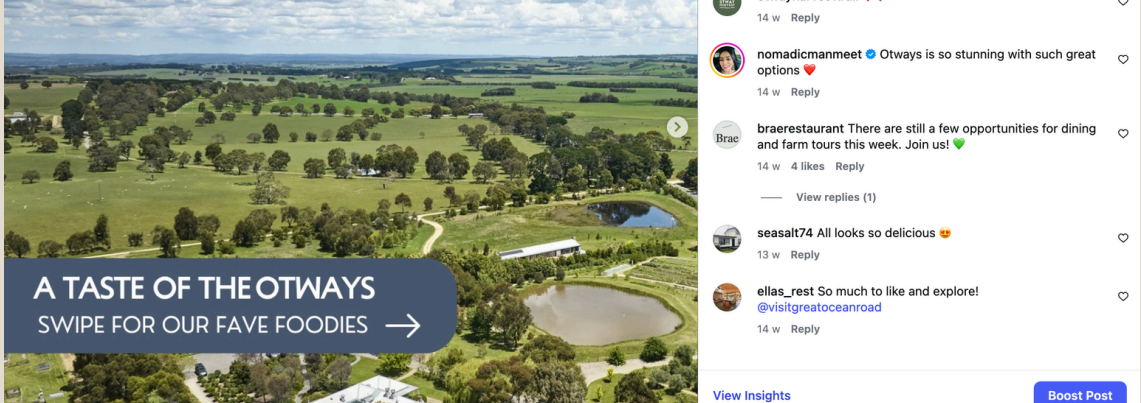
All results are correct at 8 July 2026

Key performance Indicator	Target Set	Actual
Taste Great Ocean Road campaign partner businesses	50	43
Generate 3 million digital impressions	3 million	5.2 million +
Generate link clicks	40,000	128,666
Google CPC	< 0.80	\$0.08
Meta CPC	< 0.60	\$0.25
Website page views for Food and Drink listings and leads from business listing pages	100,000 page views, 20,000 leads	73,661 page views, 22,728 leads
Individual ad results for Buffet partners (we've shown an average performance based on partner ads)	30,000 impressions 500 link clicks	41,303 impressions, 2,598 link clicks
Digital Guide (reads)	10,000	10,656 impressions

Organic Socials

Across Instagram, Facebook and TikTok, we've kept Taste Great Ocean Road front of mind for our existing audiences with 54 organic social posts throughout the campaign, mixing reels, stories and static content to showcase the best of the region's food scene.

The campaign generated approximately 311,000 impressions. Where reach data was available, content reached a combined audience of at least 57,000 unique accounts, with total reach likely considerably higher given several of the campaign's strongest performing posts, including influencer collaboration reels, did not return reach metrics.



Digital Campaign

Taste Great Ocean Road is running across three key digital platforms: Google, Meta and TikTok, with approximately \$2,500 invested in digital advertising each month of the July 2025 to June 2026 campaign period. Assets have been adapted for each platform to maximise relevance and performance in their respective environments. Google Ads drove the highest volume of clicks at the lowest cost, while Meta achieved the strongest CTR at 2.90% and TikTok extended the campaign's reach to new audiences on an emerging platform.

5.2M

Total Impressions

128K

Total Clicks

2.07%

Average CTR

\$0.51

Average CPC

Google Ads delivered strong reach and efficiency throughout the campaign, generating 3.5 million impressions and 86,391 clicks at an average CPC of \$0.09 and a CTR of 2.40%.

Across Meta, the campaign reached 373,396 people and delivered 1.2 million impressions, driving 37,325 clicks at an average CPC of \$0.25 and a CTR of 2.90%.

TikTok extended the campaign to a reach of 213,541, generating 548,951 impressions and 5,050 clicks at an average CPC of \$1.19 and a CTR of 0.92%.

Buffet Partner Activations

Our buffet partners had some extra special treatment to ensure they got a good return on their investment

Each business received:

- a content visit and new photo and video assets supplied
- a dedicated video reel created for social promotions
- A feature blog article published on our website
- EDM features
- Feature placement on the Taste Great Ocean Road campaign page (12 months)
- Dedicated social posts
- Dedicated ads in our digital program

Our Buffet Partners

- **THE PERCH LAVERS HILL**
- **GRAZE APOLLO BAY**
- **ALLEE ESPRESSO**
- **WILBA & CO**
- **TIDES CAFE, BAR & RESTAURANT**
- **GREAT OCEAN ROAD CHOCOLATERIE**
- **WAVES PORT CAMPBELL**
- **DART & MARLIN**
- **THE COAST RESTAURANT**
- **THE PAVILION**
- **THE STUMP PORT FAIRY**
- **DINING AT THE SANDS**



Dedicated Buffet Partner Paid Ads

Twelve Taste Great Ocean Road 'Buffet' partners received dedicated digital assets across Meta, Google and TikTok, giving these businesses elevated visibility through platform-specific creative tailored to their individual offerings.

