

GREAT OCEAN ROAD REGIONAL TOURISM **MARKETING PARTNERS KIT**

2023-2024



GREAT OCEAN ROAD | REGIONAL TOURISM



GREAT OCEAN ROAD

HISTORICAL MARKER

CONTENTS:

What we do	Page 3
Our role in Marketing the region	Page 4
How to work with us	Page 7
Partnership products	Page 8
Premium partnerships	Page 17
Premium package overview	Page 23
Value Packages	Page 25
GSTR (International marketing)	Page 27

What we do

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 2022-2030.

OUR WORK IS DIVIDED INTO FOUR KEY PILLARS:



Our role in marketing the region

Our organisation is responsible for 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 – all contributing to growing the value of the visitor economy.



WEBSITE EXPOSURE

Our core digital channels are our 15 websites, including our regional website **visitgreateoceanroad.org.au** which generates the high volume of traffic for the region, and our destination websites focusing on deeper destination content and local experiences. This is supported by search engine optimisation and a marketing program ensuring we are optimised on relevant search engine result pages. This ongoing program helps us build awareness, inspiration and capture more users.



SOCIAL MEDIA TRAFFIC

Our two social media platforms **Facebook** and **Instagram** @visitgreateoceanroad have grown with an engaged audience and growing in reach. We continually generate new content in a variety of styles and formats, working with audience trends to grow and engage with potential visitors on social media. We regularly promote ads to help grow our audience and engagement, targeting specific customer profiles according to content.



REGULAR EMAIL COMMUNICATIONS

We communicate fortnightly with our consumer database of subscribers. We keep them updated on things to see and do, new experiences and events around our region.



PARTNERSHIP PROGRAMS

Media and content partnership programs are ongoing, and we host and partner with creators in our region covering stories and specific travel related content to different core markets.

OUR APPROACH

All of the above contributes to what we refer to as our 'Always On' approach.

We also coordinate tactical strategic marketing campaigns to market the Great Ocean Road region. Traditionally each year we run an intrastate off-peak marketing campaign, however sector campaigns and longer running promotional activities targeting different audiences (for example our interstate activities) are ongoing. There is normally at least one campaign in market at all times. These campaigns increase the exposure of our region to potential visitors with the aim to influence their consideration for travel to our region above other regions we compete with. These campaigns offer 'buy-in' activity for destination specific campaigns, plus opportunities for individual business exposure.

All businesses working in the tourism sector in our region are benefiting from our successful marketing program.

“This ongoing program helps us build awareness, inspiration and capture more users.”



Summary of channel performance

2022 CALENDAR YEAR WEBSITE DATA (REGIONAL AND DESTINATION WEBSITE PLATFORM)

 Total page views
3.43m

 Total sessions
1.51m

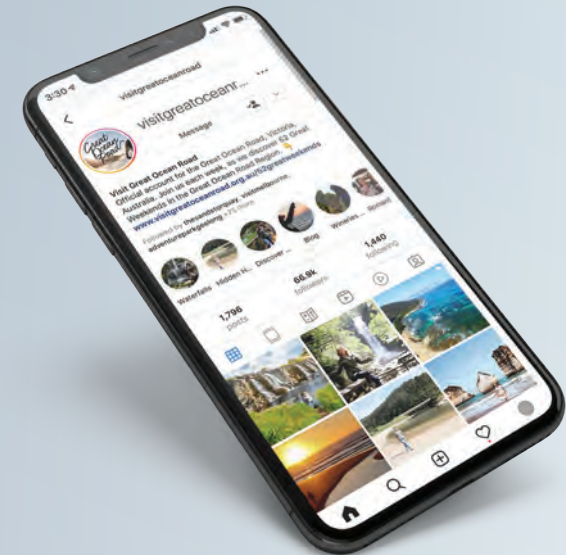
 Total conversions
207k

*Conversions are outbound clicks on business listing pages

2022 CALENDAR YEAR SOCIAL MEDIA DATA

 Facebook page followers
50k

 Instagram followers
74k



Total audience reach in 2022

2.52m

How to work with us

There is no cost to businesses who wish to partner with us at the base level. There are five ways you can work effectively with us to ensure your businesses is profiled and can directly benefit from the official Great Ocean Road Regional Tourism marketing channels.

#1 CLAIM YOUR FREE WEBSITE LISTINGS

This will ensure your business is profiled on official tourism websites. Your business profile will appear on visitgreatoceanroad.org.au and your relevant destination website. The profile will also be integrated throughout our regional websites on editorial and other listing pages, along with appearing in specific searches for your business type. Find more information and register [HERE](#)

#2 LEVERAGE OUR CONTENT AND RESOURCES

We have an enormous collection of beautiful images and videos in our content library and we are constantly creating new media. All of this content is available to you at no cost to help promote your business. Use our [@visitgreatoceanroad](#) **Instagram** and **Facebook** content to add to your own. Share our content and tag us in your posts on social media so we can see what you are doing and potentially share it with our audiences.

#3 COMMUNICATE

Make sure we know what you are doing so we can promote it and keep our media partners informed. Tell us if you are launching a new product, holding an event or doing something different. Keep an eye on what we are doing so you don't miss an opportunity to take part in our program and other support opportunities. Read our newsletters and add us to your newsletter database.

