



GREAT  
OCEAN  
ROAD

REGIONAL  
TOURISM

# PREMIUM PARTNER MARKETING KIT

2024 – 2025



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

# WHO WE ARE & WHAT WE DO

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

Our core purpose is to facilitate a cooperative, regional, visitor centric approach to growing a more sustainable and vibrant visitor economy for the Great Ocean Road region. We are guided by a strong strategic approach, a business plan updated annually and the Masterplan for the Visitor Economy for the Great Ocean Road Region 2022–2030.

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

We do this through: Website Exposure, Email Communications, Social Media and Partnership Programs such as Famils or Media.

[WATCH VIDEO](#)



# ALWAYS ON

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

## **Year-Round Strategic Campaigns**

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

## **Increasing Regional Exposure**

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

## **Benefits to the Tourism Sector**

Our successful marketing programs benefit all tourism businesses in our region, driving increased visitation and economic impact through consistent and engaging promotional activities.

[WATCH VIDEO](#)



# SUMMARY OF CHANNEL PERFORMANCE 2023

## 2023 CALENDAR YEAR WEBSITE DATA

(Regional and Destination Website Platform)



Total Page Views  
**3.38M**



Total Users  
**1.36M**



Total Sessions  
**1.82M**



Total Conversions  
**330k**

\*conversions are outbound clicks on business listing pages

## 2023 CALENDAR YEAR SOCIAL MEDIA DATA

@visitgreatoceanroad



Facebook Followers

**51k**

Facebook Reach

**1.9M**



Instagram Followers

**76k**

Instagram Reach

**275k**

Total audience reach 2023

**2.17M**

# FREE BASE PARTNERSHIP

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

## Eligibility

To be eligible to be a GORRT partner:

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

## What's included

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

**MORE INFORMATION**





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

# TIER ONE

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

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

This partnership is ideal for large businesses such as signature regional attractions, resorts, holiday accommodation management services, businesses with multiple locations, or if these inclusions suit your marketing program. The annual partnership represents a 50% saving on the cost of products included in this package.

**\$12,000** +GST P.A

**BOOK APPOINTMENT**

TIER ONE INCLUSIONS	VALUE	QUANTITY
Content Integrations (GORRT website itinerary & blog inclusions)	\$400 each	5 Total
Drive Victoria Partnership (annual)	\$250	1
Destination site feature listing	\$1200 each	5 Total
Regional Site feature listing	\$1500 each	2 Total
Media Pitch Kit - content partner pitching	\$500	1
Webpage Banner (available pages, any site)	\$2000	1
Campaign inclusion/features (all)	\$500+ (varies)	Unlimited
Blog/Itinerary inclusion new content	\$250 each	2 Minimum
Dedicated Blog	\$500 each	1 Minimum
Social media content inclusion (organic)	\$200 each	4 Minimum
EDM feature (consumer or corporate)	\$250 each	6
visitgreatoceanroad social ads (*2 week campaign that can be flexible to suit you)	\$500 each	4
Home page feature (VGOR Site)	1 month \$500	2
Home page feature (Relevant Destination site)	1 month \$250	2
Industry development program ticket (each event)	\$55+ (varies)	2
Web listing set up (if required)	\$200	Unlimited
Marketing strategy session	\$500 each	Up to 4
Solus EDM (Dedicated)	\$1000	1
Coordination of at least one influencer visit or content partner project	\$2000	1 Minimum



# TIER TWO

This level of partnership grants you access to:

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

Suitable for signature attractions, accommodations, and hero dining experiences, or if this package suits your marketing program. The annual partnership represents a 50% saving on the cost of products included in this package.

**\$6,000** +GST P.A

**BOOK APPOINTMENT**

TIER TWO INCLUSIONS	VALUE	QUANTITY
Content Integrations (GORRT website itinerary & blog inclusions)	\$400 each	Up to 3
Drive Victoria Partnership (annual)	\$250	1
Destination Site feature listing	\$1200 each	Up to 2
Regional Site feature listing	\$1500	1
Media Pitch Kit - content partner pitching	\$500	1
Campaign inclusion/features (all)	\$500+ (varies)	1
Blog/Itinerary inclusion new content	\$250 each	1+
Social media content inclusion (organic)	\$200 each	4+
EDM feature (consumer or corporate)	\$250 each	3
visitgreatoceanroad social ads (*2 week campaign this can be flexible to suit you)	\$500 per campaign	2
Home page feature (VGOR Site)	1 month \$500	1
Home page feature (Relevant Destination Site)	1 month \$250	1
Industry development program ticket (each event)	\$55+ (varies)	1
Web listing set up (if required)	\$200 each	Up to 2
Marketing strategy session	\$500 each	Up to 2

# TIER THREE

## This partnership allows you to:

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

This package features enhanced exposure on your destination website and is designed for key local experiences such as restaurants, cafés, boutique accommodations, and tours. The annual partnership represents a 45% saving on the cost of products included in this package.

**\$3,000** +GST P.A

**BOOK APPOINTMENT**

TIER THREE INCLUSIONS	VALUE	QUANTITY
Content Integrations (GORRT website itinerary & blog inclusions)	\$400 per inclusion	Up to 2
Drive Victoria Partnership (annual)	\$250	1
Destination site feature listing	\$1200	1
Media Pitch Kit - content partner pitching	\$500	1
Campaign inclusion/features (all)	\$500+ (varies)	1
Blog/Itinerary inclusion new content	\$250 ech	1+
Social media content inclusion (organic)	\$200 each	2+
EDM feature (consumer or corporate)	\$250	1
Industry development program ticket (each event)	\$55+ (varies)	1
Web listing set up (if required)	\$200 each	Up to 2
Marketing strategy session	\$500	1

An aerial photograph of a rocky coastline with clear, turquoise water. Several kayakers are visible in the water, paddling their kayaks. The kayakers are wearing gear and using paddles. The water is a vibrant blue-green color, and the rocks are dark and jagged. The overall scene is serene and scenic.

Great Ocean Road Regional Tourism's  
**MARKETING PRODUCTS &  
INTERNATIONAL TRADE PROGRAM**

# POPULAR PRODUCTS

These products can be purchased separately, and premium package holders can enjoy exclusive rates on additional products at a 40% discount

[SHOP PRODUCTS](#)

**New product coming in 2025:**

**GREAT OCEAN ROAD CONTENT PARTNERSHIP (\$750)**

*Includes: Web listing set up, Drive Victoria partnership, Social media exposure + your business will be integrated into the automated 'recommendations' across our website platform*

WEBSITE EXPOSURE	VALUE
Destination Site feature listing	\$1200
Regional Site feature listing	\$1500
Dedicated Blog	\$500
Web listing set up fee	\$200

DIGITAL MARKETING	VALUE
Social Media Ad - 2 week targeted campaign	\$500
Social Media - Organic post with tag	\$200
EDM feature (consumer or corporate)	\$250
Dedicated (Solus) EDM	\$1000
Social post + Blog package	\$700
Social ad + Blog package	\$900

MEDIA & CAMPAIGNS	VALUE
Media Pitch Kit	\$500
Top 10 Accom package promo (Summer/Winter)	\$1000

**\*Prices shown are GST exclusive**

# GREAT SOUTHERN TOURING ROUTE

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

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

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

**SEE PROSPECTUS**



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

An aerial photograph of a coastal landscape. On the right, a high, layered cliff face descends to a wide, sandy beach. The ocean waves are breaking onto the shore from the left. In the distance, two prominent rock stacks stand in the water. Three people are walking on the beach in the lower center. The sky is overcast with grey clouds.

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

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