Buffet partners benefited from dedicated digital assets that significantly outperformed the broader campaign benchmarks. Across all 12 partners, dedicated ads generated a combined 495,633 impressions and 31,180 clicks, with an average CTR of 6.92%, compared to 2.40–2.90% across the wider campaign. On average, each partner received approximately 41,300 impressions and 2,600 clicks from their dedicated activity alone.

495K	31K	6.92%
Total Impressions	Total Clicks	Average CTR
41K	2.6K	
Av. Impressions Per Buffet Partner	Av. Clicks Per Buffet Partner	



Website Content

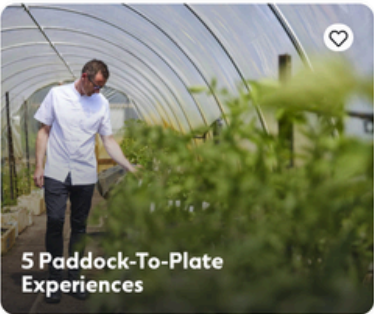
Taste Great Ocean Road maintained a consistent presence across the Visit Great Ocean Road website throughout the campaign with a dedicated landing page updated monthly, and campaign features held in place on high-traffic pages including the eat and drink page and homepage.

[VIEW LANDING PAGE](#)

Campaign website content across the Taste Great Ocean Road landing pages, seasonal editions and food and drink blogs generated approximately 46,000 views from around 37,000 active users during the campaign period. The main Taste Great Ocean Road landing page was the strongest performer with 26,423 views, while seasonal content, including the Essential Eats Summer and Autumn Editions and partner-focused food and drink blogs contributed consistently throughout the year.



Take Your Taste Buds On A Journey



A Taste of Tradition at The Stump



Big Flavours in a Small Town: The Foodie Surprise of Aireys Inlet



A Sweet Escape at the Great Ocean Road Chocolaterie & Ice Creamery



Beachside Eats at The Pavilion Café and Bar

Wineries, breweries and distilleries of the Great Ocean Road

Dotted around the Great Ocean Road coast and countryside are some incredible wineries, breweries, and distilleries to discover.



Website Content

- [Sip Your Way Along the Great Ocean Road: Our Fave Wineries, Breweries, and Distilleries](#)
- [Healthy stops on the Great Ocean Road](#)
- [7 Beer Gardens & Beach Bars on the Great Ocean Road](#)
- [5 Paddock-To-Plate Experiences](#)
- [10 Favourite Pizzas](#)
- [Stay and Eat in the Great Ocean Road region](#)
- [Great Ocean Road Foodie Tours](#)
- [Essential Eats: Spring edition](#)
- [Essential Eats: Autumn edition](#)
- [Essential Eats: Winter edition](#)
- [Essential Eats: Summer edition](#)
- [Dog-Friendly Foodie Stops on the Great Ocean Road](#)
- [Delight in Sweet Treats and Cosy Cafes](#)
- [Best Coffee Stops in the Great Ocean Road Region](#)
- [New this Summer](#)
- [Graze Apollo Bay](#)
- [The Perch Lavers Hill](#)
- [Santara](#)
- [Tides Café, Bar & Restaurant](#)
- [Allee Espresso](#)
- [Waves Café, Bar & Restaurant](#)
- [The Dart & Marlin](#)
- [Great Ocean Road Chocolaterie & Ice Creamery](#)
- [The Stump](#)
- [Pavilion Café and Bar](#)
- [The Coast Restaurant](#)
- [Wilba & Co](#)



Summer Dining in the Great Ocean Road region

Essential Eats: Summer Edition

Nothing tastes more like summer than a foodie road trip along the coast. From fresh seafood to casual café bites and indulgent desserts, these dining highlights are sure to tempt your taste buds. Don't forget to book ahead when it's busy!



Dining at The Sands, Torquay

Known for its 18-hole golf course designed by Stuart Appleby, The Sands also offers two public dining options. Bunkers serves breakfast, an all-day grazing menu, and wood-fired pizzas for dinner, seven days a week. Dine indoors or outdoors with views across the golf course, with options catering to families and special dietary needs. Shirley's, the larger venue, is perfect for functions and weddings. Mid-week specials, happy hour (4-6pm), and events make The Sands a relaxed spot to escape the summer crowds.

Recommended: Any wood-fired pizza (try the Pastorella with slow-cooked lamb shoulder, roast zucchini, olives, tahini, pomegranate and zatar) or Thursday steak night.

Sip Your Way Along the Great Ocean Road: Our Fave Wineries, Breweries, and Distilleries

Dotted around the Great Ocean Road coast and countryside are some incredible wineries, breweries, and distilleries to discover.



Brae Farm Guided Tour

A unique behind-the-scenes experience for food and sustainability enthusiasts. Jo Lawson, Brae Head Gardener, guides visitors on a one-hour farm walk every Friday and Saturday at 11 am.

