

TOURING MAP 2027

Be part of the journey

TarraWarra Museum of Art.

100K maps
printed and
distributed



Put your business on the map – literally!

The Tourism East regional touring map is the go-to guide for exploring the Yarra Valley, Dandenong Ranges, Nillumbik and Cardinia regions. With 100K printed copies per edition, it's one of the most trusted and widely used discovery tools – helping visitors plan their trips while inspiring them to do more, see more, stay longer and visit more often.

Extensive distribution

Our official touring map reaches visitors through an extensive distribution network, including Melbourne Airport, Melbourne hotels (via Brochures DM), Visitor Information Centres throughout Victoria, and key tourism businesses across the eastern regions.

A digital version is also available via our regional website, ensuring visitors can access the map from anywhere in the world, both before and during their journey.

Trusted by leading tourism businesses

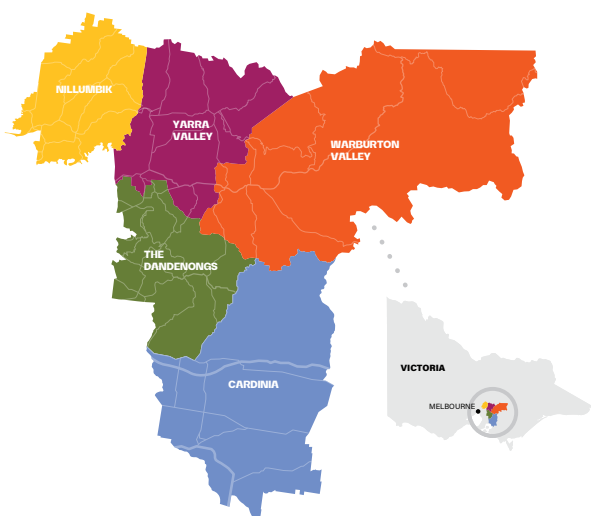
The map is the region's flagship visitor publication and is trusted by many recognised tourism businesses, including Healesville Sanctuary, Puffing Billy, The Chocolateries Yarra Valley, wineries and many more.

By featuring alongside these iconic attractions and experiences, your business benefits from increased credibility, visibility and exposure.

A fresh look for 2027!

The 2027 Official Yarra Valley & Dandenong Ranges Touring Map is getting a refresh, with a focus on making it more user-friendly, easier to navigate and even more inspiring for visitors.

While the map will retain its familiar and practical functionality as an essential tool for exploring the region, the refreshed design will improve the overall visitor experience, making it easier for travellers to find their way, discover new places and connect with the diverse range of experiences available across the Yarra Valley & Dandenong Ranges.



Tier 1: Petite listing example:

 **00 A00**

 **TOURISM EAST**

Business Name
📞 03 0000 0000 🌐 website.com.au
📍 00 Address, Suburb

\$399

Tier 2: Standard listing example:

 **00 A00**



Business Name
Create a blurb that introduces and promotes something unique about your business to help you stand out and attract visitors to your destination. **25 words max.**
📞 03 0000 0000 🌐 website.com.au
📍 00 Address, Suburb

\$799

Tier 3: Feature listing example:

 **00 A00**





Business Name
Create a blurb that introduces and promotes something unique about your business to help you stand out and attract visitors to your destination. **25 words max.**
📞 03 0000 0000 🌐 website.com.au
📍 00 Address, Suburb

 **TOURISM EAST**

\$1,499

Tier 4: Showcase listing example:

 **00 A00**









“Important information featured here. Eg. Event dates, testimonials and offers.”

Business Name
Create a blurb that introduces and promotes something unique about your business to help you stand out and attract visitors to your destination.
Create a blurb that introduces and promotes something unique about your business to help you stand out and attract visitors to your destination.
Create a blurb that introduces and promotes something unique about your business to help you stand out and attract visitors to your destination.
Create a blurb that introduces and promotes something unique about your business to help you stand out and attract visitors to your destination.
90 words max.
📞 03 0000 0000 🌐 website.com.au
📍 00 Address, Suburb

 **TOURISM EAST**



\$2,999

Put your business in the hands of the visitor.

With four distinct tiers to promote your business, you can choose the level of exposure that best suits your goals and budget. As your investment increases, so does your visibility and impact on the map.

Tier 1: Petite listing

- Inclusion of your business logo.
- Business name and contact details.
- Location dot pinpointing your exact spot on the map.

Ideal for small businesses looking for a cost-effective presence, the Petite Listing ensures you're discoverable by visitors using the map to navigate and plan their experience.

Tier 2: Standard listing

- Most items included in the lower tier listing, plus...
- One image to visually engage readers.
- A short promotional blurb (ideal for highlighting key offerings or seasonal specials).

This tier gives you more space to tell your story and visually showcase what makes your business unique. A great option for increasing foot traffic and engagement.

Tier 3: Feature listing

- Everything included in the lower tier listings, plus...
- An added high-quality image to promote your products, location, or ambiance.
- Prominent logo placement to reinforce brand recognition.

Feature Listings offer enhanced visibility and storytelling power, giving your business a stronger presence. With more visual space and elevated branding, this tier is ideal for businesses to present more of what they offer, and attract attention from visitors at a glance.

Tier 4: Showcase listing

- Everything included in the lower tier listings, plus...
- Dedicated call-out box or banner-style highlight for ultimate visibility.
- Extended promotional blurb (ideal for telling your full story or spotlighting multiple offerings).
- Priority top-tier placement in the most visible and high-traffic sections of the map.
- Option to include a QR code linking to your website, booking page, or social media.

Designed for businesses ready to make a bold impression, the premium showcase listing offers top-tier visibility.

Featuring the largest available space, extended promotional text, and enhanced branding elements, this listing is perfect for flagship locations, major promotions, or new launches – ensuring your business stands out, captures attention, and drives real-world engagement.

For more information please contact Tourism East

Phone: +61 3 8739 8000 Email: partner@tourismeast.com.au

Website: tourismeast.com.au