

TOURISM MARKETING PARTNERSHIPS

2024/25





Partner with us!

Yarra Ranges Tourism (YRT) is the peak tourism and marketing body for the Yarra Valley & Dandenong Ranges.

Our team of digital marketing experts specialise in strengthening and promoting your tourism business to better connect with your ideal customers. As discretionary spending becomes more competitive, your Tourism Marketing Partnership is more crucial than ever.

A partnership provides your business with:

- Exposure through our diverse marketing channels to a broader audience.
- Engagement with a large consumer audience that want information about our region.
- Inclusion on **visityarravalley.com.au** and **visitdandenongranges.com.au** where we send all marketing leads, viewed by 660,000 people per year.

By combining resources and leveraging YRT's expertise, we amplify your message to reach an engaged audience. Partnership increases your visibility and attracts more visitors to your business and our destination.

No matter the size, skills or needs of your business, there's a partnership to suit you. Each package ensures you maximise your business exposure, while supporting the promotion of the Yarra Valley & Dandenong Ranges.

Visit yarrarangestourism.com.au to become a partner today!





Starter

\$499 / \$1099

Ideal for small businesses with fewer than five employees seeking a boost in their digital marketing. Choose to DIY using our platforms or utilise our experts for a full-service option to save time.

DIY \$499

- ✓ Listing on region websites visityarravalley.com.au and visitdandenongranges.com.au
- ✓ Dedicated Facebook and Instagram post
- ✓ What's On emailer inclusion
- ✓ Web deals and events on visityarravalley.com.au
- ✓ Invitation – Networking Events x2 and Annual Summit

Short on time? Enjoy the benefits of everything the DIY package offers with the additional time saving benefits of:

FULL SERVICE \$1,099

- ✓ Listing on region websites visityarravalley.com.au and visitdandenongranges.com.au
- ✓ Dedicated Facebook and Instagram post
- ✓ What's On emailer inclusion
- ✓ Web deals and events on visityarravalley.com.au
- ✓ Invitation – Networking Events x2 and Annual Summit

MARKETING STARTER INCLUSIONS:

- ✓ Professional photoshoot of your business x10
- ✓ Creation of professional content copy



Plus

\$945

Enjoy maximised digital exposure via Yarra Ranges Tourism's marketing channels. Actively promote your venue or service to your ideal customers.

- ✓ Listing on region websites visityarravalley.com.au and visitdandenongranges.com.au x2
- ✓ Dedicated Facebook and Instagram posts x2
- ✓ What's On emailer inclusion
- ✓ Web deals and events on visityarravalley.com.au
- ✓ Invitation – Networking Events x2 and Annual Summit

MARKETING PLUS INCLUSIONS:

- ✓ Feature listing on visityarravalley.com.au
- ✓ What's On emailer feature
- ✓ What's On emailer advertisement
- ✓ Instagram collaboration



\$3,835

Leverage all our communication channels to maximise your visibility. Receive access to valuable data and insights that can help you refine your marketing strategies.

- ✓ Listing on region websites visityarravalley.com.au and visitdandenongranges.com.au x2
- ✓ Dedicated Facebook and Instagram posts x3
- ✓ What's On emailer inclusion
- ✓ Web deals and events on visityarravalley.com.au
- ✓ What's On emailer feature
- ✓ What's On emailer advertisement
- ✓ Instagram collaboration
- ✓ Invitation – Networking Events x2 and Annual Summit

MARKETING PREMIUM INCLUSIONS:

- ✓ Premium listing on visityarravalley.com.au
- ✓ Solo email sent to our database (35k contacts)
- ✓ 1hr marketing product development review
- ✓ Inclusion in a social media influencer visit
- ✓ Inclusion in Regional Tourism Map
- ✓ Itinerary inclusion on visityarravalley.com.au
- ✓ Website profiles x2
- ✓ Bi-annual marketing insights forum
- ✓ Tourism profile page on [visitvictoria.com / atdw.com.au](http://visitvictoria.com/atdw.com.au)
- ✓ Feature article in monthly Eat, Stay, Play emailer



\$9,900

Leverage our high-performing marketing and communication channels to grow your business and boost visibility.