#4 TAKE PART IN INDUSTRY DEVELOPMENT PROGRAMS

We are facilitating **training and business development programs** around our region designed for businesses like yours. Some more intensive workshops and masterclasses come at a small cost, but many are free. We also offer free online training resources to help you skill up in the digital marketing space and in other aspects of your business.

#5 BECOME A PREMIUM PARTNER FOR MORE BENEFITS

To enhance the exposure for your business on our channels, and leverage our marketing program and the skills of our expert team, you can buy into our premium partnerships. These will provide additional features and promotions for your business to stand out in the crowd. See the following pages for more information on additional marketing products available to purchase through GORRT.

Partnership Products



Partnership Products

* \$ amounts shown in GOLD are discounted rates available for those with an existing Tier 1,2 or 3 premium package (more details from Page 17)



REGIONAL MARKETING CAMPAIGNS

From time to time, we will offer campaign extension options for businesses. This enables you to be part of our high-profile regional marketing campaigns like 'Greatopia'. Prices differ depending on the campaign and the promotion and we will promote these opportunities to all partner businesses when they are available. Sector campaigns are included at no additional charge in Tier 1 and 2 partnerships.

COST: Ranges for each campaign opportunity
Included for premium partners



Great Southern Touring Route
AUSTRALIA

GREAT SOUTHERN TOURING ROUTE (GSTR)

The Great Southern Touring Route is our international marketing program and a world-renowned, circular touring route that 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. These regions pool their resources to make a greater impact in the international travel trade market.

We use this platform to present places to stay and things to do that are suited to our international visitors. If your market includes international customers a listing with GSTR is for you.*

COST: From **\$500 inc GST**

Commissions are paid on top of the listing fee for bookable product. More info on **page 24-25*



MEET GREAT OCEAN ROAD – BUSINESS EVENTS PROGRAM

Meet Great Ocean Road provides an opportunity for function and event venues and group experience providers to be represented to the business events market.

Our partnership with Business Events Victoria provides businesses in this program opportunities for representation at trade events, in media famils and inclusion in our web and print event planning content.

COST: \$500 or \$1,000 +GST per year
25% discount for premium partners

PARTNERSHIP PRODUCTS (CONTINUED)



SEARCH ENGINE OPTIMISATION AND MARKETING CAMPAIGNS

Looking to source additional web traffic using search engine tools and advertising? Bliss Search, our search agency, can develop either ongoing or targeted timely search engine marketing, Google ad or video campaigns to promote your business, event, or new product launch.

COST: From \$1,000 +GST (price on application)



EVENT CAMPAIGN (ONE MONTH INTENSIVE PROMOTION ON OUR DIGITAL CHANNELS)

Designed for event promotion or the launch of a new business or product. An event campaign will provide featured exposure such as owning a banner on our 'What's On' page, as well as featured content on our homepage.

Across other media, you will receive 2-3 dedicated social media posts and ads, 2 consumer EDM features, integration in our ongoing Google Ads campaign and blogs and/or media releases tailored to your promotion.

COST: \$2,500 +GST



MEDIA RELEASE DISTRIBUTION

We can send your media release to our regional and metro database. If you are launching your business or something new in your business, or promoting a special event, we can help you get extra PR with a media release (we send to around 300 news media journalists).

COST: \$250 +GST

Included for premium partners



SOCIAL MEDIA MARKETING PRODUCTS

promote your business and grow your audience by using @vistgreatoceanroad social channels and reach our engaged audience of 125k followers

SOCIAL MEDIA CONTENT (ORGANIC) – a post on @visitgreatoceanroad Facebook and Instagram promoting your business to our audience

COST: \$400 + GST (\$200 + GST for premium partners)

SOCIAL MEDIA CONTENT (PROMOTED) – a social media ad utilising our engaged, qualified audience targeting our customer profiles

COST: \$500 + GST (\$250 + GST for premium partners)

INSTAGRAM REELS PRODUCTION AND POST – our team will create an post an instagram reel promoting your business using existing (GORRT or provided) footage

COST: \$500 + GST (included for premium partners)

