

GREAT
OCEAN
ROAD

REGIONAL
TOURISM

Taste Great Ocean Road





*Taste
Great
Ocean
Road*

The Campaign

Taste Great Ocean Road will launch in winter 2024 and be an ongoing campaign to elevate the breadth and depth of the Great Ocean Road region's food and produce offering.

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 recognised for the food and produce available here.

The program initiatives include:

- The production of a digital guide which will showcase the whole region and its food and foodie experiences; from fine dining to farm produce, breweries and distilleries, traditional pubs, cafes, markets and more.
- New web content will be developed for www.visitgreatoceanroad.org.au, and will provide the inspirational motivation for our audiences to visit the region, and provide leads to individual partner businesses.
- An ongoing digital campaign will ensure we are reaching new audience segments with content and messaging to create an appetite for the foodie experiences in our region.
- All businesses involved in the campaign will receive display materials for their venue to promote their status as a key food experience in the Great Ocean Road region.
- Taste Great Ocean Road partners will be considered for content partner opportunities including media and influencer famils

What does it cost?

- Prices are *exclusive* of GST
- All participating businesses must have website listings with GORRT - either via ATDW listing, or listed at no charge directly on the GORRT web portal (GORRT can assist with this)
- Participating businesses must be located in the Great Ocean Road region (in Glenelg, Surf Coast, Colac Otway, Corangamite, Moyne, or Warrnambool local government areas)
- 2 x EDM features for Main + Buffet partnerships
- All partners will be considered for media and influencer visits/content

Inclusions	Entree	Main	Buffet
Listing in Digital guide with map reference	👍	👍	👍
Mentions in digital guide, blog and web content	👍	👍	👍
Option to order Taste Great Ocean Road promotional coasters	👍	👍	👍
Taste Great Ocean Road venue display sticker	👍	👍	👍
Inclusion in editorial article or top picks in digital guide and on website		👍	👍
Inclusion in themed content in digital marketing campaign		👍	👍
Digital guide pictorial listing (advert)		👍	👍
Included in Taste Great Ocean Road Email marketing (EDMs)		👍	👍
Spotlight feature in digital guide			👍
Business featured on website landing page			👍
Feature blog article on www.visitgreatoceanroad.org.au			👍
2 week featured business promotion in digital marketing campaign			👍
Your investment	\$250	\$500	\$900



How to participate

To be part of Taste Great Ocean Road simply visit our online product page on our website, and purchase your preferred partnership:

[JOIN CAMPAIGN](#)

Our team will be in touch with you once you've made your purchase to share assets and next steps.

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:

Jo Birley

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