

Introducing

THE YARRA VALLEY PASS

An initiative designed to encourage visitors to explore more of the Yarra Valley and Dandenong Ranges – while rewarding them along the way.



What Is the Yarra Valley Pass?

The Yarra Valley Pass is a regional visitor participation platform run by Tourism East in partnership with Loop Fans.

Visitors join the Pass and complete simple actions during their visit — things like spending at a participating venue, leaving a review, referring a friend, or posting a photo or video on Instagram.

Each task earns **Yarra Credits**, which can be redeemed in the Rewards Store for rewards contributed by local businesses. Every reward is an enticing reason to visit a participating venue.

There is no app to download. Visitors can browse the Pass and explore available rewards before signing in — they only need to register with their email when they want to complete a task or redeem a reward.

How It Works — The Visitor Journey

STEP	WHAT HAPPENS
1. Browse	Visitors explore Yarra Valley Pass page — no sign-in needed to see tasks and rewards
2. Join	When ready to participate, they register with their email address. No app required.
3. Complete tasks	They complete actions — spending at a venue, leaving a review, sharing a photo, referring a friend. Each task has a brief; they submit the required information (a receipt, post link, etc.) for verification.
4. Earn Yarra Credits	Once verified, Yarra Credits are added to their account instantly.
5. Claim a reward	They browse the Rewards Store, choose a reward from a participating business, and claim it.
6. Visit your venue	They show the reward on their phone. You validate it with a simple 4-digit code — once entered, the reward is marked as used.

What Counts as a Reward?

A reward is anything your business can offer that feels meaningful to a visitor. It does not need to be expensive — it needs to feel worth earning. Rewards fall into four simple categories:

TYPE	EXAMPLES
Visitation reward	A complimentary tasting · A free sample on arrival · A welcome drink. Low cost, but a great way to bring visitors through the door.
Purchase-based reward	A discount on first purchase · A bonus product with spend over \$50. These help drive additional spend at your venue.
Off-peak incentive	One child free with two paying adults on weekdays · A special midweek offer. Designed to fill your quietest times.
Experiential reward	A behind-the-scenes tour · A private tasting with the winemaker · A hands-on farm experience. Often the most memorable — and most shared.

All rewards are fully flexible. You can set limits on how many are available, define when they can be redeemed, and update or remove them at any time. Businesses can offer one reward or multiple rewards.

What Businesses Need to Do

To be part of the Yarra Valley Pass, businesses simply provide a reward. That is all.

There is no onboarding process, no platform to set up, and no ongoing commitment. Tourism East handles the promotion. Loop Fans manages the platform. Your business contributes a reward and welcomes the visitors who earn their way to you.

What Businesses Get

- **Visibility across the region** — featured in Tourism East’s subscriber promotions, social channels, and website
- **More visits** — warm, engaged visitors who have actively sought out your venue as part of their Yarra Valley experience
- **More spending, reviews and referrals** — generated by visitors completing participation tasks connected to your business
- **Part of a coordinated regional initiative** — the Pass positions the Yarra Valley and Dandenong Ranges as a destination worth exploring fully

Visibility & Control

Participating businesses also have access to a simple dashboard, giving you clear visibility into how your business is performing within the Pass.

You can see:

- **the actions** visitors are completing for your business
- **engagement** on content, such as views and interactions
- how many **rewards** have been claimed and redeemed

You can also manage your rewards at any time — updating them, setting limits, or adjusting availability as needed.

Everything is supported by our team, so you have full visibility and flexibility without adding operational complexity.

How to Get Involved?

Register your interest to be part of the Yarra Valley Pass:

[YARRA VALLEY PASS REGISTRATION](#)

If you'd like to see how it works in practice, you can watch a short walkthrough here:

[PLATFORM WALKTHROUGH VIDEO](#)

We'll follow up with next steps and include your business in the Pass.

We look forward to working together to showcase the best of the Yarra Valley and Dandenong Ranges.

An aerial photograph of a vineyard in the Yarra Valley, showing rows of grapevines stretching across rolling hills. The image is overlaid with a semi-transparent green filter. The text is centered on the image.

Yarra Valley Pass

**FREQUENTLY ASKED
QUESTIONS**

Frequently Asked Questions

Everything you need to know about the Yarra Valley Pass.

GETTING STARTED

What is the Yarra Valley Pass?

The Yarra Valley Pass is a Tourism East-led initiative that encourages visitors to explore more of the Yarra Valley and Dandenong Ranges.

Visitors complete simple actions — such as visiting venues, sharing content on socials, or leaving reviews — and earn Yarra Credits that can be redeemed for rewards contributed by local businesses.

What does it cost my business to join?

Nothing. There are no setup fees, platform costs, or monthly subscriptions. Participation is completely free for businesses in the region.

What do I need to provide?

Simply a reward — or a few if you like.

This could be a tasting, an experience, a product, an upgrade, or a special offer. You decide what to offer and how many are available.

How do I register?

Businesses can join by registering with an email.

Once registered, you'll have access to your business dashboard where you can manage your rewards and view activity.

MANAGING YOUR PARTICIPATION

Do I need to install anything or manage a platform?

No. There is nothing to install, and no complex setup required.

Everything is managed by Tourism East and Loop Fans, with the option for you to access a simple dashboard if you'd like visibility or control.

Can I limit how many rewards I offer?

Yes. You're always in control.

You can set limits such as: number of redemptions, specific days (e.g. midweek), and availability periods.

Can I change or remove my reward?

Yes — at any time.

You can either: update it yourself via your dashboard or simply contact the team and we'll handle it for you.

Can I offer more than one reward?

Absolutely. Many businesses choose to offer a mix.

VISITOR EXPERIENCE

Do visitors need to download an app?

No. Everything runs in a browser.

Visitors can explore the Pass without signing in, and only need to register with their email when completing tasks or redeeming rewards.

What kind of visitors will come to my business?

Visitors who are already exploring the region and looking for more to discover.

They arrive engaged, motivated, and interested in local experiences — not cold traffic.

What do visitors need to do to earn rewards?

Each task has a simple brief.

Visitors complete actions such as: visiting venues, sharing content, leaving reviews, or referring friends.

They then submit proof (e.g. a receipt or post link), which is verified before credits are awarded.

REDEMPTION & OPERATIONS

How does a visitor redeem a reward?

Visitors show their reward on their phone at your venue. You simply enter your unique 4-digit code to validate it — once entered, the reward is marked as used.

What is the 4-digit validation code?

It's a unique code assigned to your business.

It allows you to confirm when a reward has been redeemed. It takes seconds, and any staff member can do it.

PROMOTION & VISIBILITY

How will visitors find out about the Pass?

Tourism East will promote the Pass to their 50,000+ subscriber database, across their social channels, and on their website. Visitors can also browse yarrapass.loop.do at any time — no sign-in needed to explore the Pass and see what is available.

What do businesses get in return?

Participating businesses benefit from:

- increased visibility across the region
- more visits, content, and reviews
- being part of a coordinated Tourism East initiative

TIMING & PARTICIPATION

When does the Pass launch?

Mid-April 2026, aligned with the autumn season.

How do I get involved?

Register your interest here:

[REGISTRATION FORM](#)