- ✓ Listing on region websites visityarravalley.com.au and visitdandenongranges.com.au x2
- ✓ Dedicated Facebook and Instagram posts x6
- ✓ What's On emailer inclusion
- ✓ Web deals and events on visityarravalley.com.au
- ✓ What's On emailer feature
- ✓ What's On emailer advertisement x2
- ✓ Instagram collaboration
- ✓ Feature article in monthly Eat, Stay, Play emailer x2
- ✓ Solo email sent to our database (35k contacts) x2
- ✓ 1hr marketing product development review
- ✓ Inclusion in a social media influencer visit x3
- ✓ Inclusion in Regional Tourism Map x2
- ✓ Itinerary inclusion on visityarravalley.com.au x2
- ✓ Bi-annual marketing insights forum
- ✓ Tourism profile on visitvictoria.com and atdw.com.au
- ✓ Invitation – Networking Events x2 and Annual Summit

MARKETING PLATINUM INCLUSIONS:

- ✓ Platinum listing on visityarravalley.com.au
- ✓ Separate website profiles (up to 4)
- ✓ Mini Campaign: online advertising, public relations launch or competition
- ✓ Marketing health check and strategy session
- ✓ Visitor Information Kiosk advert (2 weeks)
- ✓ LinkedIn and Industry News post featuring your business x2

WHAT WE DO

CONNECTING LOCAL BUSINESSES TO THEIR IDEAL CUSTOMER

We have developed marketing assets that attract greater numbers of visitors to experience our world class tourism product. Our branding positions our region as “Melbourne’s Dandenong Ranges” and “Melbourne’s Yarra Valley” to focus on our proximity advantage over other regions in the state.



CUSTOMER REACH

Leverage and scale your business by using our valuable marketing assets, expertise and large database.



WEB PRESENCE

Showcase your business and enhance your brand’s reputation on the region’s destination website.



LATEST INFORMATION

Access tourism trends, data, education and industry advice to reach new customers and markets.



TOURISM ADVICE

Make informed marketing decisions on how to best position your business and grow customers and yield.



BUSINESS NETWORKING

Network with the region’s key stakeholders to develop new business opportunities and partnerships at our two annual Networking Events and the Annual Summit.

DIGITAL MARKETING PERFORMANCE

WEBSITE DATA – PAST 12 MONTHS

Over the past 12 months, Yarra Ranges Tourism has seen exceptional growth in website performance. We've experienced a notable increase in user traffic, longer session durations, and higher conversion rates. These improvements reflect our effective content strategy and successful marketing efforts, highlighting the strength of our digital presence and our commitment to promoting the Yarra Valley & Dandenong Ranges.



2.3m

**PAGE
VIEWS**



660k

**UNIQUE
USERS**



1m

**EMAILS
SENT**



200k

**CLICKS TO
PARTNERS**



6m

**GOOGLE
ADS REACH**

SOCIAL MEDIA DATA – PAST 12 MONTHS

Yarra Ranges Tourism has achieved impressive growth in social media metrics, with significant increases in followers, likes, and shares. This surge highlights the effectiveness of our campaigns and our enhanced ability to connect with our audience. Positive social media performance boosts our reach and reinforces our role in promoting the Yarra Valley & Dandenong Ranges.



@VisitYarraValleyandDandenongRanges

76k

FOLLOWERS

8m

IMPRESSIONS



@YarraValleyDandenongRanges

55k

FOLLOWERS

3m

IMPRESSIONS



PROMOTING THE REGION

WE SHOWCASE THE YARRA VALLEY & DANDENONG RANGES AS AN ESCAPE INTO A WORLD OF EXCEPTIONAL EXPERIENCES.

Our promotion highlights the region's renowned quality local food and wine, breathtaking landscapes, romantic retreats, and indulgent adventures. Our goal is to invite and encourage visitors to experience firsthand the diverse and rich offerings of this remarkable region.



