



TOURISM EAST

PARTNERSHIPS GUIDE

2026-27

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Wurundjeri, Taungurung and Bunurong Peoples as the Traditional Custodians of the lands of the Yarra Valley, Dandenongs, Nillumbik and Cardinia.

We recognise their enduring connection to Country, waterways, skies and community, and pay our deepest respects to Elders past and present, and to all First Peoples who continue to care for and share culture across these lands today.

We honour their ongoing role in shaping and sustaining this remarkable region and extend that respect to all Aboriginal and Torres Strait Islander peoples.



TOGETHER, WE GROW A STRONGER VISITOR ECONOMY

Yarra Valley, Dandenong Ranges, Nillumbik and Cardinia, contributing \$1.15 billion to our regional economy.

Behind every visit is an opportunity. An opportunity for local businesses to attract new customers, increase spending, create jobs and strengthen our communities.

Tourism East exists to help turn that opportunity into growth.

As the regional tourism organisation for our region, we bring businesses together to tell a stronger destination story, attract more visitors and create greater economic benefit for local communities. When we work collectively, we increase our impact, encouraging visitors to stay longer, spend more and explore more of what our region has to offer.

Partnering with Tourism East connects your business to a powerful network dedicated to growing demand for our destination year-round. Through regional marketing, industry collaboration, business development programs and visitor insights, we help businesses maximise opportunities and build long-term success.

Whether you are an accommodation provider, attraction, hospitality venue, tourism operator, producer or service business, your success contributes to the strength of our destination.

Together, we can continue to grow while building a thriving and sustainable visitor economy for the future.

Louise Scott,
Chief Executive Officer.

WHO ARE WE?

Tourism East collaborates with councils, industry groups, partners and tourism operators to drive regional tourism outcomes through destination marketing, industry development, advocacy and visitor economy growth, ensuring a unified and strategic approach for the region.

REGIONAL TOURISM

Our Board

Tourism East is guided by a Board that brings together a diverse mix of expertise and regional knowledge from across the visitor economy. The Board includes representatives from industry, local government and key stakeholder groups, ensuring strong collaboration, strategic oversight and alignment with the needs and opportunities of the region.

Visitor Economy Partnership (VEP)

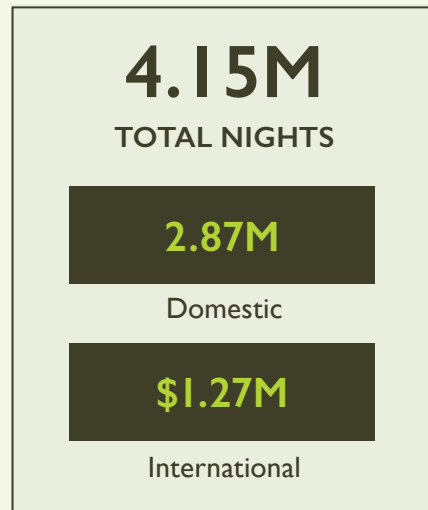
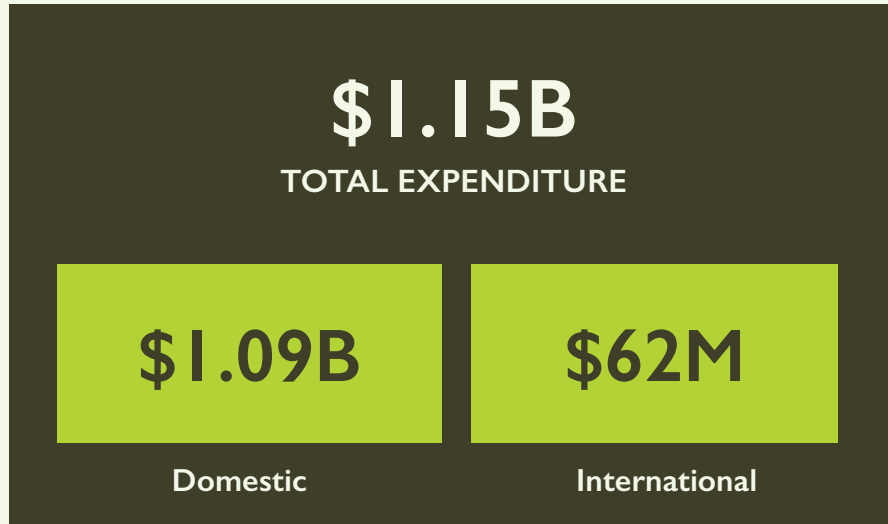
Tourism East is the recognised Visitor Economy Partnership (VEP) for Melbourne's East, connecting the region to the Victorian Government and key tourism agencies including Visit Victoria and Tourism Australia. As part of Victoria's visitor economy framework, Tourism East advocates for local industry priorities, helps shape tourism investment and development opportunities, and ensures our region has a strong voice in state and national tourism initiatives. VEP status also provides access to government support and funding opportunities, including the Regional Events Fund, helping attract events, grow visitation and deliver economic benefits across the region.