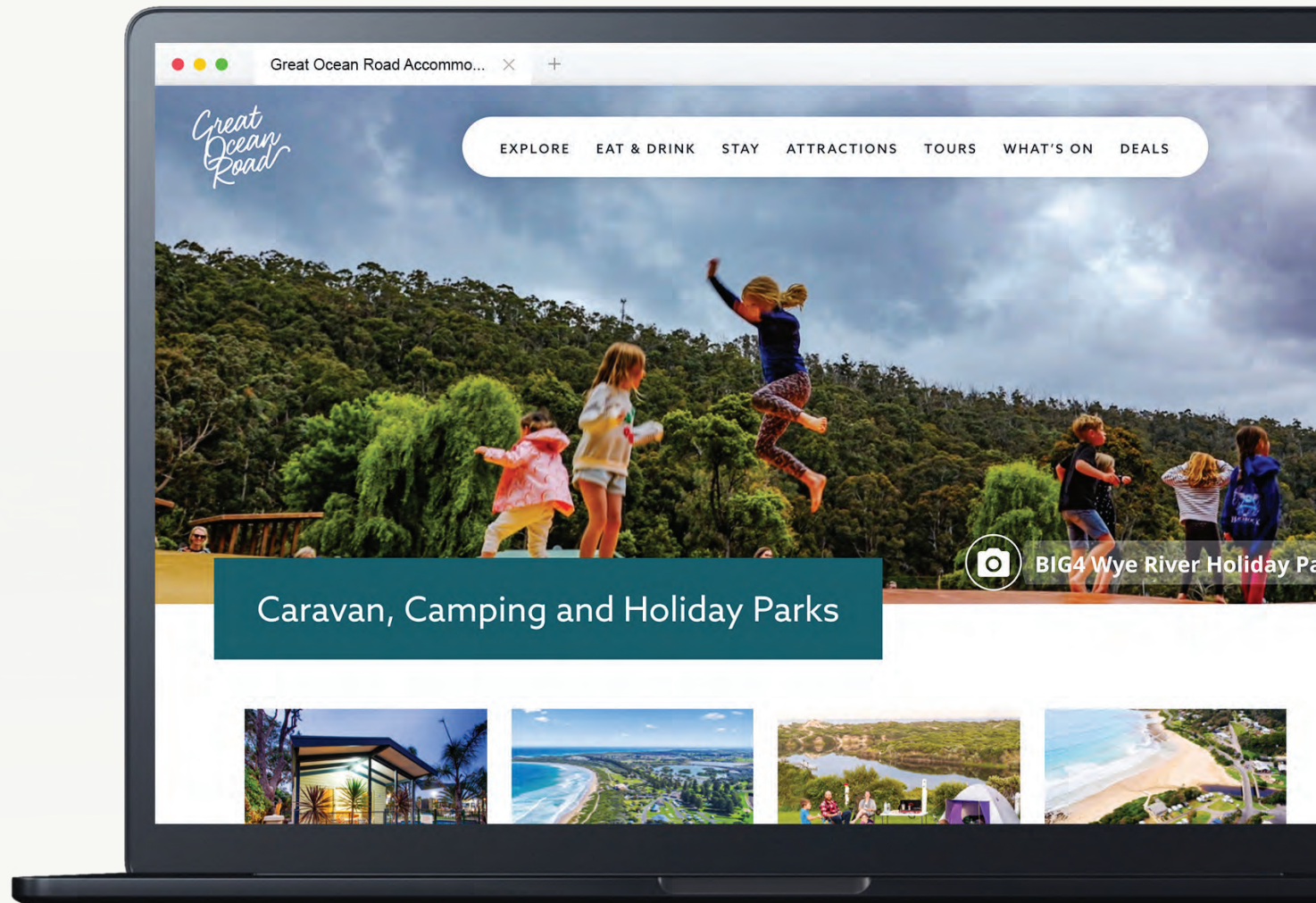


WEBSITE BANNER IMAGE (SUBJECT TO PAGE AVAILABILITY)

Buy a banner image on an editorial page on any of our websites. We can provide you with a list of the most viewed pages with a banner spot available. This will link directly to your business profile listing and give you more exposure.

COST: \$2,000 +GST per year
\$1,000 +GST for premium partners

Right: Visit Great Ocean Road
website banner image



PARTNERSHIP PRODUCTS (CONTINUED)



FEATURE WEBSITE LISTINGS (SUBJECT TO PAGE AVAILABILITY)

Have your business promoted at the top of an accommodation, attraction, tour or food and drink listing page so your potential customers will see you first.

We will liaise with you to help you make the best decision on the most appropriate pages with the most page views for your business.

COST:

www.visitgreatoceanroad.org.au

\$1,500 +GST per year (\$1,000 + GST premium rate)

Destination websites \$1,200 +GST per year (\$600 + GST premium partner rate)

HOME PAGE FEATURE (1 MONTH CAMPAIGN)

