

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



GREAT
OCEAN
ROAD

REGIONAL
TOURISM



GREAT OCEAN ROAD

HISTORICAL MARKER

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:



1

ADVOCACY

Lead a clear and consistent narrative to champion regional priorities to drive a sustainable and vibrant visitor economy.



2

DEVELOPMENT

Maximise the return from the visitor economy through the identification and support of critical infrastructure.



3

MANAGEMENT

Actively support the development and implementation of strategies to mitigate and ameliorate the negative impacts of the visitor economy.



4

MARKETING

Build the Great Ocean Road brand to inspire and inform new and existing audiences.

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 **visitgreatoceanroad.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** @visitgreatoceanroad 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

2021 CALENDAR YEAR WEBSITE DATA (REGIONAL AND DESTINATION WEBSITE PLATFORM)



Total page
views
3.26m



Total unique
users
1.23m



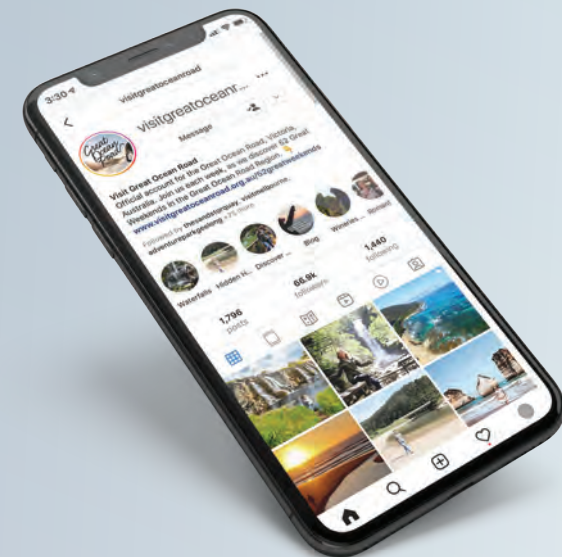
2021 CALENDAR YEAR SOCIAL MEDIA DATA



Facebook page
followers
43.5k



Instagram
followers
66.5k



Total audience reach in 2021
2.29m

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 SET UP YOUR FREE ATDW LISTING

This will ensure your business is profiled on official tourism websites. Your ATDW listings will be displayed on visitvictoria.com, visitgreateoceanroad.org.au and your relevant destination website. The profile will also be featured on our Alpaca Map tools that are integrated throughout our regional websites. Find more information and register for your free **ATDW listing 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 [@visitgreateoceanroad](#) **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 demonstrate the importance of your business in the Great Ocean Road region and get more value from our channels and 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 premium partnerships.

Premium Partnerships



WHO THEY ARE DESIGNED FOR, PRICING AND PAYMENT OPTIONS

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
- A reservation to our conferences, board functions and all industry development opportunities
- 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 \$24,500 +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.

Perfect for signature attractions, restaurants or accommodation venues.

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

TOTAL VALUE ESTIMATED AT \$12,000 +GST

TIER 3

This level of partnership allows you to:

- Use our channels to ensure your business leverages from all the work we do to market our region. Our audience and the customers we reach using our digital platform are those who are planning to travel and an audience wanting to know where to stay and what to do while they visit
- Make sure they know about your business by being front and centre on our marketing channels.

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 \$4,900 +GST



Additional Promotional Opportunities



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



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.

Partnerships with the Geelong Convention Bureau (Business Events Geelong) and Business Events Victoria provide 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

ADDITIONAL PROMOTIONAL OPPORTUNITIES (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