Working with Our Partners

Our partners are at the heart of everything we do. Tourism East works alongside businesses across accommodation, hospitality, wineries, attractions, retail, wellness and experiences to increase visibility, strengthen capability and create opportunities for growth. Through marketing exposure, networking, mentoring, trade opportunities and industry advocacy, we help businesses connect with more visitors and become part of a stronger, more collaborative regional visitor economy.



KEY REGIONAL INSIGHTS



Data from Tourism Research Australia for year ending December 2025.

9,300 DIRECT & INDIRECT JOBS*

4033 TOURISM BUSINESSES*

*source - Tourism Satellite Accounts – year ending June 2024.

WE CAN'T DO IT ALONE

Tourism East works collaboratively with Tourism Australia and Visit Victoria to grow the visitor economy across domestic and international markets.

Through collaborative marketing campaigns, trade programs, media opportunities and attendance at events such as the Australian Tourism Exchange (ATE), we help connect local businesses with buyers, visitors and distribution channels. By aligning with state and national tourism strategies, we amplify the region's profile, strengthen industry opportunities and ensure our destination remains competitive, visible and well-positioned for growth.

Tourism East works in alignment with Tourism Australia and Visit Victoria's shared focus on creating demand, converting demand and supporting industry, ensuring our region is well positioned to attract visitors, grow business opportunities and maximise the impact of tourism investment.

By creating demand, we help inspire potential visitors to consider the region as a destination through compelling storytelling, marketing and promotion. Converting demand is about turning that interest into action, making it easy for visitors to discover, plan and book experiences across the region. Supporting industry ensures local businesses have the tools, capability and connections needed to deliver exceptional visitor experiences and grow sustainably.

This aligned approach is important because successful tourism outcomes don't come from marketing alone. Real growth happens when awareness, conversion and industry capability work together, resulting in stronger businesses, increased visitation and greater visitor spend across the region.



DIGITAL MARKETING PERFORMANCE

TOURISM EAST REACH AND ENGAGEMENT



2.2M
PAGE
VIEWS



700K
UNIQUE
USERS



3.2M
EMAILS
SENT



225K
CLICKS TO
PARTNERS

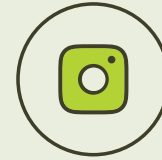


11M
GOOGLE
ADS REACH



@VisitYarraValleyandDandenongRanges

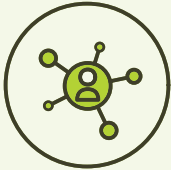
82K **9M**
FOLLOWERS IMPRESSIONS



@YarraValleyDandenongRanges

65K **3M**
FOLLOWERS IMPRESSIONS

HOW WE SUPPORT INDUSTRY



CREATE & CONNECT

Bringing industry together to strengthen relationships, collaboration and regional opportunities.

- Industry networking events
- Industry famils
- B2B referrals & introductions
- Stakeholder engagement
- Industry collaborations
- Council engagement
- Visitor servicing connections
- Industry working groups & committees
- Regional advocacy & representation
- Connections with state & national tourism bodies



CONVERT & PROMOTE

Increasing visibility for businesses and the region through marketing, media and digital exposure.

- Consumer website
- Social media
- Weekly 'What's On' consumer email
- Collaborative marketing opportunities
- Media & PR opportunities
- Destination storytelling & editorial features
- Seasonal campaigns & promotions
- Event promotion
- ATDW distribution network
- Itineraries & campaigns
- International marketing



SUPPORT

Providing tools, resources and guidance to help build capability and confidence.

- Weekly industry newsletter
- Workshops & training
- Digital mentoring
- ATDW support & training
- Business mentoring & 1:1 support
- Resources & toolkits
- Research & analytics
- Tourism industry advice & guidance
- Letters of support
- Grant & funding opportunity sharing
- Visitor economy education ("tourism 101")
- Destination management planning



GROW

Helping businesses and the region unlock new opportunities, markets and revenue.

- Product & experience development
- Trade readiness support
- Australian Tourism Exchange (ATE) opportunities
- International trade manual
- Buyer introductions
- Connections with international markets through ITOs, OTAs & wholesalers
- Trade shows & sales missions
- Packaging & itinerary development
- International market development
- Opportunities to Increase visitor spend & dispersal

THE AUSTRALIAN TOURISM DATA WAREHOUSE



The Australian Tourism Data Warehouse (ATDW) is Australia's national tourism database and distribution platform. Tourism East sources business information directly from the ATDW ensuring that any business with an active ATDW profile will be featured on our consumer facing websites automatically.

WHY IS THIS YOUR FIRST PRIORITY?