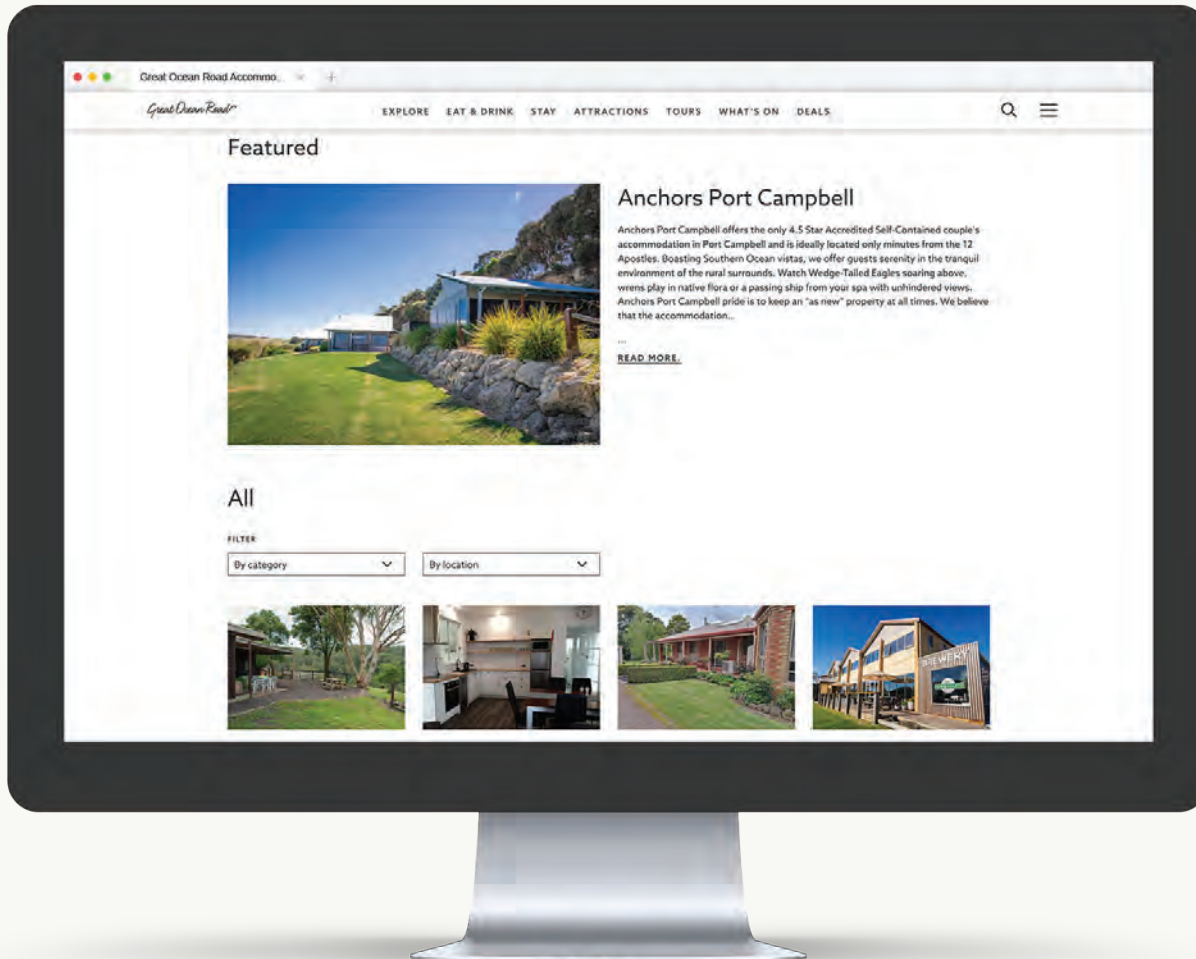
Give your business a boost of exposure to the traffic visiting the home pages of our websites. Great for promoting a package, deal or something new

COST:

www.visitgreatoceanroad.org.au \$500 + GST (\$250 + GST premium partners)

Destination websites \$250 + GST (\$150 + GST premium partners)

Left: Visit Great Ocean Road feature website listing





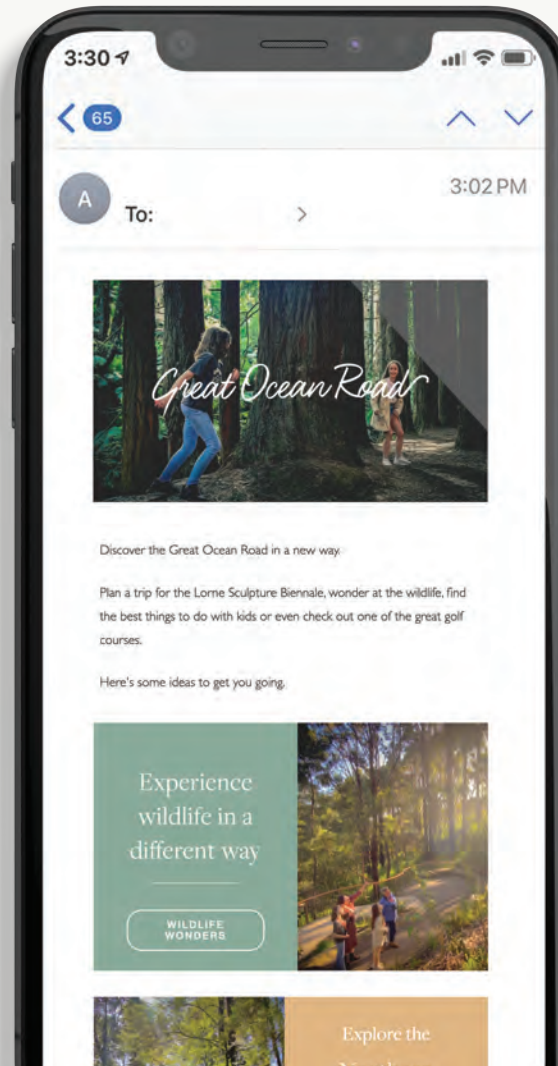
DIGITAL CONCIERGE

the Great Ocean Road Digital Concierge provides in region information on what to see and do and curates a selection of bookable experiences – this product is perfect for any business with a bookable *experience*.

Feature your business in the “See and Do” menu and reach an already qualified audience (they are coming or they are here!) of potential customers.

COST: \$500 +GST

**Additional listings for premium partners
\$250+GST**



EDM INCLUSION

A feature placement in our fortnightly consumer newsletter promoting your business will be sent to around 28,000 people on our database (as of March 2022).

COST: \$250 +GST

\$100+ GST premium partners



INDUSTRY DEVELOPMENT PROGRAM

Keep an eye on our newsletters for industry training and development opportunities. Conference tickets start at \$110 +GST and other face to face training opportunities start form \$25.