OUR MARKETING CHANNELS

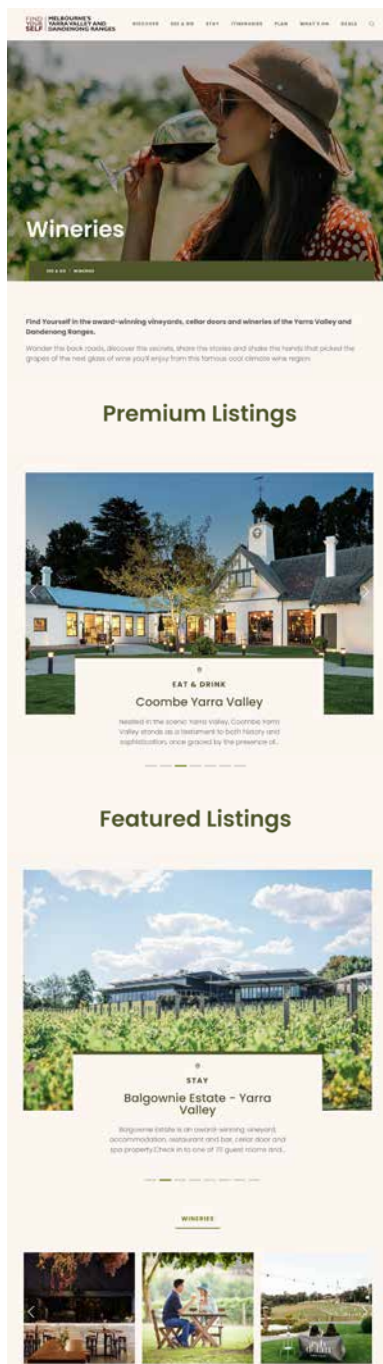
Website Listings

VALUE
\$800

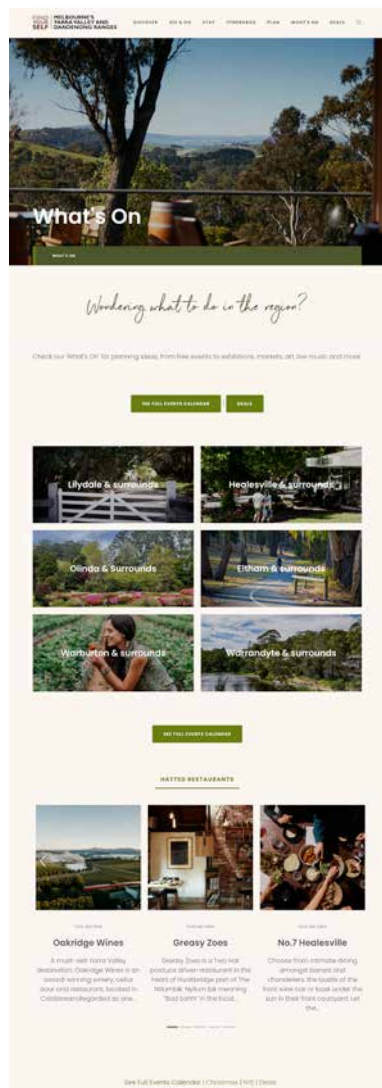
OUR REGIONAL WEBSITE

Listing your business on our regional website at visityarravalley.com.au offers numerous benefits that can significantly enhance your visibility and attract more customers. By showcasing your business on our platform, you gain access to an audience actively seeking information about the region. Our aim is to encourage customers to click on your details, book, and visit your business.

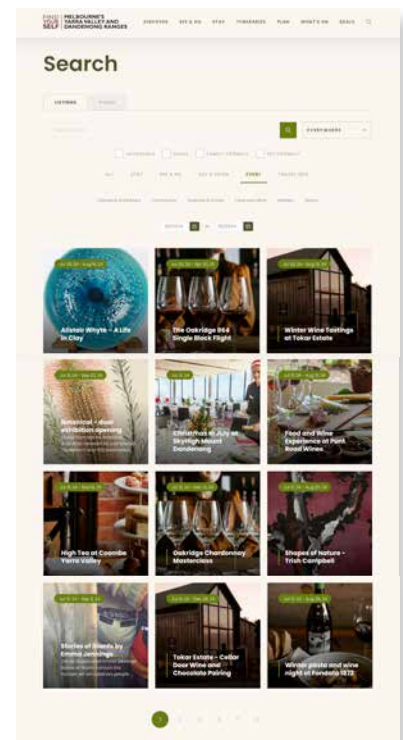
BUSINESS HIGHLIGHT



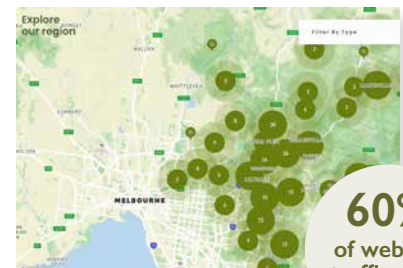
WHAT'S ON



EVENTS CALENDAR



MAP



60%
of website
traffic view
the map.

Additionally, our website serves as a credible and trusted source of information, which positively influences customers' decisions to engage with your business. Being listed enhances your search engine optimisation (SEO) by associating your business with relevant keywords and boosting your online presence.