The Australian Tourism Data Warehouse (ATDW) connects Australian tourism businesses with global consumers and is operated for the benefit of the Australian tourism industry. Visit Victoria manages the listing of products, experiences, and events submitted through the ATDW platform.

WHAT ARE THE BENEFITS OF AN ATDW PROFILE?

- A listing on regional tourism sites
- A listing on Visit Victoria and Tourism Australia websites
- Reach a global audience for less than \$1 per day (\$295 per year – paid direct to ATDW)
- Increased marketing reach and improved SEO.

SEO & AI OPTIMISATION

Listing on trustworthy websites such as ours and Visit Victoria's helps AI find accurate, reliable information to give customers the best, most accurate answers. For SEO, these links act like votes of confidence, showing search engines your tourism business is an honest, high-quality authority that customers can genuinely trust.



ATDW ensures your business features on official, high-profile websites:

- **visitvictoria.com**
(avg. 10.5M annual visits)
- **australia.com***
(avg. 22.5M annual visits)
- **Your region's tourism website***



An ATDW profile is your opportunity to participate in Visit Victoria's data-driven marketing campaigns and programs



Enhance your SEO (Search Engine Optimisation)

Drive leads directly to your website with no commissions or booking fees



Save time

Update just one profile and changes automatically reflect across all ATDW distributor websites. Your profile is reviewed for content quality

PARTNER WITH US 2026-27



Tourism East offers a range of partnership packages designed to suit different needs and budgets. Our packages are curated to provide flexible levels of engagement, from essential connection and industry updates through to enhanced marketing exposure, capability support and growth opportunities.

INCLUSIONS:	RRP	STARTER \$550 (or \$46 per month*)	MID TIER \$1100 (or \$92 per month*)	TOP TIER \$4200 (or \$350 per month*)
ATDW coupon	\$295	not included	not included	1
Promote your events on visityarravalley.com.au / visitdandenongranges.com.au	\$500	YES	YES	YES
Limitless web deals & offers on visityarravalley.com.au / visitdandenongranges.com.au	\$300	YES	YES	YES
Invitation to three networking events	\$165	YES	YES	YES
Access to resources in the partner portal	Priceless	YES	YES	YES
Invitation to participate in industry strengthening opportunities	\$400	YES	YES	YES
Standard listing on visityarravalley.com.au / visitdandenongranges.com.au	\$300	YES	-	-
Feature listing on visityarravalley.com.au / visitdandenongranges.com.au	\$400	-	YES	-
Premium listing on visityarravalley.com.au	\$500	-	-	YES
Dedicated Facebook / Instagram social post (tagged and collaborated)	\$350	1	2	3
What's On email inclusion	\$200	1	2	3
What's On email feature	\$500	-	1	2
What's On email advert	\$300	-	1	2
Instagram Collaboration (post on your feed and collaborate with YVDR)	\$300	-	1	2
Solo EDM	\$990	-	-	1
Inclusion in social media influencer visit (opt in available if not included in package)	\$400	-	-	1
Standard listing in official touring map	\$799	OPTIONAL	OPTIONAL	1
Access to copies of the official touring guide	Priceless	YES	YES	YES
Inclusion in itineraries on visityarravalley.com.au	\$500	-	YES	YES
Competition collaboration opportunity & database	\$850	-	-	YES
Marketing consultation	\$400	-	-	YES
Visit Victoria opportunities (inc. media & famils)	Priceless	-	-	YES
Additional marketing (WeChat, Rednote, Yarra Valley Pass)	Priceless	-	-	YES
PR launch digital campaign	\$500	-	-	YES
License to use Tourism East brand tools & creative assets	Priceless	YES	YES	YES

* Monthly payments attract a \$30 annual admin fee, 12 month minimum commitment, \$15 dishonour fee per failed payment applies.

EST. VALUE

\$2,215

\$4,465

\$10,499

MARKETING ADD ONS

In addition to your partnership package you can further amplify your business across our marketing channels. Choose from the options below and connect your business directly with people actively looking to visit our region.

WHATS ON – WEEKLY EDM

(ELECTRONIC DIRECT MAIL)

Tap into our curated database of over 50,000 subscribers boasting an average click rate of 1,000 per email.

FEATURE ARTICLE: Quality placement in our weekly newsletter – ideal for events, venue or experience promotion.

ADVERT (BANNER): A custom-designed banner placed seamlessly within our Whats On email.

Solo EDM: An exclusive, standalone email dedicated entirely to your brand, delivering 100% share of clicks.

EVENTS, DEALS & SEASONAL CAMPAIGNS

EVENTS: List your festival or event in our high-traffic “What’s On” event calendar to drive direct ticket sales and attendance.

DEALS & OFFERS: Promote exclusive packages to drive immediate bookings and boost off-peak, mid-week traffic (partners only).

