

Great Ocean Road Regional Tourism acknowledges the Traditional Custodians of the Great Ocean Road region the Wadawurrung, Eastern Maar & Gunditjmara. 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 2024–2035.

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. We have invested in a digital platform designed to work for businesses, providing measurable benefits from our program of activity.

WATCH VIDEO



Summary of Channel Performance 2024

2024 CALENDAR YEAR WEBSITE DATA

(Regional and Destination Website Platform)



Total Page Views

3.86M



Total Users

1.56M



Total Sessions

1.96M



Total Conversions

496k

*conversions are outbound clicks on business listing pages



2024 CALENDAR YEAR SOCIAL MEDIA DATA

@visitgreatoceanroad







Followers

52k

Followers

iowers

Followers

80k

2.8k

Facebook Reach

Instagram Reach

TikTok Reach

2.4M

553k

1.9M

Total audience reach 2024

4.8M

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

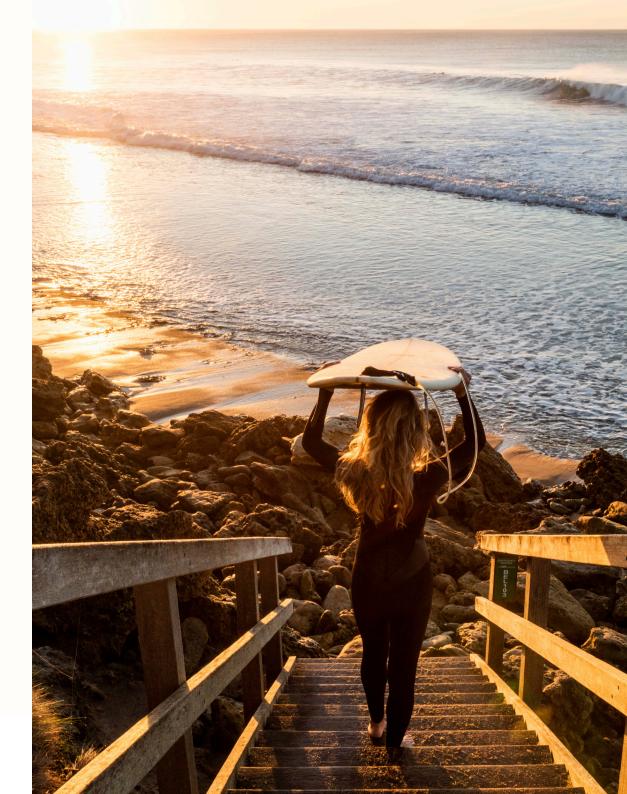
To be eligible to be a GORRT partner:

- 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 form our content libraary)
- Eligibility for industry development programs
- Website listings on relevant GORRT websites (<u>www.visitgreatoceanroad.org.au</u> plus your destination site)

MORE INFORMATION



Which Website listing?

To provide a holistic approach to supporting all businesses operating in the visitor economy in the Great Ocean Road region, GORRT, supported by our council partners, provide a Free Base Partnership to all tourism businesses operating in the region. This includes a business profile (listing) on www.visitgreatoceanroad.org.au and the relevant destination website. For those that want to leverage our regional marketing activity, and get a bigger share of the website traffic driving you business leads, there are a number of options to enhance your listing. Here they are explained.

Free Base Partner Listing

Set up your listing at no charge directly on the GORRT web portal, or list on ATDW#, to have your business listing published on www.visitgreatoceanroad.org.au and your destination website.

Annual cost: \$0

Hero Product listing

Be seen by more of the 2 million people a year browsing the website platform, with your listing shown amongst 'recommendations' and in itineraries and blogs

Annual cost: \$500

A \$295 annual subscription fee is paid directly to ATDW for listing on a wider array of tourism websites

Feature Listing

Featured on relevant search page (select accommodation, attractions, tours or food + drink) All website users visiting the page will see your business profiled.. Includes Hero Product listing and recommendations based on your business and website data.

Annual cost:
Destination site \$1200
Regional site \$1500





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
Hero Product (GORRT website recommendations, itinerary & blog inclusions)	\$500 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	6 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
Hero Product (GORRT website recommendations, itinerary & blog inclusions)	\$500 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/Itineray inclusion new content	\$250 each	1+
Social media content inclusion (organic)	\$200 each	4 Minimum
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
Hero Product (GORRT website recommendations, itinerary & blog inclusions)	\$500 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/Itineray 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



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

WEBSITE EXPOSURE	VALUE
Destination Site feature listing	\$1200
Regional Site feature listing	\$1500
Hero Product Listing	\$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

GREAT STAYS

Great Stays is an exclusive seasonal accommodation promotion we have introduced, to provide the opportunity for businesses to leverage from our marketing activity.

Great Stays partnerships are strictly limited to 5 accommodation businesses each season. This campaign supports our regional strategy to grow overnight stays and yield, and targets our key source markets for the region.

