

# PARTNERSHIPS

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2025/26







# Partner with us!

Connect with visitors and be part of something bigger.

**Tourism East** is here to do more than promote our region, we're here to strengthen it. As the peak tourism and marketing body for the Yarra Valley, Dandenong Ranges and surrounds, we connect local businesses to opportunity, to the community, and to visitors actively planning their next great escape.

A partnership with us means incredible exposure to potential customers. It's also about joining a network of passionate operators, creatives, producers and place-makers working together to shape the story of our region. It's about aligning with a **trusted brand, gaining expert marketing support**, and tapping into **high-performing marketing channels** that reach millions of engaged potential customers every day of every year.

No matter what your business; accommodation, wine and dining, art, or an amazing experience – your story matters here. And we're here to help you tell it.

In an increasingly competitive visitor economy, connection is everything. When you partner with Tourism East, you amplify your voice, extend your reach, and become part of a thriving, resilient, and future-focused destination.

This services guide is your pathway to working with us and contributing to the shared success of the regional visitor economy.

Visit **[tourismeast.com.au](https://tourismeast.com.au)** to become a partner today!



# Starter\*

Ideal for emerging operators ready to grow. The Marketing Starter Package is your springboard into the visitor economy.

Whether you're a small business just getting started or looking to boost visibility on a budget, the Starter Package gives you access to regional marketing support and puts your business in front of one million engaged visitors annually through our official tourism websites, emails and social media.

It's the perfect launchpad for boutique stays, local makers, and experience providers wanting to connect with the right audience and be part of something bigger. Start strong, stand out, and grow your reach.



**Build on your inclusions by accessing our Marketing Rate Card.**

### INCLUSIONS: \$515

- ✓ Listing on region websites [visityarravalley.com.au](http://visityarravalley.com.au) / [visitdandenongranges.com.au](http://visitdandenongranges.com.au) x2
- ✓ Dedicated Facebook & Instagram post
- ✓ What's On emailer inclusion
- ✓ Limitless web deals & events on our regional website
- ✓ Invitation to networking events x2

\* Eligible for business with less than 5 employees.





# Plus

Perfect for businesses ready to level up. You've built something great, now it's time to amplify it.

The Marketing Plus Package is designed for operators who want to build momentum and stay front-of-mind with visitors. It offers increased digital exposure, more opportunities to collaborate, and enhanced visibility across Tourism East's channels.

If you've got a great product and you're ready for more eyes, more clicks, and more bookings, then this is the one for you!



**Build on your inclusions by accessing our Marketing Rate Card.**

## INCLUSIONS: \$975

- ✓ Listing on region websites [visityarravalley.com.au](http://visityarravalley.com.au) / [visitdandenongranges.com.au](http://visitdandenongranges.com.au) x2
- ✓ Dedicated Facebook & Instagram post x2
- ✓ What's On emailer inclusion
- ✓ Limitless web deals & events on our regional website
- ✓ Invitation to networking events x2

## PLUS ADDITIONS:

- ✓ Feature listing on our regional website
- ✓ What's On emailer feature
- ✓ What's On emailer advertisement
- ✓ Instagram collaboration





## Premium

For established operators who want to lead. Already delivering outstanding visitor experiences? The Premium Package helps take your presence to the next level.

You'll benefit from elevated visibility across digital platforms, inclusion in regional campaigns, and curated content that speaks directly to high-value travellers. With deeper strategic support and tailored promotions, your story is aligned with the region's strengths positioning your business as a must-visit highlight of the Yarra Valley, Dandenong Ranges and surrounds.

If you're ready to be recognised not just as part of the experience, but as a leader, Premium is your package!