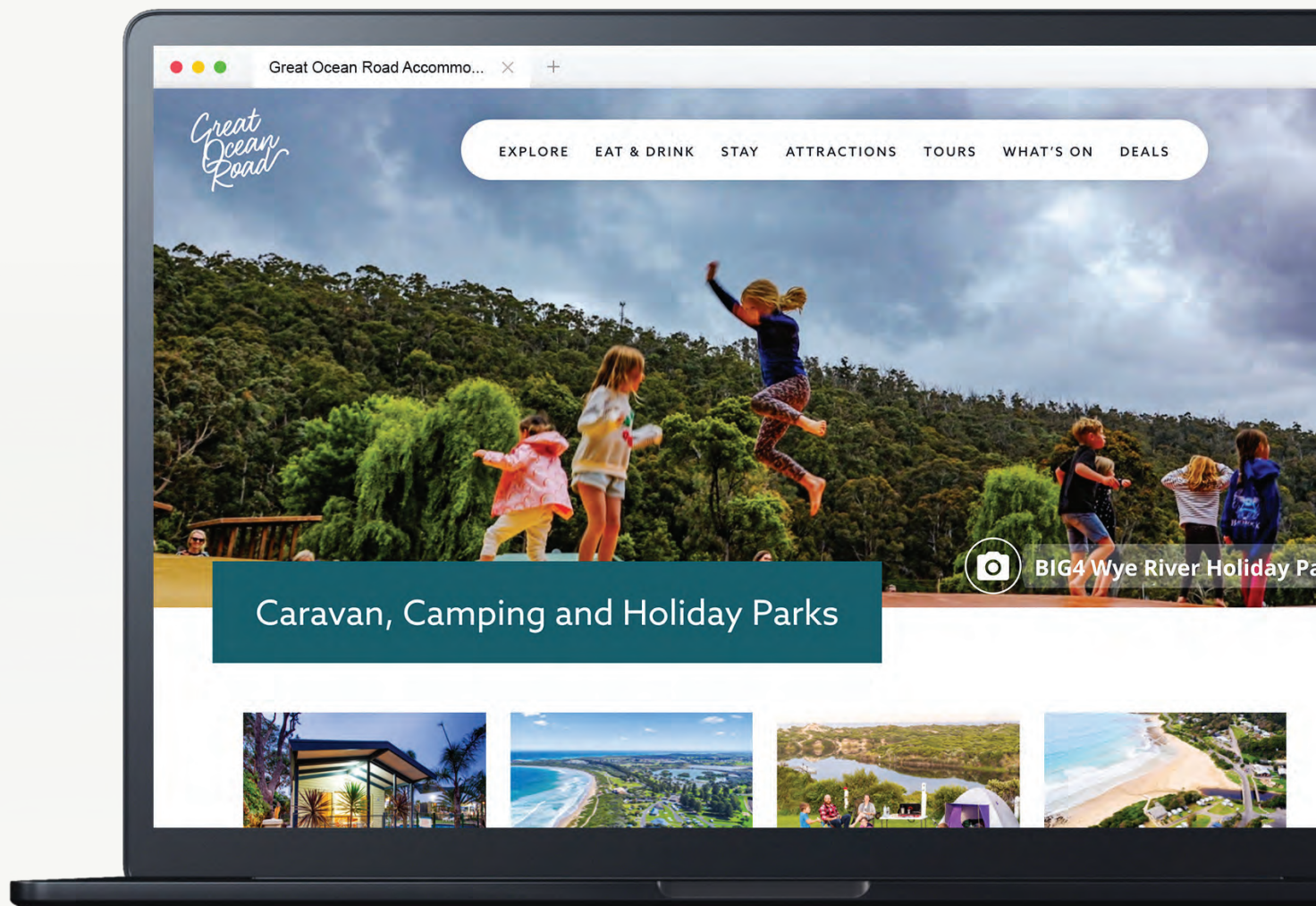


WEBSITE BANNER IMAGE (SUBJECT TO PAGE AVAILABILITY)

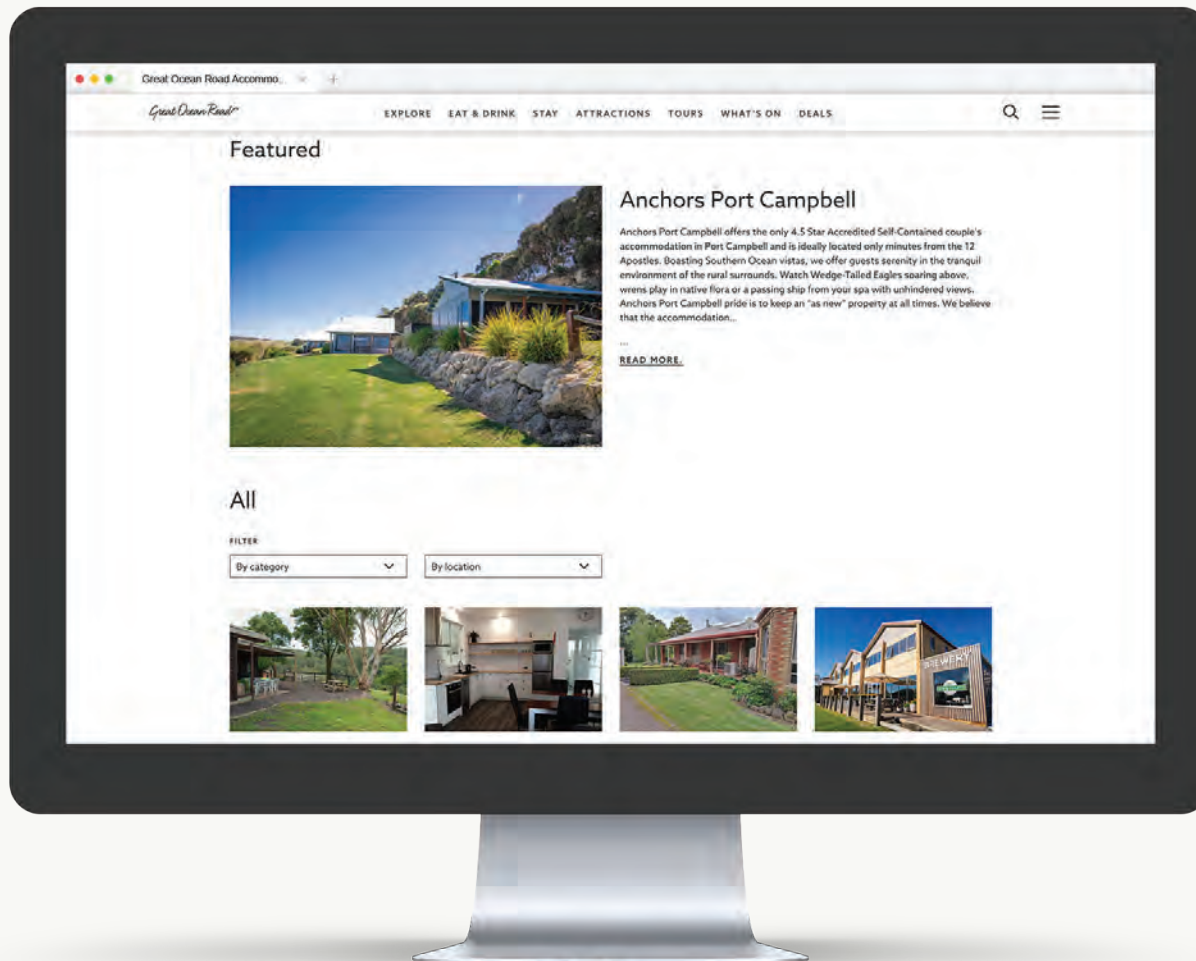
Buy a banner image on an editorial page on any of our websites. We can provide you with a list of the most viewed pages with a banner spot available. This will link directly to your business profile listing and give you more exposure.