Explore Brae's vegetable production areas, fruit orchards, olive groves, and polytunnels, seeing firsthand where organic fruits, vegetables, citrus, nuts, berries, honey, and grains are grown for the restaurant's award-winning menu. Taste what's being harvested and discover what's being planted next, while learning how regenerative practices shape the daily menu.

[Learn More](#)

EDMs

Our edm program carried Taste Great Ocean Road content consistently throughout the campaign, embedding website blogs that showcased the full range of participating partners, Buffet partners and foodie events happening across the Great Ocean Road region.

Taste Great Ocean Road content featured across 23 consumer emails reaching an average of 18,806 subscribers per send. With an average open rate of 26.63% and click rate of 2.92%, engagement remained solid across the program and foodie business content alone drove 2,902 dedicated clicks.

2,902

Clicks to taste partners & blogs

26.63%

Average open rate

2.92%

Average click through rate



Great Ocean Road Foodie Tours

Here are five tours we recommend to meet the makers of some of the region's most unique agri-businesses...

Read More



**Lightkeeper's Cafe
Cape Otway
Lightstation**
Step into history at this sandstone café within the Lightstation Heritage Precinct.

Book



**Pavilion Cafe & Bar,
Warrnambool**
Views over Lady Bay, Merri Island and Middle Island make this Warrnambool spot hard to beat.

Book



**Grand Pacific Hotel,
Lorne**
Soak in views of Louttit Bay, enjoy Italian-inspired cuisine and a great wine list.

Book



5 Paddock-To-Plate Experiences

Our region offers an array of experiences that celebrate the paddock-to-plate philosophy...

Read More



**REAL Pizza Pasta
Salads, Port Campbell**
Dine your way at REAL with fresh, seasonal, low-food-mile ingredients and create-your-own meals.

Book



**Emu Cafe at Wildlife
Wonders, Apollo Bay**
Emu Cafe at Wildlife Wonders serves seasonal local food and coffee in a beautiful bushland setting.

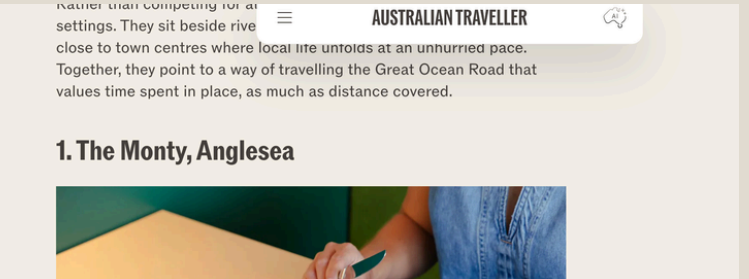
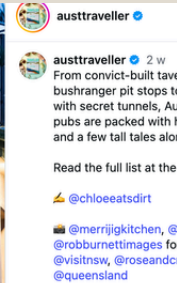
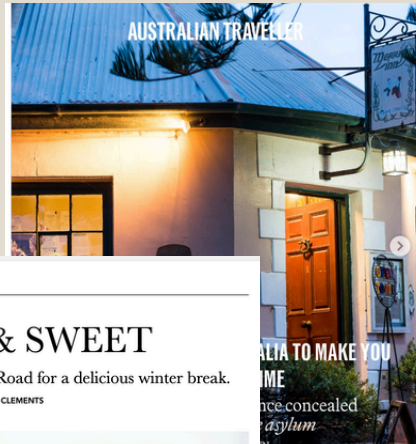
Book



**Clean Cravings
Eatery, Gellibrand
Lower**
Serving fresh, plant-based sandwiches, salads and soups made with local, organic ingredients.

Book

Through our media and PR program, GORRT were able to provide media exposure to Taste Great Ocean Road partner businesses. Through the 12 month period we hosted and partnered with a range of media and content creators, resulting in exposure to broader audiences for our partners. Some businesses benefitted from Be In Your Element campaign activity and other content partnerships and projects through being in the Taste Great Ocean Road campaign



Digital guide

Your **Great** Ocean
Road Foodie Guide



Find the best
spots to **eat + drink**

How to participate

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 the 25/26 campaign. To take part, businesses can simply visit our Taste Great Ocean road campaign page on www.greatoceanroadtourism.org.au, select their partnership option and purchase, or use the links below. Our team will be in contact to assist with next steps.

Buy MAIN partnership
(\$500 + GST)

Buy BUFFET partnership
(\$1500+GST)

To make an appointment to discuss your participation in Taste Great Ocean Road or are unsure which partnership level is suitable for your business, please get in touch with:

Contact:

Jo Birley
0448 448 666
jo@gort.com.au



www.greatoceanroadtourism.org.au/taste-great-ocean-road

Tae Rak Aquaculture Centre Cafe, Breakaway Creek



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