

GREAT
OCEAN
ROAD

REGIONAL
TOURISM

DIGITAL CONCIERGE

Powered by

*Journey
Makr*

CAMPAIGN OVERVIEW & TOOLKIT

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3:07



LOCAL GUIDE & STORIES

DISCOVER

Greatest Wineries

Great Ocean Road



Discover

DISCOVER

Greatest Spas

Great Ocean Road

journeymakr.com

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Welcome to your Digital Concierge

Great Ocean Road Regional Tourism (GORRT) is proud to share with you our new and innovative Digital Concierge.

In collaboration with Journey Makr we've developed a mobile friendly digital guide that will help us build a more collaborative, stronger, and more sustainable visitor economy for the Great Ocean Road region.

This innovative technology delivers a paper free tool to help us provide visitors with timely, relevant and engaging information that will

encourage them to stay longer and travel further.

Every business can now actively provide visitors with ideas on what to see and do to best experience our region. The digital concierge will be updated seasonally.

By encouraging all businesses in our region to become advocates for what to see and do and where to go, we can encourage visitors to stay longer, see more and have a richer experience.



Why a Digital Concierge?

Right now, the tourism and hospitality industry are facing staff and skills shortages in a fast-paced 'new world'.

However guests demands have never been higher. They expect everything to feel personal and at their fingertips in real-time.

The Digital Concierge:

- Inspires visitors to explore the region
- Makes travellers feel like a local
- Is mobile friendly so travellers can discover on the go
- Has responsive web app technology to allow it to work without WiFi and mobile reception
- Showcases the region's diversity
- Discovers hidden gems for users
- Provides a long-term visitor solution

[Click here to view our Digital Concierge](#)



Great Ocean Road Brand pillars

The content and images are aligned to our brand pillars which form the core of all our marketing messages and ensure we retain a strong and consistent message in the marketplace and build on previous campaigns.



BIG NATURE



ACTIVE ADVENTURE



CURATED CULTURE



SALTWATER WELLNESS



VILLAGE INSPIRATION

What is a Digital Concierge?

A Digital Concierge is a branded, curated and mobile friendly, responsive web app. This means users can unlock the app with a website link or QR code without having to download an app. It also means **it will still work when there's no mobile reception or wifi.**

By digitising visitor information, we have a unique opportunity to deliver inspirational content into the hands of everyone who visits our region, showing them the best things to see and do in the region.

The Great Ocean Road region has so much to offer, yet many visitors are unaware of many of our attractions and experiences.

Extending far beyond “the road” itself, there are many hidden wonders across the entire region to explore, taste and indulge in, you need only ask your digital concierge!