**Build on your inclusions by accessing our Marketing Rate Card.**

### INCLUSIONS: \$3,950

- ✓ Listing on region websites [visityarravalley.com.au](http://visityarravalley.com.au) / [visitdandenongranges.com.au](http://visitdandenongranges.com.au) x2
- ✓ Dedicated Facebook & Instagram post x3
- ✓ What's On emailer: inclusion, feature & advertisement
- ✓ Limitless web deals & events on regional website
- ✓ Instagram collaboration
- ✓ Invitation to networking events x2

### PREMIUM ADDITIONS:

- ✓ Premium listing on our regional website
- ✓ Solo email sent to our database
- ✓ 1hr marketing product development review
- ✓ Social media influencer visit
- ✓ Regional Touring Map inclusion
- ✓ Itinerary our regional website
- ✓ Bi-annual marketing insights forum
- ✓ Tourism profile page on [visitvictoria.com](http://visitvictoria.com) & [atdw.com.au](http://atdw.com.au)
- ✓ Feature article in Eat, Stay, Play emailer
- ✓ Competition collaboration opportunity



# Platinum

For destination-defining brands with bold ambitions. This is the top tier for businesses who want to play a key role in shaping the region's tourism future.

Whether you're an established brand or a bold newcomer, Platinum connects you directly with your ideal customers and places your business front and centre across campaigns, websites, media activity and industry promotions.

You'll receive early access to marketing initiatives, bespoke collaboration opportunities, and personalised support from the Tourism East team. It's high-profile visibility, backed by strategic alignment.

For those who want to make a lasting impact, Platinum is your platform!



**Build on your inclusions by accessing our Marketing Rate Card.**

## INCLUSIONS: \$9,900

- ✓ Listing on region websites [visityarravalley.com.au](http://visityarravalley.com.au) / [visitdandenongranges.com.au](http://visitdandenongranges.com.au) x2
- ✓ Dedicated Facebook & Instagram post x6
- ✓ What's On emailer: inclusion, feature & x2 advertisement
- ✓ Limitless web deals & events on regional website
- ✓ Instagram collaboration
- ✓ Feature article in monthly Eat, Stay, Play emailer x2
- ✓ Solo email sent to our database x2
- ✓ 1hr marketing product development review
- ✓ Social media influencer visit x3
- ✓ Regional Touring Map inclusion x2
- ✓ Itinerary on our regional website x2
- ✓ Bi-annual marketing insights forum
- ✓ Tourism profile page on [visitvictoria.com](http://visitvictoria.com) & [atdw.com.au](http://atdw.com.au)
- ✓ Invitation to networking events x2 & Annual Summit
- ✓ Competition collaboration opportunity

## PLATINUM ADDITIONS:

- ✓ **Platinum listing on our regional website**
- ✓ **Separate website profiles (up to 4)**
- ✓ **Mini-Campaign: online advertising, public relations launch or competition**
- ✓ **Marketing health check & strategy session**
- ✓ **Visitor information kiosk advert (2 weeks)**
- ✓ **LinkedIn & Industry News post featuring your business x2**



# Compare Packages

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Listing on region websites [visityarravalley.com.au](http://visityarravalley.com.au) / [visitdandenongranges.com.au](http://visitdandenongranges.com.au)

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Dedicated Facebook & Instagram post

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Limitless web deals and events on our regional website

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Invitation: Networking Events x2 & Annual Summit

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What's On Emailer: Inclusion (1 of 5 businesses displayed)

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What's On Emailer: Feature (only your business)

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What's On Emailer: Advertisement (your ad stand alone)

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Feature listing on our regional website

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Premium listing on our regional website

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Instagram collaboration

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Solo email sent to our database

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One-hour marketing product development review

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Inclusion in a social media influencer visit

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Inclusion in Regional Tourism Map

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Inclusion in itinerary on our regional website

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Separate website profiles (up to 4)

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Competition collaboration opportunity

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Bi-annual marketing insights forum

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Tourism profile page on [visitvictoria.com](http://visitvictoria.com) & [atdw.com.au](http://atdw.com.au)

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Feature article in monthly Eat, Stay, Play emailer

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Mini Campaign: online advertising, public relations launch or competition

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Marketing health check and strategy session

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Visitor Information Kiosk advertising (2 weeks)

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LinkedIn & Industry News post featuring your business

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Starter	Plus	Premium	Platinum
\$515	\$975	\$3,950	\$9,900
✓	✓✓	✓✓	✓✓
✓	✓✓	✓✓✓	✓✓✓✓ ✓✓
✓	✓	✓	✓
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✓	✓	✓	✓
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		✓	✓
		✓	✓
		✓	✓✓
			✓
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			✓✓

One tick indicates one actioned benefit provided.