Great Stays incorporates website content on www.visitgreatoceanroad.org.au with a mix of media including:

- print media targetting Greater Geelong and Ballarat
- Social and EDM marketing targeting existing, qualified @visitgreatoceanroad audiences
- Digital ads targeting key source markets (tailored based on audiences most suitable for the participating businesses)

Inclusion in Great Stays will grow consumer awareness for each partner business and provide more leads and bookings.

Package Cost: \$1,500 + GST

PURCHASE NOW

GREAT STAYS INCLUSIONS	VALUE
Magazine Advertorial features (Geelong Surf Coast Living and Ballarat Central Highlands Living)	\$1400
Feature Only in Great Stays seasonal blog on visitgreatoceanroad.org.au	\$250
Great Stays seasonal EDM feature	\$250
Great Stays Social Media Inclusion (organic <u>feature</u> . Possible Formats: social story, post OR reel and is not guaranteed to be a dedicated post)	\$200
Digital ads (Great Stays feature in digital ad campaign across meta and google media channels)	\$500

TASTE GREAT OCEAN ROAD

Taste Great Ocean road is an ongoing campaign designed to raise the profile of the region's produce, and dining experiences. Annual buy-in runs for the financial year (July to June), and there are 2 pricing options, designed to suit all businesses.

The campaign showcases all types of businesses that make, serve or sell food.

From artisan producers and farm gates to wineries, breweries and distilleries. From fine dining to fish and chips. Cafes and restaurants, ice cream shops, cheese-makers, or retailers of other local products. If you make or sell something that people can eat or drink, this campaign will expose your business to new audiences.

Don't miss the opportunity to ensure your business is part of it. "Main' spots are unlimited, but only 10 'Buffet' partnerships are available.

Digital ads are running year round on all social platforms generating traffic to the campaign webpage, along with print and media partnerships throughout the year.

Package Cost: \$500 + GST or \$1500+GST

PURCHASE NOW

INCLUSIONS	VALUE	MAIN	BUFFET
Hero Product listing - 12 months	\$500	\bigcirc	\bigcirc
Taste Great Ocean Road label on web listing	N/A	\bigcirc	\bigcirc
Taste Great Ocean Road Partner sticker (new partners)	\$10	\bigcirc	\bigcirc
1 month feature 'Flavours of the month' on camapign landing page	\$250	\bigcirc	\bigcirc
Preferenced for media famils	\$500	\bigcirc	\bigcirc
Inclusion in at least one blog (promoted in EDMs, organic socials and paid ads)	\$250	\bigcirc	\bigcirc
EDM feature	\$250		\bigcirc
Taste Great Ocean Road landing page feature (12 months)	\$500		\bigcirc
Content visit	\$1000		\bigcirc
Feature blog.article on website	\$500		\bigcirc
Inclusion in Know It All magazine advertorial content	\$400		\bigcirc

BE IN YOUR ELEMENT

Be In Your Element is the Great Ocean Road region's current major tactical marketing campaign. Launched in 2024, the 'Be In Your Element' content and messaging continues encourage audiences to Be In their Element in our region.

The 2025 off-peak campaign distribution will kick off at the end of April and will again focus on digital content and ads, with additional activations including a major competition and Be In Your Element merchandise (in development), plus new assets to grow engagement with our region from key audiences.

The campaign will showcase 'hub and spoke' itineraries curating different ways to 'Be In Your Element' based in destinations around the region, and promote the new trip planning functionality on our website.

Businesses can partner to be featured in the promoted itineraries, leveraging the exposure and benefits of being part of the campaign. Note activity will occur year round, with itineraries initially promoted across winter and spring 2025.

Package Cost: \$1,000 + GST

PURCHASE NOW

BE IN YOUR ELEMENT 2025 INCLUSIONS	VALUE
Hero Product listing (12 months)	\$500
Inclusion in or feature on new Be In Your Element itinerary (webpage)	\$250
Inclusion/featured in ads promoting itineraries	\$250
Inclusion (tag) in organic social content promoting itinerary	\$200
Featured in Advertorial published in both Geelong and Surf Coast Living and Ballarat Central Highlands Living magazines	\$1400
Consideration for content and media visits	\$500



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.

BASE	PREMIUM		PLATINUM
\$500 inc GST	\$1,800 (Accommodation 10 rooms and over, large attractions, activities (50 plus patrons per day), tour & transport operators.	\$900 inc GST Accommodation under 10 rooms, attractions, activities (under 50 patrons per day) & commissionable.	\$4,500 inc GST
Web Listing greatsoutherntouringroute.com.au	Web Listing greatsoutherntouringroute.com.au		Web Listing greatsoutherntouringr oute.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
GEELONG - GREAT OCEAN ROAD - GRAMPIANS - BALLARAT	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).
TOURING ROUTE			Web feature

SEE PROSPECTUS