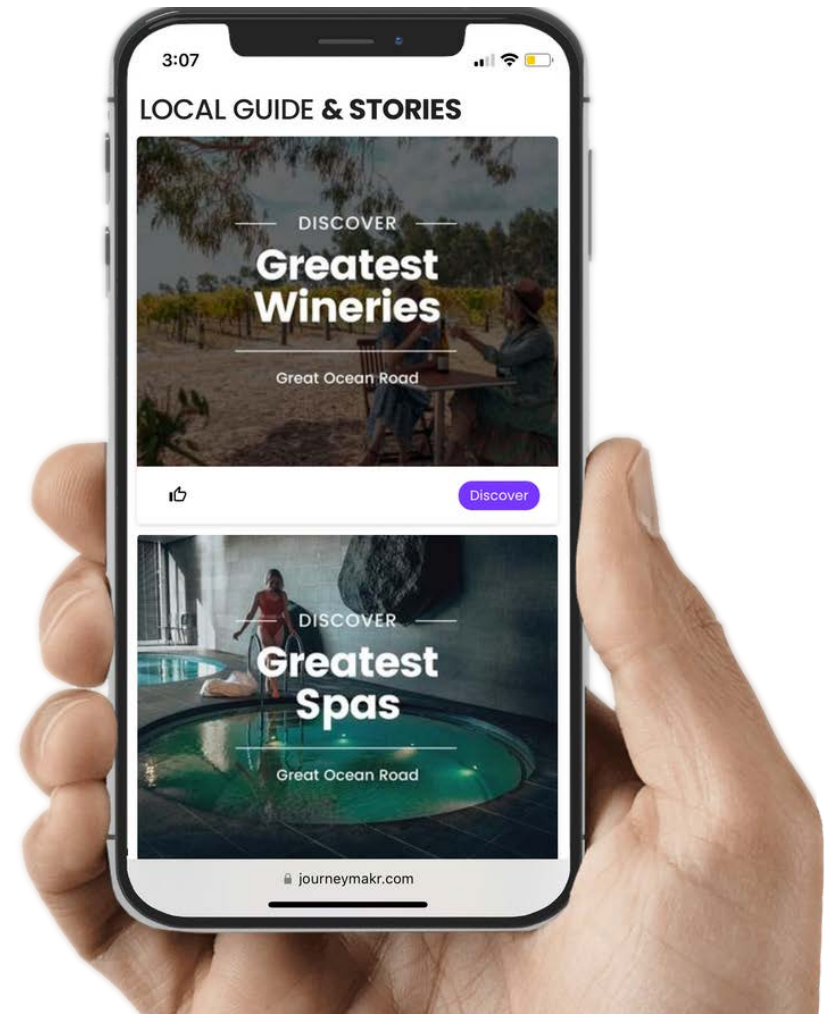


Say goodbye to printed flyers and hello to your Digital concierge

Before



After

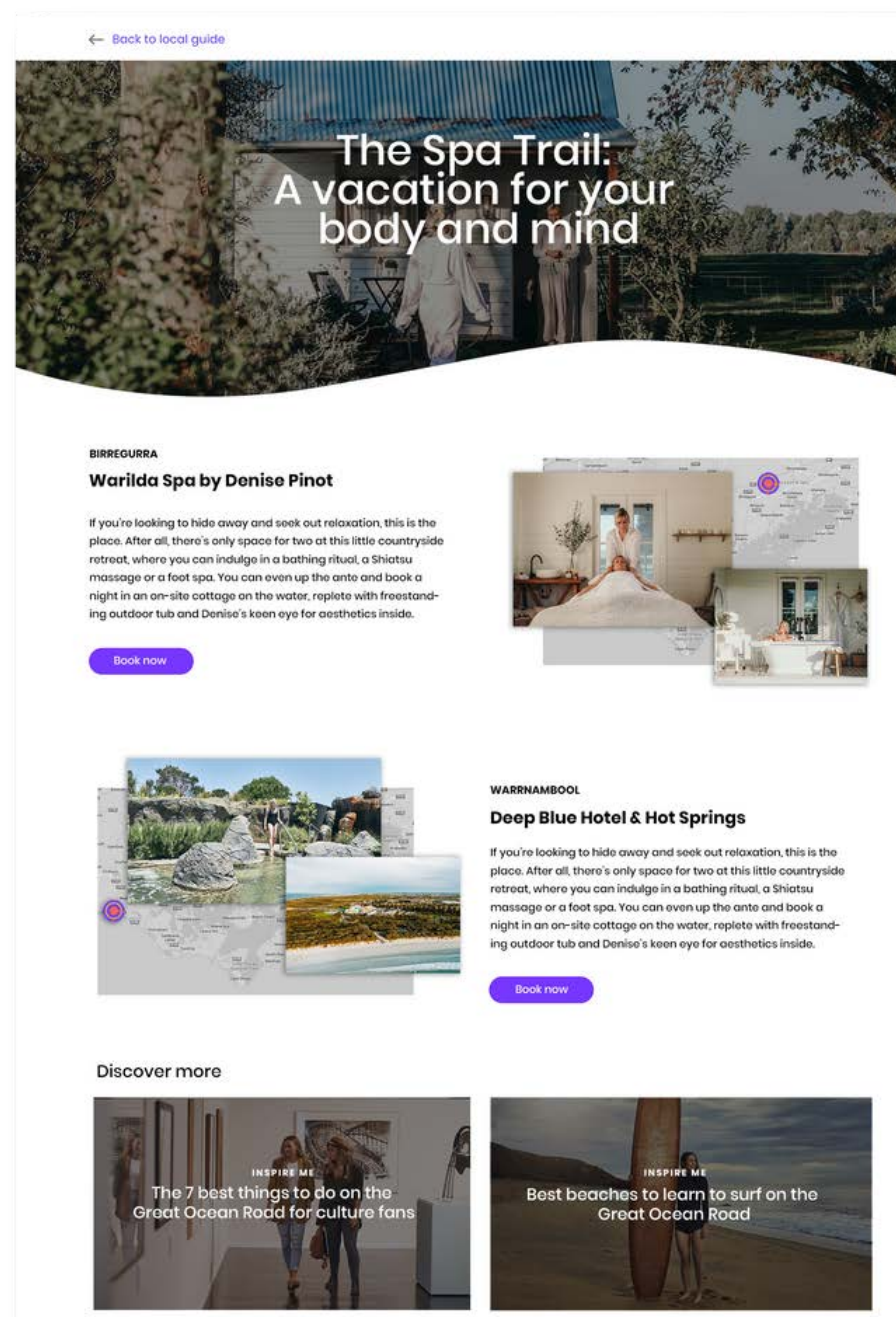


What's in your Digital Concierge

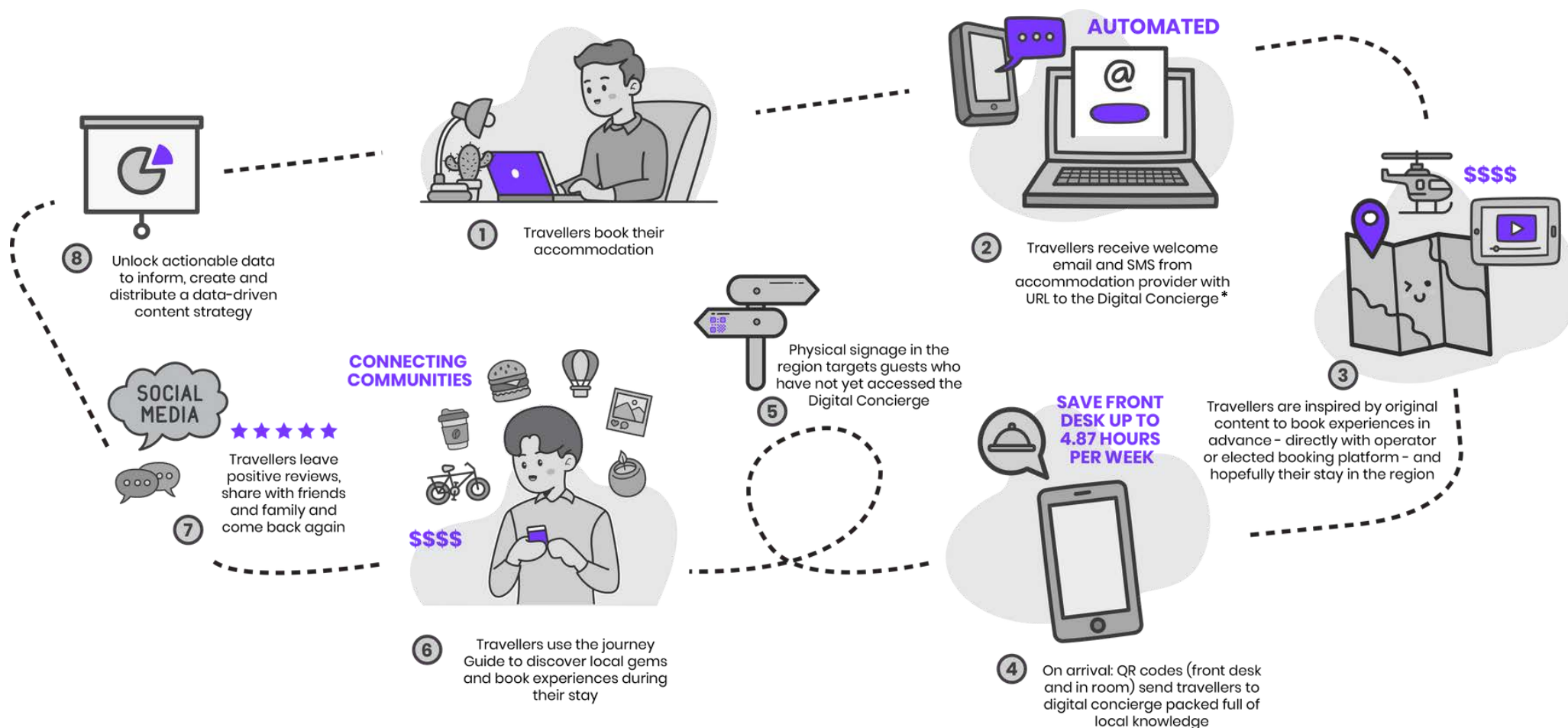
Your digital concierge is packed full of local tips and immersive local Stories.

Every local tip is a bite-sized summary of a place or business and showcases stunning photography, enticing copy, video and a map to get there.

The Stories are a collection of tips based around a particular topic. From the best beaches to the unmissable spas and wineries, they are designed to entice visitors to discover more of the region.