COST: \$2,000 +GST per year

*Right: Visit Great Ocean Road
website banner image*



ADDITIONAL PROMOTIONAL OPPORTUNITIES (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

Destination websites \$1,200 +GST per year

Left: Visit Great Ocean Road feature website listing



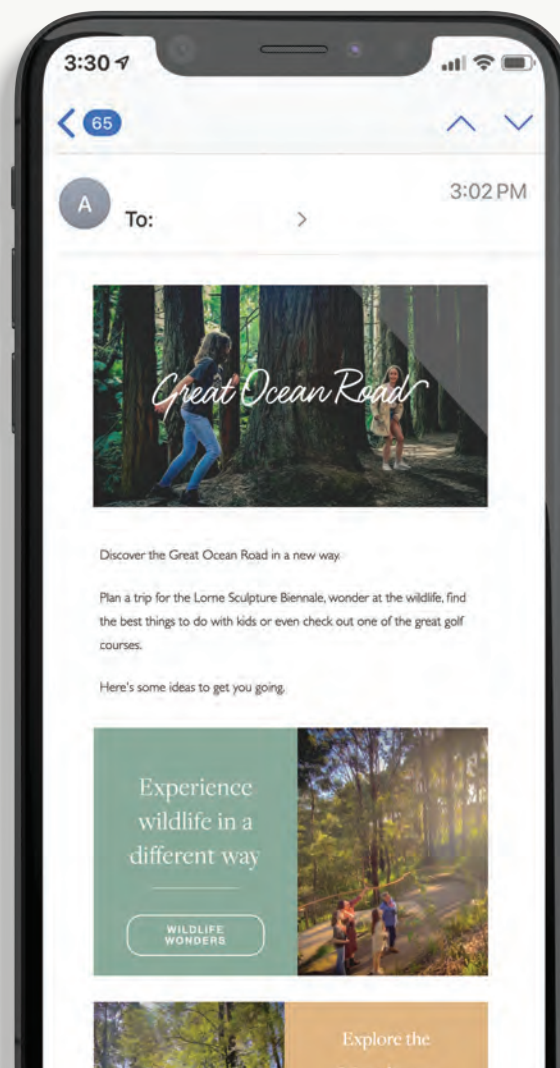
DIGITAL CONCIERGE

New
Product
2023*

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



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: \$200 +GST



INDUSTRY DEVELOPMENT PROGRAM

Keep an eye on our newsletters for industry training and development opportunities. Conference tickets start at \$95 +GST and full day masterclass tickets are usually \$45 +GST.

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.

COST: Prices Vary

ADDITIONAL PROMOTIONAL OPPORTUNITIES (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 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



150
DELEGATES
60
MEET
35
ROOMS

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, Anglessea provides the perfect coastal destination for conferences and corporate retreats.

Our newly refurbished meeting spaces exude peace and tranquillity 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, luxurious 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.