Some opportunities are free so ensure you are subscribed to our industry news and have a current ATDW listing so you don't miss any of these. Partner businesses have access to online training and resources through the PARTNER PORTAL COST: Prices Vary

PARTNERSHIP PRODUCTS (CONTINUED)



DRIVE VICTORIA

Drive Victoria is our new cross-regional tactical marketing campaign. We've partnered with 3 other regions to deliver a campaign that supports our regional marketing activities and taps into our most important audience - the self-drive market (making up 98% of visitors to regional Victoria).

The collaborative campaign will target Melbournians looking to escape and will include an dedicated marketing program, kicking off in Spring 2023 including paid and organic social media, dedicated social media channel and dedicated website, plus Drive Victoria content on each partner region's website

Benefits for Drive Victoria partners include:

- License to use the Drive Victoria digital toolkit and media assets for your own marketing
- Business listing on the Drive Victoria landing page on visitgreatoceanroad.org.au
- Ability to list ravel deals on the landing page
- Be considered for content promotion on Drive Victoria social channels

COST: \$250 + GST.
Included in premium partner packages

IN PARTNERSHIP WITH

MORNINGTON PENINSULA
REGIONAL TOURISM

TOURISM GREATER
GEELONG & THE
BELLARINE



PHILLIP
ISLAND
NATURALLY PLAYFUL

GREAT
OCEAN
ROAD
REGIONAL
TOURISM

PARTNERSHIP PRODUCTS (CONTINUED)



Above: Destination maps



OFFICIAL GREAT OCEAN ROAD PRINTED MAPS AND GUIDES

We are pleased to offer you the opportunity to have your business featured in our suite of print collateral for 2022-2023. This is your opportunity to ensure you get year round exposure with local, interstate and international visitors.

Demand for printed information hasn't diminished. Against forecast trends, popularity for our guides continues to grow each year.

Frank Lane Design & Branding Agency have been engaged by Great Ocean Road Regional Tourism to manage the sales, design and production of our visitor collateral suite. The Frank Lane sales team will be in touch with you as each publication goes on sale to answer any questions you may have and guide you through the booking and artwork process. Publications are printed on a supply and demand basis, **all premium partners will receive special early bird rates.**

COST: Great Ocean Road Travel Planner

From \$1,200 **inc GST**

Great Ocean Road Touring Map

From \$795 **inc GST**

Destination Guides

From \$520 **inc GST**

FRANK LANE

DESIGN & BRANDING AGENCY

franklane.com.au

PORTLAND

Portland offers "next-level" nature and cultural experiences offering the most magnificent reward for travelling a little bit further. The final frontier on the Great Ocean Road journey. Come here to experience more dramatic coastline, more spectacular landscapes, more diverse wildlife and mindshifting cultural experiences.

From the Glenelg River and it's spectacular limestone Gorge, Discovery Bay National Park and it's lunar-like landscape of sand dunes, Cape Bridgewater's Petrified Forest and Blowholes, Cape Nelson Lighthouse, the scenery is spectacular.

Encounters with wildlife, a few, and big sea fishing

Living off the land is imp sheep country and the b and UNESCO listed Budj and farmed eels for more tha

TOP 3 MUST DO'S

-  CHARTER FISHING
-  GREAT SOUTH WEST WALK
-  BUDJ BIM CULTURAL LANDSCAPE

MEET Great Ocean Road BUSINESS EVENTS PLANNERS GUIDE



EDITION 1

16 www.meetgreatoceanroad.com.au

Above: Meet Great Ocean Road Planners Guide. View [here](#).

VENUES AND ACCOMMODATION

GREAT OCEAN ROAD RESORT

Great Ocean Road Resort is one of Victoria's premium residential conference venues, just 90 minutes from Melbourne. Surrounded by beautiful beaches and bushland, Anglesea provides the perfect coastal destination for conferences and corporate retreats.

Our newly refurbished meeting spaces exude peace and tranquility to inspire your team. Great Ocean Road Resort can accommodate up to 150 delegates, with 5 flexible meeting spaces including break-out areas and separate private dining room. Onsite facilities include fine dining restaurant, The Coast, business day spa, Lux Spa & Wellness, and an indoor heated pool, fully equipped gym and floodlit tennis court. Modern and flexible accommodation gives corporate groups the unique choice of single, twin or group share room configurations.

A dedicated conference and events coordinator at Great Ocean Road Resort will ensure you and your delegates have an exceptional experience.

150 DELEGATES
60 MEET ROOMS
35 ROOMS



ROOM NAME	MEET	CLASSROOM	BOARDROOM	CO-SHAPE	SOCIAL	BARQUET
The Victoria Room	150	80	50	200	150	-
The Conservatory	20	20	20	15	30	-
The Riverfront Room	15	15	15	15	-	-
The Dining Room	-	-	20	-	20	20
The Deck	-	-	30	30	100	50

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E enquiries@greatoceanroadresort.com.au
W www.greatoceanroadresort.com.au



www.meetgreatoceanroad.com.au 17

Premium Partnerships



PREMIUM PARTNER PACKAGES

TIER 1

Buying in at this level, GORRT will become an extension of your team. You will receive a variety of benefits, including:

- Be featured prominently across our websites
- Receive a series of paid promotions and editorial content
- Feature in our media pitch materials
- Be included in our tactical and sector campaigns
- You will have us on your team and we will support your own marketing program by saving you on resourcing and providing you with cost-effective campaigns and a tailored strategy to grow your marketing exposure.

Suitable for large businesses such as signature regional attractions, resorts and holiday accommodation management services and businesses with more than one location.

