



## MAXIMISE YOUR PARTNERSHIP

**We want you to get the most out of your partnership so you get more visibility and more visitors!**

### Optimise your online presence

- ATDW is essential – create and maintain your profile [here](#)
- This one profile will appear on [visityarravalley.com.au](#), [visitdandenongranges.com.au](#), [visitvictoria.com](#) and [tourismaustralia.com](#)
- Keep descriptions, images, opening hours and contact details current.
- Add seasonal imagery and refresh your listing when changes occur.

### Stay informed

Subscribe to industry newsletters and stay up to date with marketing opportunities, programs, insights, trends and forecasts:

- Tourism East Industry News – [here](#)
- Visit Victoria – [here](#)
- Tourism Research Australia – [here](#)

### Be active on social media

- Follow and engage with Visit Yarra Valley & Dandenong Ranges, Visit Melbourne and Visit Victoria on Facebook and Instagram.
- Tag us in your posts and stories.
- Follow other operators in your region so you can stay up to date.

### Get involved

Take advantage of:

- Industry workshops and mentoring programs.
- Networking events and familiarisations.
- Business events and international opportunities (ie: Yarra Valley Business Events and Go Beyond Melbourne).



## Utilise Tourism East marketing assets

- Use your partnership benefits, our tracker card can help you monitor what you've used – find it [here](#)
- Put your business on the map with the Official Touring Map – 100K are printed and distributed to inspire and drive visitors to the region.
- Seasonal campaigns – keep your eye out for various promotional opportunities in our Industry News.
- Send us your newsworthy updates, new product information and license free assets – [marketing@tourismeast.com.au](mailto:marketing@tourismeast.com.au)
- Share Tourism East content with your guests and on your own channels.

## Collaborate locally

It's true... we are stronger together!

- Partner with complementary businesses.
- Create packages, referrals or shared promotions.
- Participate in our Partner Famil Program to share your product or experience and learn about others in the region – find out more [here](#).

## Stay connected

- Keep us informed of changes to your business.
- Ask questions, we're here to help!
- Share feedback and ideas.

**Pro-tip:**  
Partners who see the most value are those who stay visible, are engaged & pro-active.