How it works



*The team at Journey Makr are able to fully automate your hotel communications. If you need help with this please email hello@journeymakr.com

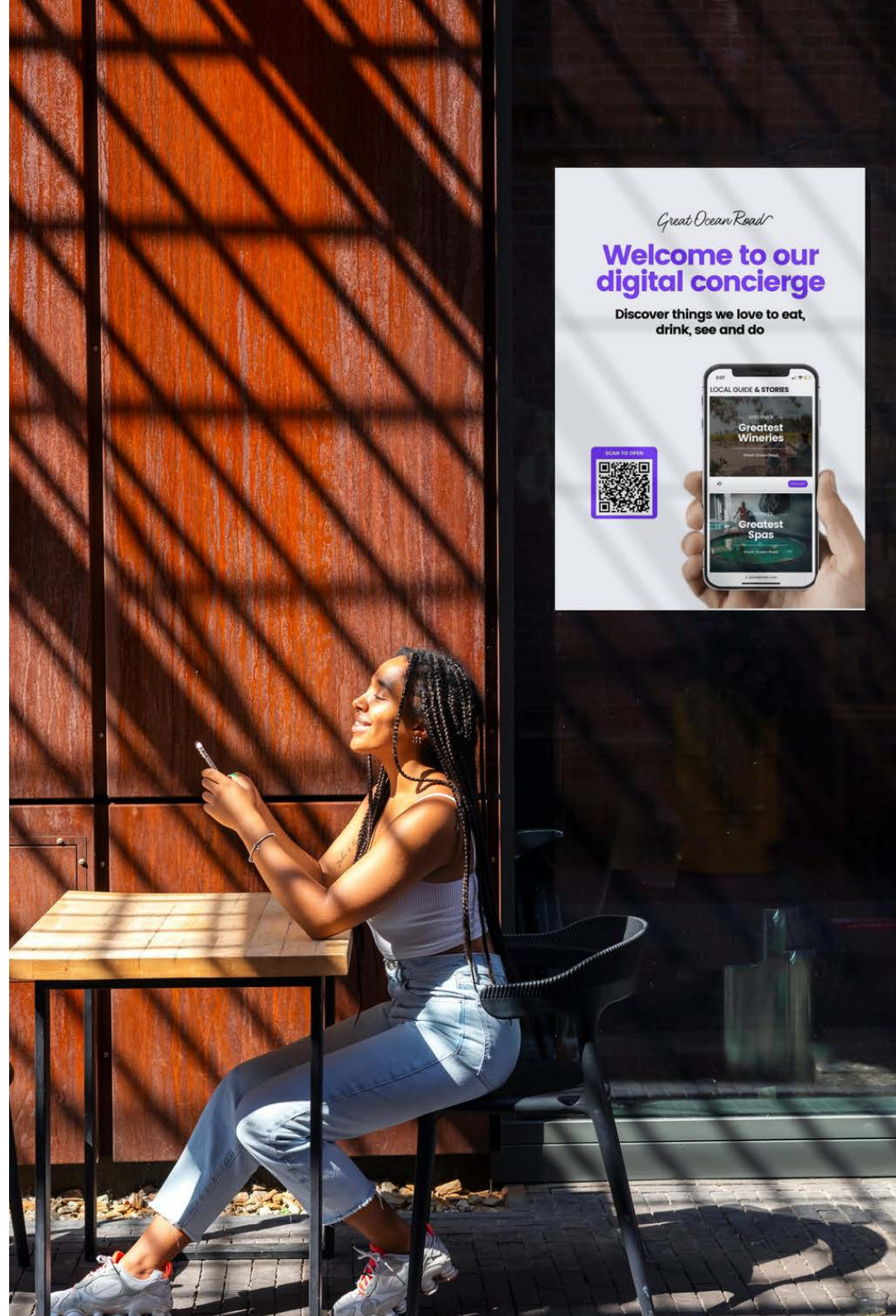
Benefit to the entire region

Visitors will be able to access the Digital Concierge before they come to the region and while they are visiting. The concierge will be made available to people when booking and while they are staying at regional accommodation, at Visitor Information Centres and can be provided using signage placement featuring the QR code in any other locations for visitors to access.

The more touch points for visitors to access their concierge the better!

The Digital Concierge has been developed to help you;

- Free up your staff
- Encourage longer stays and repeat visits
- Supports customers and guests to plan and book to ensure they don't miss outs.
- Supports your community, town and region





DIGITAL CONCIERGE TOOLKIT

Benefit to accommodation operators

Right now, hoteliers are facing staff shortages in a fast-paced industry. But guests expect everything to feel personal and at their fingertips in real-time.