Emails

VALUE
\$300

WHAT'S ON | YARRA VALLEY & DANDENONG RANGES

Be featured in our "What's On" e-newsletter, reaching 35,000 subscribers, and gain significant exposure for your brand to a highly engaged audience. Our team will create a compelling banner that resonates with our subscribers, ensuring it aligns seamlessly with the newsletter's content and enhances visibility.

The email newsletter template features a header with the 'What's On' logo and the text 'YARRA VALLEY & DANDENONG RANGES'. Below this is a navigation bar with links: 'WEBSITE | MAPS | SEE & DO | DEALS'. The main content area starts with a large image of two wooden chairs on a grassy field with mountains in the background, overlaid with the 'What's On' logo. This is followed by a section titled 'What's On' with a paragraph of text inviting visitors to explore various events, including art exhibitions, wine tastings, and quizzes. A green button labeled 'Discover More Events' is provided. Below this is a grid of three small images with captions: 'Wineries', 'Attractions', and 'Eat & Drink'. The final section is titled '5 Places to Discover' with a large image of hot air balloons over a valley. It includes a paragraph of text about local attractions and a green button labeled 'Discover More'.

What's On
YARRA VALLEY & DANDENONG RANGES

WEBSITE | MAPS | SEE & DO | DEALS

What's On

We invite you to visit the Yarra Valley & Dandenong Ranges and check out these amazing events. Add these to your itinerary **TarraWarra Museum of Art Exhibition: (SC)OOT(ER)ING** around Susan Cohn and Eugenia Raskopoulos, **Vincent Van Bubbly** at De Bortoli Yarra Valley, **Wine and Wildlife** at Healesville Sanctuary, **Mont de Lancey's Hysterical Quiz Night** and **Stories of Giants** by Emma Jennings.

Discover More Events

Wineries | Attractions | Eat & Drink

5 Places to Discover

Looking for things to do this week? There is so much to see and do in our region that you will have to come back time after time. Discover **St Huberts, Emerald Museum & Nobelius Heritage Park, Monbulk Wine Store, Warburton Golf and Sporting Club** and **Mount Dandenong Bakery**.

Discover More

The email newsletter template features a header with a large image of two people looking up at tall trees in a forest. Below this is a section titled '6 Free Activities for Families in the Warburton Valley' with a paragraph of text about family-friendly activities in the Warburton Valley. A green button labeled 'Read More' is provided. Below this is a large image of a modern house with a balcony, surrounded by lush greenery. This is followed by a section titled 'Featured Accommodation' with a paragraph of text about Villa d'Amour, a luxury escape for couples. A green button labeled 'More Places to Stay' is provided. Below this is a grid of three small images with captions: 'Drives', 'Walk & Cycle', and 'Top Trails'. The footer includes a navigation bar with links: 'MARKETS | HIGH TEA | FESTIVALS | ART', social media icons for Facebook and Instagram, and logos for 'FIND YOUR SELF', 'MELBOURNE'S YARRA VALLEY AND DANDENONG RANGES', 'YARRA RANGES TOURISM', 'VICTORIA', 'Yarra Ranges Council', and 'Nillumbik The Green Wange Share'.

6 Free Activities for Families in the Warburton Valley

Looking for family-friendly things to do in the Warburton Valley that won't break the bank? Check out our list and spend some quality time together in this beautiful part of our region. Think greenery, tall trees, riverside walks and plenty of photo opportunities.

Read More

Featured Accommodation

Villa d'Amour offers a luxury escape for couples who want to swap the fast pace of modern city living for the peace and tranquility of the breathtaking mountains. Located in Mount Dandenong, this charming self-contained Villa is set in a magnificent English-style garden and provides the perfect sanctuary to rest, recharge and reconnect. [Find out more](#).

More Places to Stay

Drives | Walk & Cycle | Top Trails

MARKETS | HIGH TEA | FESTIVALS | ART

f i

FIND YOUR SELF | MELBOURNE'S YARRA VALLEY AND DANDENONG RANGES | YARRA RANGES TOURISM

VICTORIA | Yarra Ranges Council | Nillumbik The Green Wange Share

Social Media

VALUE
\$300

SOCIAL MEDIA POSTS AND/OR REELS

Inclusion on our high-performing Instagram and Facebook channels offers a powerful boost to reach your ideal customer base. With thousands of engaged followers actively seeking fresh and relevant content, your brand gains invaluable exposure and visibility.