SEASONAL CAMPAIGNS: Align with our major quarterly marketing pushes, combining paid digital ads and P.R to capture peak travel intent.

SOCIAL MEDIA & INFLUENCERS

Put your brand in front of a community hungry for visitor inspiration.

SOCIAL POSTS & REELS: Feature across our Facebook and Instagram channels, generating over 1M+ monthly impressions and strong engagement.

INSTAGRAM COLLABS: Partners can co-author posts, instantly sharing content directly onto our main feed.

INFLUENCER PARTNERSHIPS: Leverage our vetted creator network. We handle the logistics, matching you with the perfect influencer and designing a tailored itinerary to showcase your business.

COLLABORATIVE OPPORTUNITIES

We work closely with media outlets to secure paid and unpaid media opportunities. Our partners are invited to buy into these opportunities to increase visibility for their brand.

Collaborative opportunities that our partners participated in include:

- Australian Traveller Magazine
- Channel Nine, Postcards
- Channel Ten, The Yes Experiment
- Channel Seven, Girl Torque.

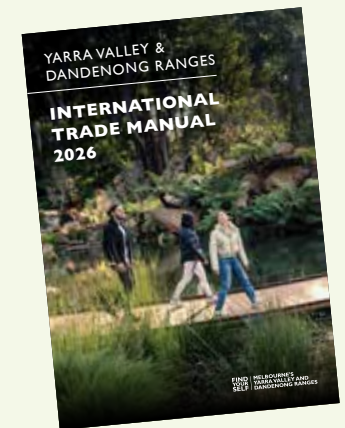


ADDITIONAL PROGRAMS

Tourism East offers two additional programs to provide further exposure for your business.

GO BEYOND MELBOURNE

This program is ideal for tourism businesses looking to grow their international reach through the inbound travel trade, helping attract more overseas visitors and increase midweek and off-season bookings. Participants gain representation at key industry trade shows by Tourism East and Go Beyond Melbourne, access to networks of wholesalers, inbound tour operators and online travel agents, and inclusion in marketing materials such as websites, trade manuals, itineraries and trip planners. Featured businesses also benefit from inclusion in the Go Beyond Melbourne Touring Route, enhancing visibility, credibility, networking opportunities, word-of-mouth referrals, and online presence.



YARRA VALLEY BUSINESS EVENTS (YVBE)

The region's close proximity to Melbourne along with world-class wine and dining experiences, makes it the perfect destination for business events. YVBE 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. This program provides expert support, connecting event organisers directly with our experienced operators to deliver tailored and memorable conference and incentive experiences.



For further information on these programs please contact us at partner@tourismeast.com.au



PARTNERSHIPS & ALLIANCES



OUR TEAM

LOUISE SCOTT

CEO

Louise is responsible for leading the organisation's strategic vision and advancing the growth of the visitor economy across the region.

Drawing on extensive experience in destination marketing and tourism leadership, including senior roles with City of Melbourne and Tourism Western Australia, Louise brings deep industry knowledge and a strong network across government, tourism and business sectors. Her experience and relationships with Tourism Australia, Visit Victoria and key stakeholders help position the region for sustainable growth, investment and industry success.

EUAN MCDONALD-MADDEN

HEAD OF MARKETING & COMMUNICATIONS

DONNA PATERSON

PARTNERSHIP MANAGER

GWEN LUSCOMBE

PR AND CONTENT

ELISE ROONEY

DIGITAL MARKETING & SOCIAL MEDIA COORDINATOR

CHRISTINE BETTER

GRAPHIC DESIGNER



LEFT TO RIGHT: Christine Better, Donna Paterson, Louise Scott, Elise Rooney & Euan McDonald-Madden.
ABSENT: Gwen Luscombe & Sarah Markley.

WHAT OUR PARTNERS SAY

“Despite being long-term partners with Tourism East, our relationship continues to strengthen. The entire team consistently back the region, celebrate what makes each business unique, and continue to include us in events and opportunities year after year. Considering the sheer number of businesses they work with across the Yarra Valley, it’s pretty remarkable that they manage to make us feel so individually supported and valued.”

Catherine McCarthy, Yarra Valley Dairy.

“Tourism East has played a key role in helping Apteds Orchards grow its tourism presence. Their marketing campaigns have helped drive strong engagement and visitation, while networking, mentoring and professional development opportunities have provided valuable connections and insights. A passionate and supportive team that genuinely champions regional tourism and local businesses.”

Danielle Lehtsalu, Apteds Orchards.

“As a small cellar door, we greatly value the advice and support provided by the Tourism East team. Their connection to the wider tourism community has helped us expand our reach and engage with a much broader audience.”

**Nicole Devlin,
Coldstream Hills – Penali Cellar Doors.**

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

Phone: (03) 8739 8000

Email: partner@tourismeast.com.au

Register online at tourismeast.com.au

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