The Great Ocean Road Digital Concierge has been designed to help accommodation businesses make every guest feel like a local and enhance their stay with a curated digital experience.

- Save front desk up to 4.87hrs a week
- Increase spend, repeat bookings and reviews
- Connect with your local community – support local hospitality and attraction operators



DIGITAL CONCIERGE TOOLKIT

Benefit to experience operators

Today, people are searching for more immersive and meaningful travel experiences. But tourism operators are reliant on expensive direct booking strategies or giving up commission to offshore companies.

Developing a network of distribution channels in the region will grow visitor knowledge of our products and experiences and the digital concierge will place information on what they can see and do directly into their hands.

The Digital Concierge will help hospitality, tour, hire & transport and attraction operators get more bookings.

A 12 month business listing in the "See and Do" menu of the digital concierge is available for a limited time for just \$550* (including GST)

****see website for full details***

[Click here to sign-up](#)

Your Toolkit: What's included

We've made it easy for you to be a part of this exciting opportunity by creating some design assets. Links on the following pages contain free templates for you to print and share with your guests right away.

- Digital postcards
- Welcome letter
- Business card sized QR code
- QR code sticker
- QR code poster

If you have any questions please contact us at [**info@gort.com.au**](mailto:info@gort.com.au)

Welcome emails

PRO TIP: Simply cut and past the email text you prefer into your guest communications platform.

NOTE: The team at Journey Makr are able fully automate your hotel communications. If you need help with this please email hello@journeymakr.com

Option #1

We are so pleased you have chosen our hotel for your visit to the Great Ocean Road.

We love our area and want you to enjoy it to the max so in partnership with the local region we've curated a local guide to help you feel like a local during your stay.

Click here to access your digital guide and remember our region is popular, so start planning now and book ahead.

Option #2

Welcome to the [hotel name] and thanks for booking.

We're looking forward to welcoming you as our guest and we'll do everything we can to ensure that your time with us is nothing less than extraordinary.

To help get things started on the right foot, we've partnered with our local region to prepare an epic local guide with tips and tricks on how to plan an unforgettable trip – so please be sure to read through it before getting started.

Option #3

We're delighted you've chosen us for your visit to the Great Ocean Road region. We know you're keen to start exploring, so we've teamed up with the local region to create a digital guide for you that includes our favourite local haunts and hidden gems.

Click here to access it now, then book ahead as visitor numbers are high in peak seasons.

Welcome SMS

PRO TIP: Simply cut and past the SMS text you prefer into your guest communications platform.

NOTE: The team at Journey Makr are able fully automate your hotel communications. If you need help with this please email hello@journeymakr.com

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Welcome letters

↓ [Download PDF](#)

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Digital postcards

↓ [Download JPEG](#)

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Your personal welcome



QR code business cards

↓ [Download JPEG](#)

↓ [Download PDF](#)

↓ [Download PNG](#)



QR code Sticker

↓ [Download PDF](#)