FACEBOOK

@VisitYarraValleyandDandenongRanges

INSTAGRAM

@yarravalleydandenongranges



SOCIAL MEDIA INFLUENCERS

Select from our array of social media influencers to find the perfect match for your business. Our team will collaborate closely with you to select the ideal creator. We handle all arrangements and work directly with the influencer to tailor the itinerary and effectively promote your brand.

VALUE
\$750



Included
in premium
& platinum
partnership
packages.

Rate Card

Unlock a range of additional marketing opportunities to connect with a highly engaged audience, who are keen to explore the region.

Choose from a variety of tailored benefits to enhance your visibility, including targeted social media promotions, strategic email marketing campaigns, customised mini-campaigns, and more. These options are designed to help you maximise your reach and effectively engage with potential visitors.

Newsletters

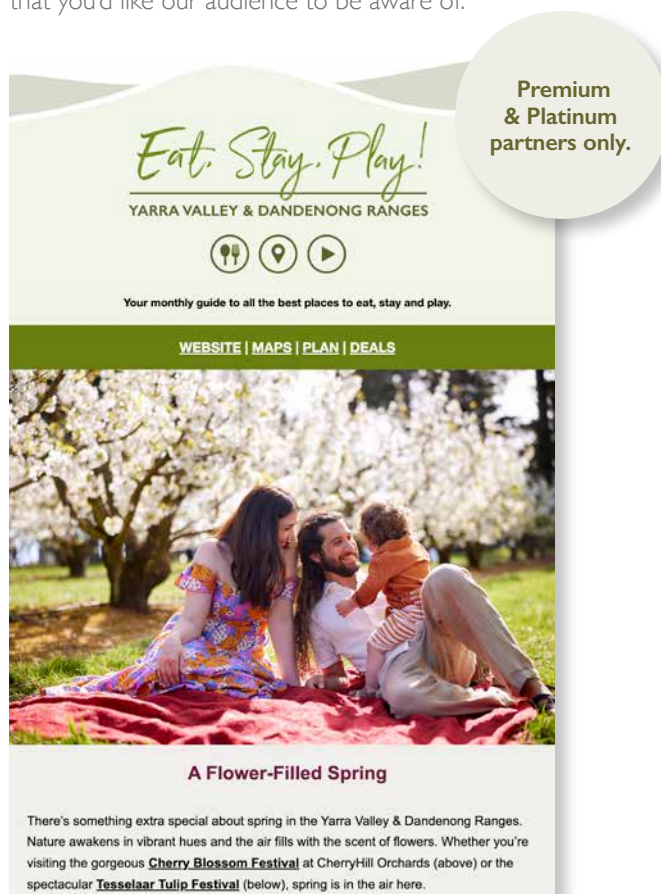
INDUSTRY E-NEWSLETTER – INDUSTRY NEWS

Keep in touch with our regular industry eNewsletter. Sent weekly, we advise our partners of upcoming marketing activities and industry development opportunities.



CONSUMER E-NEWSLETTER – EAT, STAY, PLAY

Our monthly consumer e-newsletter has an audience of over 35,000 and is perfect for up-coming events or new services that you'd like our audience to be aware of.



Post Campaign

Post-campaign, you'll receive an insights report to track your return on investment that evaluates key metrics like engagement, conversions, reach, and ROI. This report offers clear visibility into effective strategies and areas for future refinement.

SUPPORT VIA OUR INDUSTRY WEBSITE

Marketing Request and Collateral Order Forms webpage.

Looking for travel information?

PARTNERSHIPS ABOUT MARKETING INDUSTRY DEVELOPMENT RESOURCES TRADE DIRECTORY DESTINATION MANAGEMENT PLAN

Marketing Request and Collateral Order Forms

MARKETING / MARKETING REQUEST AND COLLATERAL ORDER FORMS

Want to request a social media post, newsletter inclusion or order marketing collateral?

Fill out the appropriate request form below.

