

TOURING MAP 2025/26

Marketing opportunity

100K maps picked up in region!



Put your business on the map – literally!

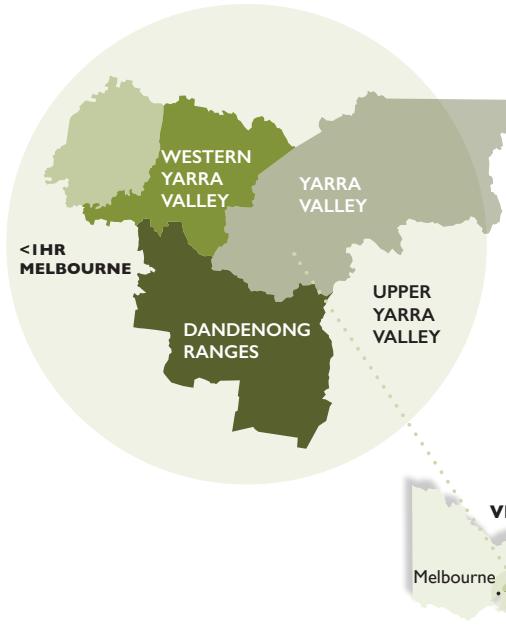
The Tourism East Official Regional Touring Map is the go-to guide for exploring both the Yarra Valley and the Dandenong Ranges. With 100,000 printed copies per edition, it's one of the most trusted and widely used marketing tools in the region – helping visitors navigate with ease while inspiring them to discover new places to visit, things to do, and places to stay.

Why it works:

- Strategic positioning** – Our printed map is stocked at high-traffic destinations and businesses across the Melbourne CBD and eastern region, with prime visibility in Visitor Information Carousels at key locations. The digital version has a strong online presence and is accessible worldwide via our regional website.
- Trusted by iconic attractions** – Proudly used by top regional destinations including the Yarra Valley Chocolaterie & Ice Creamery, Beechworth Bakery, Healesville Sanctuary, Puffing Billy Railway, SkyHigh Mount Dandenong, and Yarra Valley Dairy.
- Promotional opportunities** – Take advantage of opportunities to promote seasonal offerings or special events, especially with higher-tier listings.

Whether you're a café, gallery, adventure provider, or boutique accommodation, our Touring Map gives your business a powerful platform to be seen, remembered, and visited.

Get your business in front of thousands of eager travellers and ensure you're part of their journey.



Turn over page for T&Cs. Prices exclude GST.


TOURISM EAST

Tier 1: Petite listing example:



Business Name

03 0000 0000 website.com.au
00 Address, Suburb

\$399

Tier 2: Standard listing example:



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:



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

\$1,499

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

Tier 4: Showcase listing example:



\$2,999

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.

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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 90 words max.

03 0000 0000 website.com.au
00 Address, Suburb

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



Touring Map listing tiers

With four distinct tiers of advert listings, you can choose the level of exposure that best suits your business 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: visityarravalley.com.au/tourismeast