\$12,000 +GST p.a.
(\$1,000 +GST per month)

TOTAL VALUE ESTIMATED AT \$27,980 +GST

TIER 2

This level of partnership grants you access to:

- Website features and enhanced exposure across all Great Ocean Road official digital marketing channels
- Many of the Tier 1 inclusions are also covered in this partnership but at a reduced frequency, so this is a great option to buy into a taste of the top tier features to place your businesses out in front of others
- This is a great option to outsource your marketing to us, leaving you time to focus on other aspects of your business.

Suitable for signature attractions, accommodation and hero dining experiences.

\$6,000 +GST p.a.
(\$500 +GST per month)

TOTAL VALUE ESTIMATED AT \$14,280 +GST

TIER 3

This level of partnership allows you to:

- Use our channels to ensure your business leverages from the work we do to market the region
- Feature prominently on your destination website and ensure those engaging with our channels while they are in the region know about you!
- Be automatically included in campaigns and considered in partner media content

This package features enhanced exposure on your destination website. It is designed for key local experiences such as restaurants, cafés, boutique accommodation and tours.

\$3,000 +GST p.a.
(\$250 +GST per month)

TOTAL VALUE ESTIMATED AT \$5,980 +GST

“ As a premium partner we will be part of your team and support your own marketing program.”



Package Inclusions

*Additional products can be purchased by premium package holders at heavily discounted rates

KEY

- 1 TIER 1 ACCESS
- 2 TIER 2 ACCESS
- 3 TIER 3 ACCESS

INCLUSION	DESCRIPTION	TIER ACCESS
Base Package (All business access at no charge)	Website listings on www.visitgreatoceanroad.org.au and your destination website plus contextual listings on our website platform, opportunity to promote seasonal deals, Alpaca map listing, access to GOR industry development program and partner portal including online training, brand toolkits and brand assets (images and video).	Access to all with no charge
Blogs	Business featured in new blog content across website platform	1 2 3
Itineraries	Business featured in new itineraries across website platform	1 2 3
Always On promotions	We run promotions from our social channels throughout the year as part of our strategic marketing plan. These can be specific to destinations, types of experiences or product, or to promote seasonal activities and businesses will be featured based on suitability for the theme/content.	1 2 3
Marketing Strategy Sessions	An opportunity to meet with the GORRT team to discuss your marketing objectives and decide on how to utilise the products within your marketing package. This is your opportunity to draw on our expert team and help us develop the most effective partnership for you.	1 Quarterly 2 Twice annually 3 Annual
Media Pitch Kit	Our 'Great Ocean Road Pitch Kit' provides external media and content partners with key information about our region. We focus on destination information and our signature natural assets, all supporting our strategy to grow the return of the visitor economy for our region by extended length of stay, geographic and seasonal dispersal, and of course yield. Premium partner business will be highlighted in this Pitch Kit as featured products.	1 2 3

PACKAGE INCLUSIONS (CONTINUED)

KEY

- 1** TIER 1 ACCESS
- 2** TIER 2 ACCESS
- 3** TIER 3 ACCESS

INCLUSION	DESCRIPTION	TIER ACCESS
Media Release Distribution	Up to two media releases distributed to our regional and metro news database each year for all premium partners and/or featured news in our monthly "Tourism Talk" industry stakeholder newsletter..	1 2 3
Feature website listing – Destination Site	A feature listing appearing at the top of the relevant listing page* for your business on one of the following websites: iimportland.com.au • iamportfairy.com.au • visitwarrnambool.com.au • visit12apostles.com.au volcaniclakesandplains.com.au • visitotways.com • visitapollobay.com • iamlorne.com.au iamaireysinlet.com.au • iamwinchelsea.com.au • angleseadventure.com.au • torquaylife.com.au	1 2 3
Feature website listing – Regional Site	A feature listing appearing at the top of the relevant listing page* for your business on visitgreatoceanroad.org.au	1 2
Webpage page banner image	Select from our most viewed content pages across our platform to feature an image of your business in the banner with a click through directly to your listing. We will liaise with you on the most viewed and appropriate page for your placement.	1
Home page feature – 1 month	The opportunity for your business to be featured on the home page of both the regional and your destination website for a month. Available twice a year for Tier 2 partners and four times annually for Tier 1 partners.	1 2
Drive Victoria	Drive Victoria campaign partnership – includes access to license to use Drive Victoria brand + asset hub plus listing on the Great Ocean Road Drive Victoria page and opportunity to promote travel offers	1 2 3
Inclusion in influencer/ content partner programs	We will preference your business for stakeholder content with Visit Victoria, Tourism Australia, Australian Traveller, Fairfax and other media content partners and influencers in the region that we are working with.	1 2

PACKAGE INCLUSIONS (CONTINUED)