Tourism
Create/Update Your Website Listing
SUBMIT CONTENT

Tourism
Social Media Post
SUBMIT ORDER

Tourism
Newsletter Feature
SUBMIT REQUEST

Tourism
Website Listing Deal or Offer
SUBMIT CONTENT

Trade
Promotion in Industry Newsletter
SUBMIT PROMOTION

AS
Maps & Trails Order Form
SUBMIT ORDER

Yarra Valley Business Events
Social Media Post
SUBMIT ORDER

Yarra Valley Business Events
Update Your Website Listing
SUBMIT ORDER

Yarra Valley Business Events
Website Listing Special Deal
SUBMIT ORDER

AS
Walks Guide Book Order Form
SUBMIT ORDER

YARRA RANGES TOURISM
Website: www.yarraranges.com.au
Email: info@yarraranges.com.au
Phone: 03 9758 0000

Site Map
Home - Homepage
About
Marketing
Resources
Industry Development
Trade Directory
Partner's Portal
Contact Us
Partnership Terms and Conditions
Privacy Policy

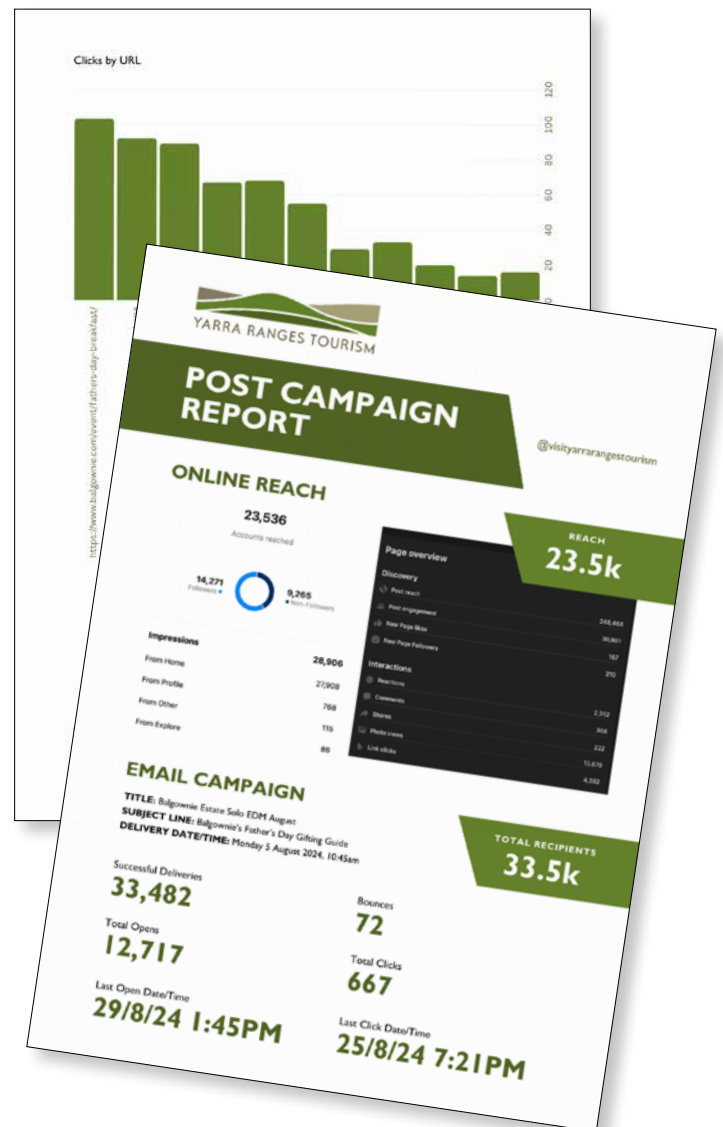
Contact
Yarra Ranges Tourism
partners@yarraranges.com.au
General Enquiries
info@yarraranges.com.au
Tel: 03 9758 0000

Links
PARTNER LOGIN
Facebook
Instagram
Twitter

Yarra Ranges Council
Nillumbik
Manningham
VISIT VICTORIA

ANALYTICS REPORT

Example report emailed to a partner, post campaign.



OTHER MARKETING OPPORTUNITIES

Regional Touring Map

VALUE
\$799

The map covers both the Yarra Valley and the Dandenong Ranges, making it an incredible resource for visitors to navigate the region and discover more things to do and places to stay.

The Touring Map is the primary piece of printed collateral produced and distributed annually by Yarra Ranges Tourism. A listing in the map is included in the Premium and Platinum packages.



Yarra Valley Business Events Program

The Yarra Valley & Dandenong Ranges close proximity to Melbourne along with world-class wine and dining experiences, makes it the perfect destination for business events.

Yarra Valley Business Events seeks out new corporate and incentive business for the region, by engaging and connecting conference planners with venues, accommodation, suppliers and services in the region.

