

# TOURISM MARKETING PARTNERSHIPS

# 2023/24

Your Essential  
Regional Investment





# Who are we?

We are the peak tourism and marketing body for the Yarra Valley and Dandenong Ranges. We specialise in strengthening and promoting your tourism business to better connect with your ideal customers.

# Why partner with us?

As discretionary spending becomes more competitive, your Tourism Marketing Partnership is more crucial than ever.

Your partnership with us creates:

- Exposure in our various marketing channels
- Engagement with a large consumer audience that want information about our region
- Inclusion on [visityarravalley.com.au](http://visityarravalley.com.au) / [visitdandenongranges.com.au](http://visitdandenongranges.com.au) where we send all marketing leads

By combining resources and leveraging YRT's expertise, we amplify your message to reach an engaged consumer audience. By being a partner, with us we increase your visibility and attract more visitors to your business and our destination.

Register online now at [yarrarangestourism.com.au](http://yarrarangestourism.com.au) or contact us to discuss these opportunities for your business.

Sally Coyle | Partnership Manager  
[partners@yarrarangestourism.com.au](mailto:partners@yarrarangestourism.com.au)  
(03) 8739 8000





# How to get involved

Our 2023 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 & 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](http://yarrarangestourism.com.au) to become a partner.

## What we do



### 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



### Web Presence

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



### Business Networking

Network with the region's key stakeholders to develop new business opportunities and partnerships



### Latest Information

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

## Proudly supported by



# Partner with us

[yarrarangestourism.com.au](http://yarrarangestourism.com.au)

## Marketing Starter

**\$495**

This package is suited to those with digital capabilities and capacity to activate all the benefits of this package.

- Profile on regional website
- One dedicated Facebook and Instagram post
- Promote your events on the regional event calendar
- Web deal on regional website

### Save time and go full service!

For an added \$400 (\$895) you'll benefit from extra support. Including all the starter benefits plus 10 digital photos for your business and copywriting for your digital profile.

## Marketing Plus

**\$645**

Best for businesses that want to actively promote their venue or service to their ideal customers and leverage more of YRT's marketing channels.

- Feature profile on regional website
- Two dedicated Facebook and Instagram posts
- Promote your events
- Web deals on regional website
- Digital Mentoring Session
- A feature placement in our What's On emailer

## Premium Marketing Package

**\$3,655**

This package suits businesses that want to reach a larger audience. Leverage all our communication channels to increase your visibility. Receive access to valuable data and insights that can help you refine your marketing strategies.

## Platinum Marketing Package

**\$9,900**

Does your business require a large constant patronage and needs to reach a large audience? Leverage all our communication channels multiple times per month to increase your visibility. Contact us for a bespoke package.

All prices include GST

## Other Marketing Opportunities



**\$800**

Suited to Tourism Partners seeking to tap into new overseas markets and interstate visitors by working with the Inbound Travel Trade.



**\$375 - \$690**

Uniquely positioned to offer a diverse range of high-calibre venues and immersive team-building activities to event planners and incentive buyers throughout the year.



- YARRA VALLEY & DANDENONG RANGES -

**\$365 - \$495**

Dedicated to promoting the Yarra Valley and Dandenong Ranges as a wedding destination of choice.

### Official Yarra Valley & Dandenong Ranges Printed Map **\$775**

Your opportunity to ensure you get 12 months round exposure with local, state and international visitors.





# Inclusions

	Marketing Starter - DIY	Marketing Starter - Full Service	Marketing Plus	Marketing Premium	Marketing Platinum
Listing on Visit Yarra Valley & Dandenong Ranges website visityarravalley.com.au / visitdandenongranges.com.au	✓	✓	✓	✓	✓
Ten digital photos of your tourism business and products		✓			
Professional interview and copywriting of your digital profile		✓			
Web deal on regional website	✓	✓	✓	✓	✓
Dedicated Facebook & Instagram posts; Potential reach 10k +, 100 - 500 clicks & insights report	✓	✓	✓✓	✓✓✓	✓✓✓✓ ✓✓
Feature location on visityarravalley.com.au			✓	✓	✓
One hour Digital Mentoring session			✓	✓	✓✓
Feature placement in What' On email				✓	✓
<b>PREMIUM &amp; PLATINUM TIERS ALSO RECEIVE</b>					
Solo email sent to our database (25k contacts)				✓	✓✓
Media release sent to hundreds of journalists via Travmedia				✓	✓
Corporate showcase, dedicated LinkedIn post & industry news article: awards, staffing, best practice, facilities, accolades					✓✓
Advice and matching to a dedicated influencer visit coordinated by YRT (partner provides product/service free of charge)				✓	✓✓✓
Inclusion in Regional Tourism Map 150k print run				✓	✓✓
Inclusion in blog on visityarravalley.com.au				✓	✓✓
Mini Campaign: choose from competition, social media advertising or public relations launch					✓
1:1 Marketing Health Check and Strategy Session with YRT marketing team to integrate your activities with YRT					✓
Digital Visitor Information Kiosk advertising (one month)					✓
Up to four separate website product profiles				✓✓	✓✓✓✓
Digital itineraries seasonal campaign				✓	✓
Bi-annual marketing insights forum hosted by YRT				✓	✓
Feature advertorial in What's On emailer				✓	✓✓
Tourism profile page on visitvictoria.com / ATDW				✓	✓
Feature article in monthly Eat, Stay, Play emailer			✓	✓	✓✓
Complementary tickets to the Annual Tourism Summit					✓✓

# Digital Channel Performance

## Yarra Valley & Dandenong Ranges

### 12 Month Website Data



Total page views  
**2.3m**



Total unique users  
**660k**



Total clicks to partners  
**200k**



Google Ads reach  
**6m**



Emails sent  
**1m**

### 12 Month Social Media



Followers **70k** Reach **3m**

@VisitYarraValleyandDandenongRanges



Followers **46k** Reach **900k**

@yarravalleydandenongranges