"CherryHill has been a partner with Tourism East for over 8 years and we love the camaraderie and industry engagement we get from being a partner along with the information sharing and opportunity to be across what's happening in our industry more broadly."

**Michael Appleton, CherryHill Orchards.**

"Partnering with Tourism East has been such a valuable experience for our business. It's helped us get our brand out there in ways we couldn't have done alone. Beyond the visibility, it's the connections that matter. We've met so many fantastic people in the industry and found real support in the network."

The team at Tourism East genuinely care about promoting local businesses, and their marketing expertise has been a huge boost to our own social media and digital strategy. We feel like we're part of something bigger."

**Lauren Riggs, Go Wild Ballooning**

"As a smaller niche business in the region that is a little different to most tourism offerings in the destination – being a partner with Tourism East has allowed us to have a much larger 'presence' in the region."

**Billy Crombie, Babajis Kerala Kitchen  
Belgrave & Warburton**

# Promoting You & the Region

Tourism East is dedicated to connecting Yarra Valley, Dandenong Ranges and surrounds businesses with their ideal customer.

We create and manage impactful, always-on marketing campaigns that attract high volumes of visitors eager to experience our world-class tourism offerings. Our branding leverages our greatest strength by positioning the region as **Melbourne's Yarra Valley, Dandenong Ranges and surrounds**, giving us a strong competitive edge.

Our marketing is designed to maintain strong regional awareness across digital, email, social media, and public relations channels. We aim to attract new and returning visitors, encouraging them to explore widely and support a broad mix of local businesses.

We focus on low-season and mid-week activation while staying responsive to market trends and conditions. This ensures that our messaging is always relevant, agile, and effective in driving visitation when and where it's needed most.



# PROMOTING THE REGION

We showcase the Yarra Valley, Dandenong Ranges and surrounds 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.

## REGION MAP



# MARKETING & PARTNER BENEFITS

As a Tourism East partner, you not only gain access to powerful marketing but also benefit from our years of consolidated industry knowledge and experience – helping you grow and succeed in the tourism sector.



## CUSTOMER REACH

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



## TOURISM ADVICE

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



## LATEST INFORMATION

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



## 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 Tourism Summit.



## WEB PRESENCE

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



## LEVERAGE

Leverage your spend with state and local government investment in regional promotion.

# ANNUAL DIGITAL PERFORMANCE



**2.5M**

PAGE  
VIEWS



**770K**

UNIQUE  
USERS



**3.2M**

EMAILS  
SENT



**212K**

CLICKS TO  
PARTNERS



**11M**

GOOGLE  
ADS REACH



@VisitYarraValleyandDandenongRanges

**80K**

FOLLOWERS

**9M**

IMPRESSIONS



@YarraValleyDandenongRanges

**61K**

FOLLOWERS

**3M**

IMPRESSIONS



# PACKAGE INCLUSIONS

## Website Listings


### OUR REGIONAL WEBSITE

Listing your business on [visityarravalley.com.au](http://visityarravalley.com.au) / [visitdandenongranges.com.au](http://visitdandenongranges.com.au) significantly enhances your visibility, attracting more customers. By showcasing your business on our platform, you gain access to an audience actively seeking information about the region. We encourage customers to click on your details, book, and visit.

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.

