

TOURISM MARKETING PARTNERSHIPS

Event packages



Puffing Billy's Train of Lights

Our event packages are designed to connect you with our highly engaged audience in the greater Melbourne region.

We have previously collaborated with regional events such as Shedfest Yarra Valley, The River Folk Festival, Oktoberfest Yarra Valley, and we would love to work with you!

With over **35,000** consumer e-newsletter subscribers, **77,000** Facebook followers, and **55,000** Instagram followers, your event will gain the visibility it deserves.

Our open rate across all consumer EDMs is 42%, and the click-through rate is 6%.

Additionally, our website attracts over **2.5 million** total page views and **660,000** users annually, providing a powerful platform to showcase your event.

We offer three options for event promotion:

Option A: \$750

Event listing on regional websites
visityarravalley.com.au and
visitdandenongranges.com.au

1x Social Media Post

1x What's On email feature
Only your event featured, scheduled
for a specific week.

Option B: \$650

Event listing on regional websites
visityarravalley.com.au and
visitdandenongranges.com.au

1x What's On email feature
Only your event featured, scheduled
for a specific week.

1x What's On email advertisement
Only your event featured, scheduled
for a specific week.

Option C: \$500

Event listing on regional websites
visityarravalley.com.au and
visitdandenongranges.com.au

1x Social Media Post

1x What's On email inclusion
1 of 5 businesses featured in the
events section.

For more information please contact Yarra Ranges Tourism.

Phone: +61 3 8739 8000 Email: marketing@yarrarangestourism.com.au

Website: visityarravalley.com.au/yarrarangestourism