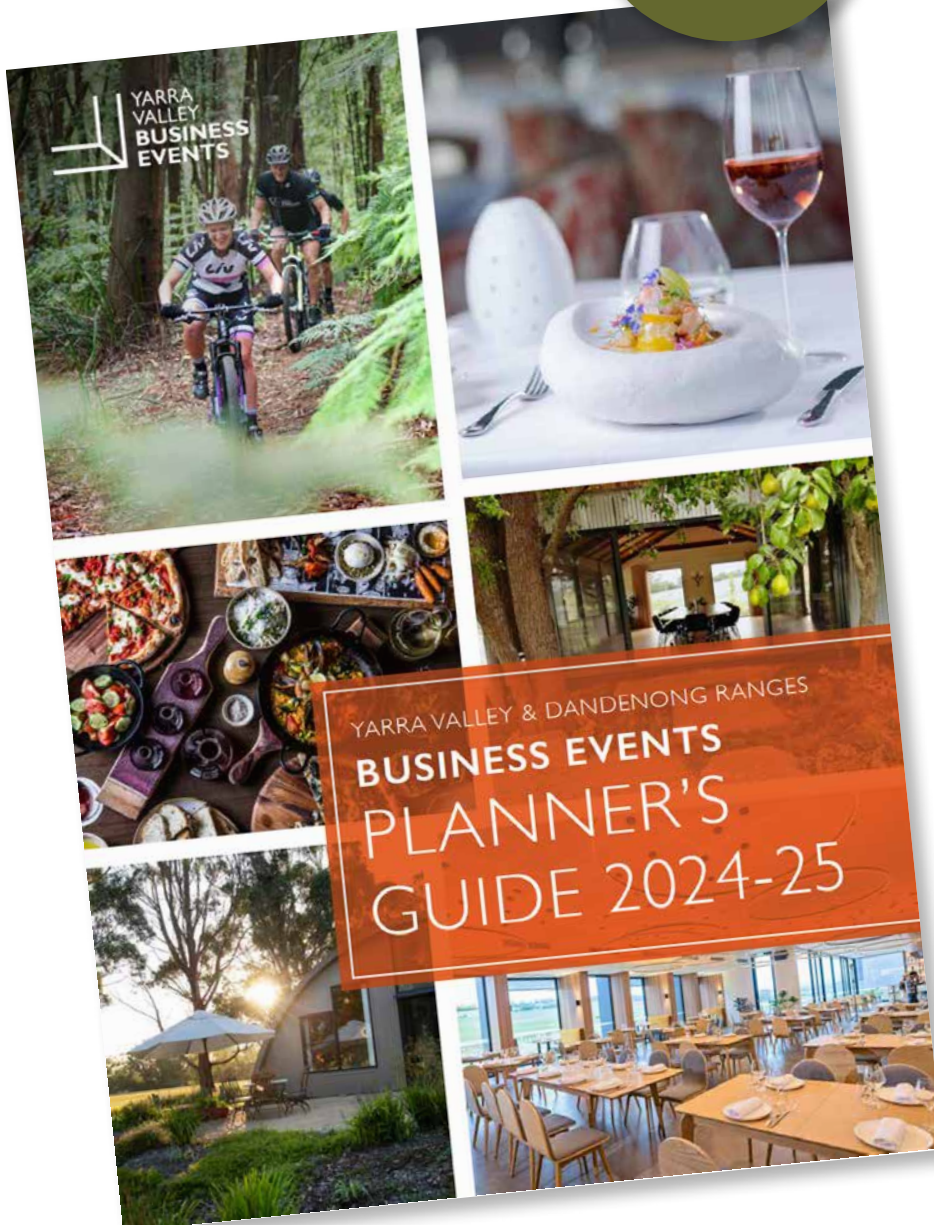
Yarra Valley Business Events provides expert support, connecting event organisers directly with you, our experienced operators, who deliver tailored and memorable conference and incentive programs.



VALUE

Venue \$700

Service \$400



International Program

Suited to tourism partners seeking to tap into overseas markets by working with the inbound Travel Trade. This exposure to international travellers via their trusted source of inbound travel agents can lead to more bookings midweek and off season through promotion of your business on a global scale.