ROOM NAME	THEATRE	CLASSROOM	BOARDROOM	U-SHAPE	SOCIAL	MANQUET
The Victoria Room	150	80	20	20	15	30
The Conservatory	20	20	20	15	15	30
The Boardroom	15	15	15	15	15	30
The Dining Room	-	-	20	-	20	20
The Deck	-	-	30	30	100	50

105 GREAT OCEAN ROAD,
ANGLESEA VIC 3230
T 03 5263 3363
E enquiries@greatoceanroadresort.com.au
W www.greatoceanroadresort.com.au



www.meetgreatoceanroad.com.au 17

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

“As a top tier premium partner you will have us on your team and we will support your own marketing program.”



Package Inclusions

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)	Australian Tourism Data Warehouse (ATDW) listing (3 websites), 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	Curated content promoted on our website platform that will be tagged and featured across relevant pages. These provide opportunity to create content that is not an advertisement but still promotes your business or something about your business. These can be provided by you, or we can provide copywriting services (Tier 1 and 2 partners).	1 2 3
Itineraries	The inclusion of your business in itineraries promoted on our website platform. Itineraries are engaging and are amongst the most viewed content on our websites. Our audiences are searching for advice and inspiration, so inclusion in our itineraries puts you directly in front of those visitors.	1 2 3
Tactical 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.	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. We will present website data to help decide on where your feature listings should be placed, advise on upcoming opportunities and develop a content plan to ensure we time the additional promotional activities for your business around your own marketing strategy, and when your business will benefit most. 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.	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: iamporland.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 • angleseaadventure.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
Content production	A photo shoot and video shoot annually at your business, providing raw video footage and a selection of new still images for you, using our professional photographers.	1 2
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

**Your initial Marketing Strategy Session will include a review of potential pages appropriate for your featured content, including analysis of page views. This will be reviewed at all subsequent Strategy Sessions.*

PACKAGE INCLUSIONS (CONTINUED)

KEY

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

INCLUSION	DESCRIPTION	TIER ACCESS
GORRT Search Engine Marketing	We will add links to your business profile (ATDW) listing to integrate your business within our 'Always On' SEM strategy so that you can directly benefit from our investment into this important tool to ensure our website content appears first in user searches. Tier 2 partners will receive one month of directly linked SEM support annually and Tier 1 partners two months annually.	 
Consumer Newsletter Inclusion (EDM's)	A feature placement in our fortnightly consumer newsletter promoting your business will be sent to around 28,000 people on our database (correct as of March 2022). Tier 2 partners will receive four EDM inclusions each year and Tier 1 partners, eight each year.	 
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.	
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.	
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>	  
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>	 
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.	  

Value 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.
ATDW listing (includes visitvictoria.com)	Free	✓	✓	✓
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		✓	✓	✓
Blogs/ Itineraries	\$400 +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	✓ 4 p.a.	✓ 2 p.a.	✓ Annual
Media Pitch Kit profile	\$500 +GST	✓	✓	✓
Media release distribution*	\$250 +GST each	✓ 2 p.a.	✓ 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 – (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	✓ 2	✗	✗
Home page feature (destination and regional site)	\$500 +GST p.m.	✓ 4 p.a.	✓ 1 p.a.	✗
Photo shoot	\$600 +GST	✓	✓	✗
Video shoot	\$800 +GST	✓	✓	✗
Inclusion in influencer/famil campaigns	\$650 +GST	✓	✓	✗
Sector campaigns	\$500 - \$1,000 +GST per campaign	✓ Automatic	✓ Automatic	✗
Inclusion in content partner campaigns	\$1,000 +GST	✓	✓	✗
GORRT SEM program	\$500 +GST	✓ Min 4 x p.a.	✓ Min 1 x p.a.	✗
GORRT social integration	\$200 +GST per post	✓ 8 sponsored posts	✓ 4 sponsored posts	✗
EDM inclusion*	\$200 +GST per inclusion	✓ 8 x p.a.	✓ 4 x p.a.	✗
Dedicated EDM	\$650 +GST	✓ 1 p.a.	✗	✗
Media release writing	\$500 +GST	✓ 2 p.a.	✗	✗
Mentor/Masterclass program inclusion	\$1,500 +GST	✓ 2 people	✗	✗
Free inclusion in industry development program	Up to \$500pp +GST**	✓ 2 people	✓ 1 person	✗
Invitations to events	**	✓ 2 people	✓ 1 person	✗
Access to early bird rates on all official print	**	✗	✗	✗
Estimated Total Value		>\$26,545 +GST	>\$13,325 +GST	>\$5,175 +GST
Discount		55%	55%	42%



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.



Great Southern Touring Route
AUSTRALIA

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.



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 Represetative (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 partnership will suit you.

Jo Birley

Phone: 0448 448 666

Email: jo@gort.com.au



Copyright © 2022 Great Ocean Road Regional Tourism