KEY	
1	TIER 1 ACCESS
2	TIER 2 ACCESS
3	TIER 3 ACCESS

INCLUSION	DESCRIPTION	TIER ACCESS
Great Ocean Road Digital Concierge listing	Feature in our mobile friendly digital guide – designed to provide users with local bookable experiences they can have while in the Great Ocean Road region, plus provide inspiring ideas for things to see and do and town information. This is an in region tool and designed to promote experiences only*	1 2 3
Consumer Newsletter Inclusion (EDM's)	A feature placement in our fortnightly consumer newsletter promoting your business will be sent to around 20,000 people on our database. Tier 2 partners will receive four EDM inclusions each year and Tier 1 partners, eight each year.	1 2
Dedicated EDM	One newsletter specifically written for your business sent to our consumer database. This is ideal for promoting an event, a package or something new or timely in your business.	1
Media Release copywriting	Have your media release written by us to ensure the best response and opportunity for PR coverage for your news. We'll write up to two media releases each year for Tier 1 partners, saving you time and ensuring the best results for your business.	1
Masterclass program inclusion	Our 2022 Masterclass series is presented in monthly topical full-day workshops offered at \$45 each session to industry partners. You will be offered a free place in all Masterclasses delivered in our Industry Strengthening Program). 1 place per masterclass for Tier 2 and 3 partners, two places available to Tier 1 partners. <i>Confirm your partnership early to ensure you get a place at all the 2022 Masterclasses.</i>	1 2 3
Conference tickets	Tickets to our annual tourism conference will be available at no charge to Tier 1 (2 tickets) and Tier 2 (1 ticket) partners. <i>To receive this value sign up before July 2022 to secure your ticket/s</i>	1 2
Access to early bird rates on all official print	Our official print publications are not always produced on an annual basis therefore advertising fees are not included in our packages, however discounted early bird rates will be made available to all premium partners.	1 2 3

Premium package overview

PRODUCT	VALUE	TIER 1	TIER 2	TIER 3
		\$12,000 +GST p.a.	\$6,000 +GST p.a.	\$3,000 +GST p.a.
Total cost (monthly)		\$1,000 +GST p.m.	\$500 +GST p.m.	\$250 +GST p.m.
Partner portal training access	\$200 + GST	✓	✓	✓
visitgreatoceanroad.org.au	\$250 +GST	✓	✓	✓
Destination website	\$250 +GST	✓	✓	✓
Brand license	\$100 +GST	✓	✓	✓
Alpaca listing	\$330 +GST	✓	✓	✓
Access to GORRT assets	Unlimited	✓	✓	✓
Seasonal deals	Unlimited	✓	✓	✓
Contextual listings	Unlimited	✓	✓	✓
Blogs/ Itineraries	\$500 +GST	✓ Written by GORRT	✓ Written by GORRT	✓
Digital Concierge feature (experiences only)	\$500 +GST	✓	✓	✓
Tactical campaign inclusions	\$500 – \$1,000 +GST	✓ Up to 4 inclusions	✓ Up to 2 inclusions	✓ 1 inclusion
GORRT Marketing Strategy Session	\$500 +GST	✓ Up to 4 p.a.	✓ Up to 2 p.a.	✓ Annual
Media Pitch Kit profile	\$500 +GST	✓	✓	✓
Media release distribution*	\$250 +GST each	✓ 2 p.a.	✓ 2 p.a.	
Featured product listing destination site*	\$1,200 +GST p.a.	✓ Feature listing	✓ Feature listing	✓ Feature listing
Featured product listing regional site*	\$1,500 +GST p.a.	✓ Feature listing	✓ Feature listing	✗
High traffic page banner*	\$2,000 +GST p.a.	✓ Feature banner	✗	✗

INCLUDED IN BASE LEVEL – FREE FOR ALL ELIGIBLE TOURISM BUSINESSES
 AVAILABLE TO BE PURCHASED SEPARATELY – WITH DISCOUNTED RATES FOR EXISTING PREMIUM PACKAGE HOLDERS (SUBJECT TO AVAILABILITY)

PRODUCT	VALUE	TIER 1	TIER 2	TIER 3
		\$12,000 +GST p.a.	\$6,000 +GST p.a.	\$3,000 +GST p.a.
Additional feature banner placements	\$1,200 +GST each	✓ 3	✗	✗
Home page feature (destination and regional site)	\$500 +GST p.m.	✓ 4 p.a.	✓ 1 p.a.	✗
Media release writing and distribution	\$500 +GST	✓	✓	✗
Sector campaigns <i>Pricing varies and is dependent on each campaign, and reflects the media exposure, how each business is featured in the content and conversion goals.</i>	\$500 - \$1,000 +GST per campaign	✓ Automatic	✓ Automatic	✗
IDrive Victoria campaign partnership	\$250 +GST	✓	✓	✓
Inclusion in content partner campaigns	\$1,000 +GST	✓	✓	✗
GORRT social content (organic)	\$400 +GST per post	✓	✓	✓
GORRT social content (promoted)	\$500 +GST per post	✓ 8 sponsored posts	✓ 4 sponsored posts	✗
EDM inclusion*	\$250 +GST per inclusion	✓ 8 x p.a.	✓ 4 x p.a.	✗
Dedicated EDM	\$1000 +GST	✓ 1 p.a.	✗	✗
Great Ocean Road Tourism Conference tickets	\$100 +GST	✓ 2	✓ 1	✗
Free inclusion in industry development program	Up to \$500pp +GST**	✓ 2 people	✓ 1 person	✗
Invitations to events	**	✓ 2 people	✓ 1 person	✗
25% discount on Business Events Program fees	**	✓	✓	✓
Access to early bird rates on all official print	**	✓	✓	✓
Estimated Total Value		>\$27,980 +GST	>\$14,280 +GST	>\$5,980 +GST
Discount		58%	58%	50%