Participating in this program enables you to:

- Be represented by Yarra Ranges Tourism and Go Beyond Melbourne at trade shows conducted by Tourism Australia, Visit Victoria and Australian Tourism Export Council.
- Tap into ready-made network of wholesalers, inbound tour operators and online travel agents.
- Be featured in marketing material prepared and distributed by Yarra Ranges Tourism and Go Beyond Melbourne including: website, trade manual, themed itineraries and trip planner.

Go Beyond Melbourne encourages exploring destinations outside the city to uncover the diverse attractions and experiences of regional Victoria. By highlighting the region's rich beauty and variety, it aims to enhance travel experiences and deepen appreciation for Australia's landscapes and local communities.

Being featured in the Go Beyond Melbourne Touring Route can greatly benefit your business by boosting exposure, reaching a targeted audience, enhancing credibility, creating networking opportunities, generating positive word-of-mouth, and expanding your online and social media presence.

To participate in this program, your business needs to be "international ready" by ensuring the following points are accomplished:

- You are prepared to work with inbound tour operators.
- Have a price structure that can support agent commission.
- Your product and service is attractive to international visitation.



Yarra Valley & Dandenong Ranges
International Trade Manual



Press Release Hub



How to get involved

Our 2024-25 Tourism Marketing Partnerships have been created so that no matter the size, skills or needs of your business, there is a partnership to suit you.

Each package tier ensures you maximise your business exposure, while supporting the promotion of the Yarra Valley and Dandenong Ranges.

All packages include access to:

- Our industry website, weekly industry updates, customer personas and one-off marketing opportunities.
- Uploading events on ATDW for inclusion in our Regional Event Calendar.
- Partner pricing to two networking events and our Annual Summit.
- Benefit from Yarra Valley and Dandenong Ranges regional promotion and content creation.
- A person at the end of the phone to ask for guidance and advice.

Visit yarrarangestourism.com.au to become a partner.



"Yarra Ranges Tourism (YRT) has played a pivotal role in CherryHill Orchards' journey in the vibrant tourism landscape of the Yarra Valley and Dandenong Ranges. Their targeted marketing support has been instrumental in amplifying our brand presence and attracting visitors who resonate with our offerings. Moreover, the networking events organised by YRT have provided invaluable opportunities to forge meaningful connections within the local tourism community, fostering collaboration and innovation."

We're truly grateful for the ongoing support, marketing assistance, and collaborative opportunities provided by Yarra Ranges Tourism. Their unwavering commitment to the success of local tourism businesses like ours is commendable, and we look forward to continuing our fruitful partnership for years to come."

Michael Appleton, CherryHill Orchards – General Manager

Compare

	Starter DIY	Starter FULL SERVICE	Plus	Premium	Platinum
	\$499	\$1,099	\$945	\$3,835	\$9,900
Listing on region websites visityarravalley.com.au and visitdandenongranges.com.au	✓	✓	✓✓	✓✓	✓✓
Dedicated Facebook and Instagram post	✓	✓	✓✓	✓✓✓	✓✓✓✓ ✓✓
What's On emailer inclusion	✓	✓	✓	✓	✓
Web deals and events on visityarravalley.com.au	✓	✓	✓	✓	✓
Invitation – Networking Events x2 and Annual Summit	✓	✓	✓	✓	✓
Professional photoshoot of your business x10		✓			
Creation of professional content copy		✓			
What's On emailer feature			✓	✓	✓
What's On emailer advertisement			✓	✓	✓✓
Feature listing on visityarravalley.com.au			✓		
Premium listing on visityarravalley.com.au				✓	✓
Instagram collaboration			✓	✓	✓
Solo email sent to our database (35k contacts)				✓	✓✓
One-hour marketing product development review				✓	✓
Inclusion in a social media influencer visit				✓	✓✓✓
Inclusion in Regional Tourism Map				✓	✓✓
Inclusion in itinerary on visityarravalley.com.au				✓	✓✓
Separate website profiles (up to four)				✓✓	✓✓✓✓
Bi-annual marketing insights forum				✓	✓
Tourism profile page on visitvictoria.com / atdw.com.au				✓	✓
Feature article in monthly Eat, Stay, Play emailer				✓	✓✓
Mini Campaign: online advertising, public relations launch or competition					✓
Marketing health check and strategy session					✓
Visitor Information Kiosk advertising (2 weeks)					✓
LinkedIn and industry news post featuring your business					✓✓



YARRA RANGES TOURISM

For information or to register to become a partner, please contact us.

Email: partner@yarrarangestourism.com.au

Phone: (03) 8739 8000

Register online: yarrarangestourism.com.au

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