### BUSINESS HIGHLIGHT

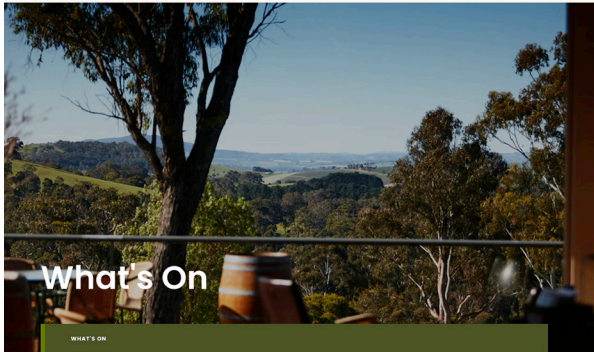
### Premium Listings



**EAT & DRINK**  
**Coombe Yarra Valley**

Nestled in the scenic Yarra Valley, Coombe Yarra Valley stands as a testament to both history and sophistication, once graced by the presence of...

### WHAT'S ON



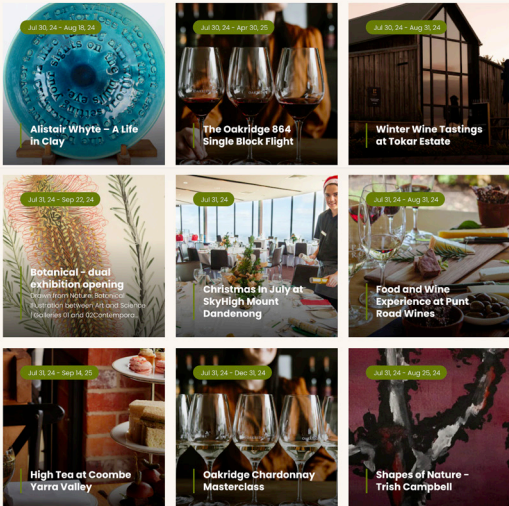
**What's On**

*Wondering what to do in the region?*

Check our 'What's On' for planning ideas, from free events to exhibitions, markets, art, live music and more.

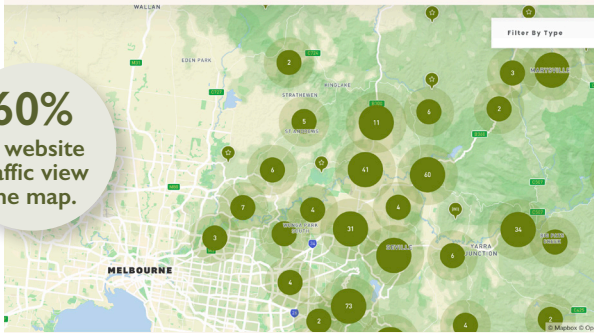
### EVENTS CALENDAR

30/07/24 to 30/08/24



- Allistair Whyte - A Life In Clay** (Jul 30, 24 - Aug 01, 24)
- The Oakridge 864 Single Block Flight** (Jul 30, 24 - Aug 01, 24)
- Winter Wine Tastings at Tokar Estate** (Jul 30, 24 - Aug 01, 24)
- Botanical - dual exhibition opening** (Jul 30, 24 - Sep 01, 24)
- Christmas in July at SkyHigh Mount Dandenong** (Jul 31, 24)
- Food and Wine Experience at Punt Road Wines** (Jul 31, 24 - Aug 01, 24)
- High Tea at Coombe Yarra Valley** (Jul 31, 24 - Sep 14, 24)
- Oakridge Chardonnay Masterclass** (Jul 31, 24 - Dec 01, 24)
- Shapes of Nature - Trish Campbell** (Jul 31, 24 - Aug 25, 24)

### MAP



**60%** of website traffic view the map.

Less than an hour from Melbourne, the Yarra Valley & Dandenong Ranges is a life experience away, quality local food and wine, breathtaking scenery, romantic hideaways and indulgent adventures.