Value Packages



Value Packages

Looking for products that will give your business more exposure? Our value packages offer discounted rates on our marketing products

#1 DRIVE VICTORIA + DIGITAL CONCIERGE

Get more exposure for your business through the Drive Victoria campaign – aimed at Melbournians wanting to escape to regional Victoria, and the Great Ocean Road digital concierge – aimed to inspire visitors while they are here. **the digital concierge is for experiences only (not accommodation) and works best when you have online booking functionality.*

value: \$750 + GST
PACKAGE COST: \$600 + GST

#2 DRIVE VICTORIA + EDM FEATURE

Leverage the brand new Drive Victoria campaign to promote your business and travel offers, and access tools to use the Drive Victoria brand. Give your special offer a boost to our engaged consumer audience with a feature in one of our fortnightly EDMs

value: \$500 + GST
PACKAGE COST: \$400 + GST

#3 DRIVE VICTORIA + DIGITAL CONCIERGE + EDM FEATURE

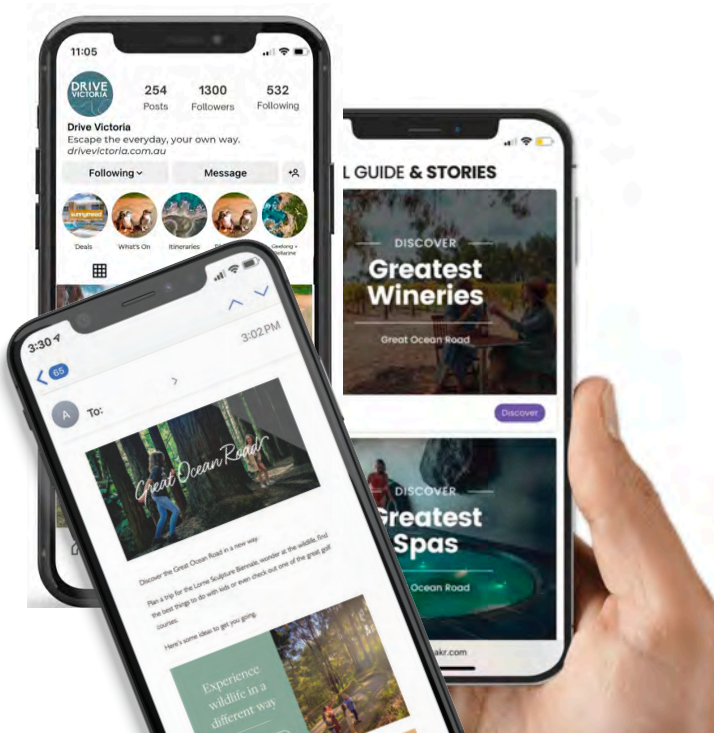
Access the Drive Victoria campaign and tools to promote your business to Melbournians taking a break in regional Victoria, list your business (excluding accommodation) on the Great Ocean Road Digital Concierge for promoting to visitors while they are here, and use a feature in one of our consumer EDMs to access our already engaged audience

value: \$1000 + GST
PACKAGE COST: \$750 + GST

#4 ONE MONTH DIGITAL CAMPAIGN ON SOCIALS, WEB + EDMS

Run a social media ad for your business on @visitgreatoceanroad social channels, be promoted on the home pages of www.visitgreatoceanroad.org.au and your destination website and feature in one of our consumer EDMs. These campaigns are great for boosting exposure for new businesses, at strategic times when your business needs it, or promoting a package or offer. This package offers a taste of the promotional activity our Tier 1 and 2 premium partners benefit from, with proven results. A report on reach, engagement and conversion will be provided at the end of the campaign.

value: \$1500 + GST
PACKAGE COST: \$1200 + GST





Great Southern Touring Route

INTERNATIONAL MARKETING PROGRAM

Great Southern Touring Route Inc. (GSTR) co-operatively markets its member regions and participating tourism products, to over 1,500 members of the international travel trade, who continue to remain the primary provider of high yield international bookings for Victoria.

Ballarat, Greater Geelong & The Bellarine; Great Ocean Road and the Grampians pool resources for greater impact in the international marketplace.

The Great Southern Touring Route (GSTR) is renowned as one of Australia's best touring experiences. The circular 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.



Great Southern Touring Route
AUSTRALIA



GSTR website

BASE	PREMIUM		PLATINUM
\$500 inc GST (Non-commissionable product only)	\$1,800 inc GST Accom over 10 rooms/ large attractions/activities (over 50 patrons a day)/ tour & transport operators	\$900 inc GST Accom under 10 rooms/ attractions & activities (commissionable)	\$4,500 inc GST More than 1 property, chains, corporates
Web listing greatsoutherntouring.com.au	Web listing		Web listing
Itinerary inclusion	Itinerary inclusion		Itinerary inclusion
Promoted in key international markets	Promoted in key international markets		Promoted in key international markets
	Showcased at ATE		Showcased 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 one Visit Vic Representative (annual)		Virtual Training session with EO and GSTR in-market reps and one Visit Vic Representative (annual)
			Web feature
			EDM feature to trade
			Meet and greet/training session with committee (annual)

Book an appointment to discuss the right product for your business

Get in touch with Jo Birley today to make a time to see which GORRT product or package will suit your business

Jo Birley

Phone: 0448 448 666

Email: jo@gort.com.au



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