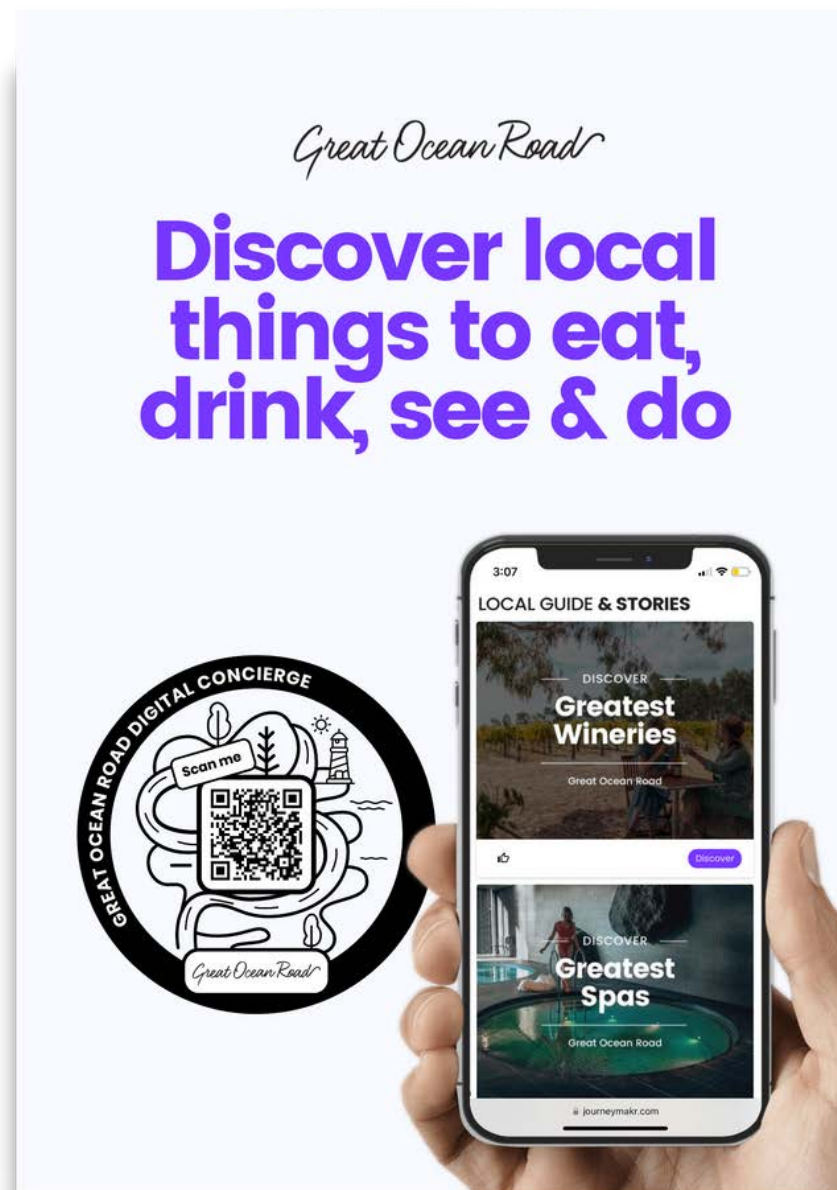
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QR code Poster

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Say hello to Journey Makr

Journey Makr is the team partnering with GOR Regional Tourism to deliver the GOR digital concierge.

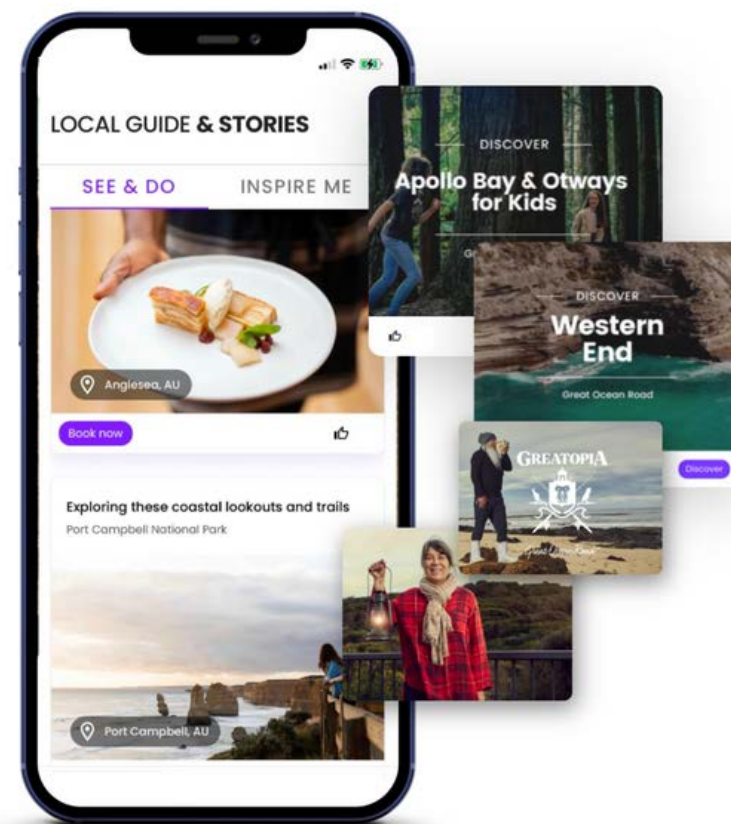
Journey Makr is a new and exciting travel platform that is designed to give people a more immersive and memorable experience before and during their stay.

The digital concierge is free to all businesses but JM can xxxx(add other detail around direct sales starting from \$, contact JM directly for your own needs.

GOR digital con direct to GOR but for a branded guide to JM.

Filling a gap in the market, the team are harnessing the power of network effects by using local hospitality and accommodation operators to distribute local knowledge.

By giving all businesses a FREE version of the Great Ocean Road digital concierge we will be able to increase the time people spend here and the range of places they visit, and in turn boost spending in our region.



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Maker*

Thank you. For further information please contact:

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