**EAT & DRINK** SEE & DO STAY

# Emailers

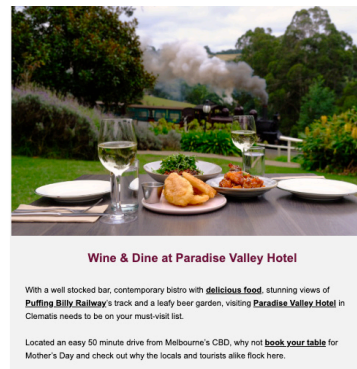
## WHAT'S ON

Be featured in our "What's On" email, reaching 42,000 contacts, 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.

### INCLUSION



### FEATURE



### ADVERTISEMENT



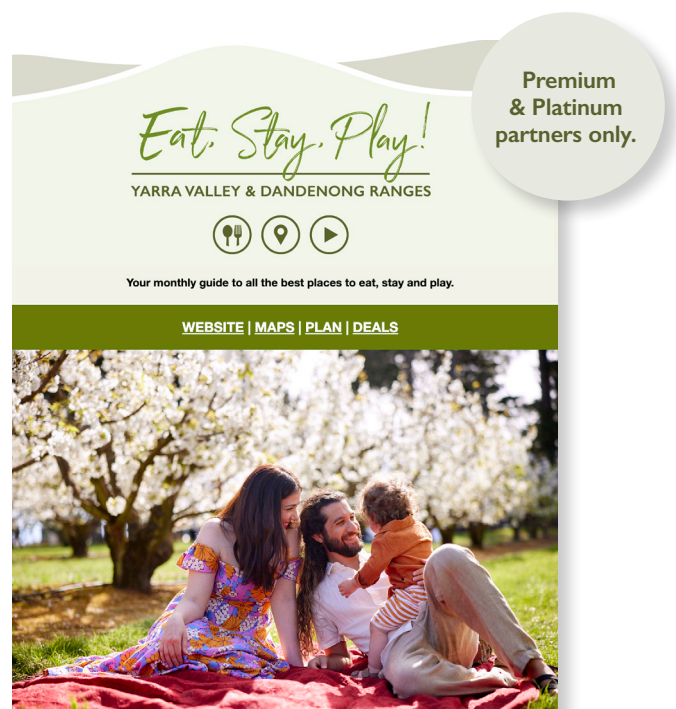
## INDUSTRY NEWS

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



## EAT, STAY, PLAY

Our monthly consumer e-newsletter has an audience of over 42,000 and is perfect for up-coming events or new services that you'd like our audience to be aware of.





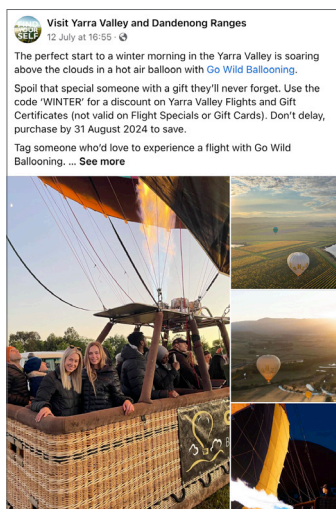
# Social Media

## POSTS AND/OR REELS

Inclusion on our high-performing Instagram and Facebook channels offers your business a powerful boost. With thousands of engaged followers actively seeking fresh and relevant content, your brand gains invaluable exposure and visibility. Premium Partners get an Instagram collaboration, allowing your business to share social content with our engaged audience.

### FACEBOOK

@VisitYarraValleyandDandenongRanges



### INSTAGRAM

@yarravalleydandenongranges



## 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.

Included in premium & platinum partnership packages.



# Marketing 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.

## Marketing Rate Card



Our Marketing Rate Card enables partners to access additional marketing opportunities. Pick and choose from a range of extra benefits to connect with our highly engaged audience or contact us to build a bespoke package.

### Digital Channel Performance

Yarra Valley & Dandenong Ranges

#### 12 Month Website Data

- Total Page Views: 2.5mil
- Google Ads Impressions: 11mil
- Total Users: 770k
- Emails Sent: 3.2mil
- Total Clicks To Partners: 212k

#### 12 Month Social Media



Followers: 80k Impressions: 9mil  
@VisitYarraValleyandDandenongRanges



Followers: 61k Impressions: 3mil  
@yarravalleydandenongranges

# Partnership Support

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.

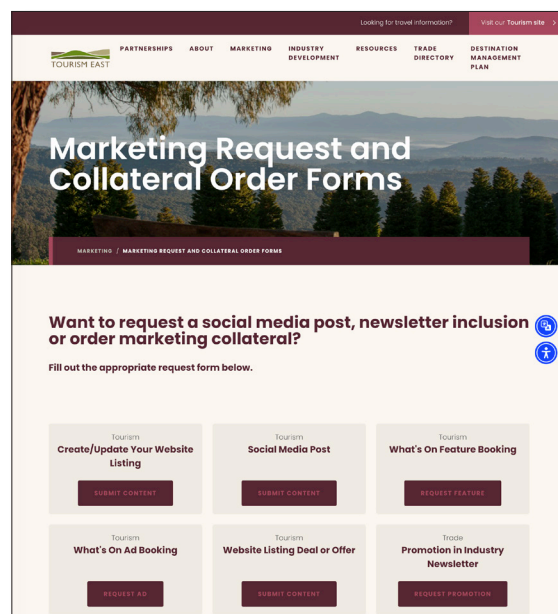
## POST CAMPAIGN ANALYTICS REPORT

Example report emailed to a partner, post campaign.



## SUPPORT VIA OUR INDUSTRY WEBSITE

Leverage essential resources and information to help grow your tourism business and stay connected.



TOURISM EAST

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 CONTENT

TOURISM

What's On Feature Booking

REQUEST FEATURE

TOURISM

What's On Ad Booking

REQUEST AD

TOURISM

Website Listing Deal or Offer

SUBMIT CONTENT

TOURISM

Promotion in Industry Newsletter

REQUEST PROMOTION



# MARKETING OPPORTUNITIES

## Regional Touring Map

The map covers the Yarra Valley, Dandenong Ranges and surrounds, with 100k copies distributed per edition, making it an invaluable 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 Tourism East. A listing in the map is included in the Premium and Platinum packages.



## Business Events

The Yarra Valley, Dandenong Ranges and surrounds 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.





# 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 also lead to more midweek and off-season bookings.**

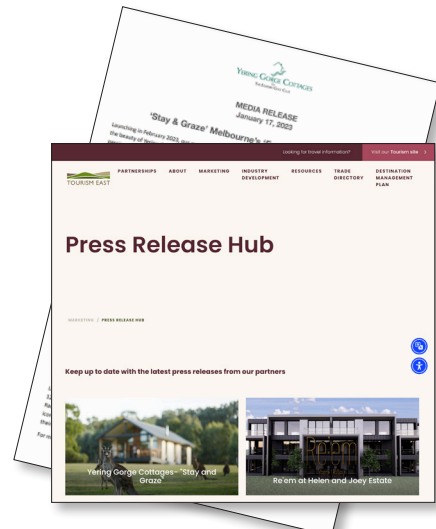
Participating in this program enables you to:

- Be represented by Tourism East 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 Tourism East 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. 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.



Yarra Valley & Dandenong Ranges International Trade Manual



Press Release Hub





**For more information or to register as a partner, please contact us.**

**Phone:** (03) 8739 8000

**Email:** [partner@tourismeast.com.au](mailto:partner@tourismeast.com.au)

**Register online at [tourismeast.com.au](http://tourismeast.com.au)**

All information contained in this document was accurate at the time of printing. Services, partnerships, and other details are subject to change without notice. For the most current information, please contact us directly or visit our official website.

*Tourism East will automatically generate renewal invoices based on the previous year's participation levels. Our software refers to "Partnership level" as "Membership." Please note that this software terminology does not confer actual membership in the organisation under the Tourism East Ltd Constitution; it is solely a software reference.*

Proudly supported by:

