



# Yarra Ranges Tourism Summit 2025

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# Introducing Go Beyond Melbourne

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A multi day touring concept linking 4 iconic regions

- Yarra Valley & Dandenong Ranges
- Phillip Island
- Mornington Peninsula
- Geelong & The Bellarine





- A state significant touring route
- An incorporated association funded by 4 RTBs and State Gov't
- **Focus:** Attract international visitors to immerse in regions overnight
- **Aim:** to counteract the 'hub and spoke' model
- Appeal to repeat and VFR international visitors
- Over 100 internationally trade-ready participating businesses



# GBM is The Vital Link between Products and ITOs

- GBM bridges the gap between tourism products and Inbound Tour Operators (ITOs), enabling trade access and sales
- ITOs curate product portfolios tailored to their market segments / client needs
- Agents work with different ITOs, so the key to distribution is ensuring your product is listed with the right ones
- ITOs typically sell what's already in their system—it takes effort to adopt and promote something new
- That's where GBM steps in: a trusted, up-to-date source of product information and a reliable troubleshooter for ITOs
- Our role is to help new products get on the radar—and into the itineraries—of the global travel trade
- Case Study anecdotes:
  - Trailfinders
  - First Class Holidays UK



# What Does Go Beyond Melbourne Do?



- Expands your reach via the global travel trade – It's a platform, a traditional face to face selling program.
- Promotes regional touring to international trade, both within Australia and at global trade events
- Supports businesses to become trade-ready, with guidance on pricing, packaging, and distribution
- Creates impactful, professional trade materials to present 'face to face' at trade events worldwide – showcasing over 100 participating operators
- Inspires the trade to diversify their itineraries, adding more regional, high-yield, and immersive product
- Helps trade build new itineraries, including FIT, group, and incentive programs



# Travel trade use our dedicated resources to find out more about touring our four extraordinary regions just beyond Melbourne

- Online Trip Planner
- Four themed 5D4N itineraries
- Trade Product Manual featuring 100+ international products
- Touring Map linking all 4 regions with snapshot itineraries and locating all products on the map



[www.gobeyondmelbourne.com](http://www.gobeyondmelbourne.com)

# Why target international visitors?



- Travel patterns vary from domestic visitors → even out capacity
- Some international distribution partners also target domestic visitors
- International visitors often spend more / stay longer
- Their lead time is often longer → easier for you to plan
- Tapping a wider network of distribution channels → heightens your business's visibility
- Direct liaison with international wholesalers, their ITOs and visitors → new ideas to grow your business
- Luxury and special interest travel is increasing → demand for regional products



# Travel Trade Insights

Seeking increasingly ...

- Boutique and unique accommodation in countryside locations
- Multi-gen holidays popular
- Slower itineraries, more immersive and 'things that the locals would do' for their clients.
- Luxury and signature experiences
- Experiences / destinations which are improving their sustainability credentials
- Wellness a core motivator. Focus on 'being well'. Much more than hot springs
- Personalisation of experiences and collaboration to provide 'out of the box' experiences
- Visitor centric suppliers who skillfully create experiences which resonate with clients



# UK & Europe Market Trends: Luxe, Nature & Regional Stays

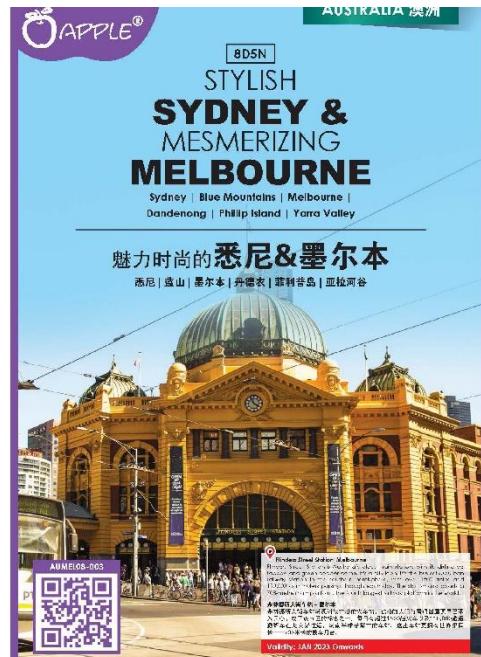
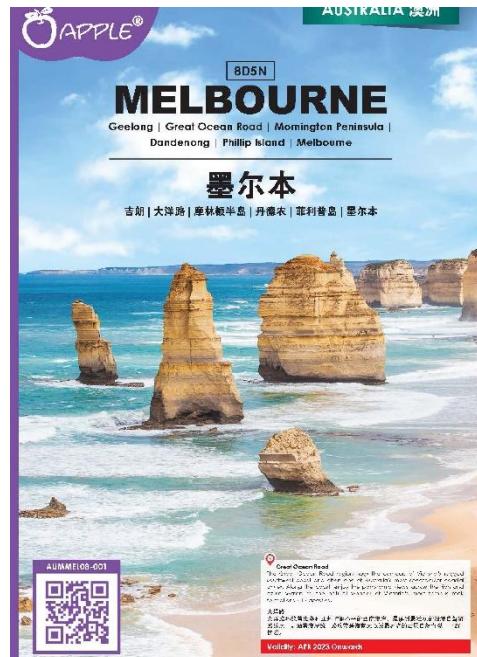
UK and European travel trade are expanding their Australia programs with a strong focus on **premium, nature-based, and regional overnight experiences**, driven by **high-end clients** seeking **wildlife, boutique touring, and off-the-beaten-path stays**.

- Trade partners are increasingly requesting **insider tips** to craft distinctive itineraries.
- One challenge noted: the **rigidity of minimum night stay policies** can hinder itinerary planning.



# SE Asia – Key Trends

- Strong, **repeat** visitation driven by Singaporeans (including high-net-worth expats) and a rising aspirational middle class in Malaysia and Indonesia.
- Travel trade is designing **linked touring** for self-drive and groups, with strong demand for **romance, family, and wildlife** 5D4N itineraries.
- Australia's appeal as a 'work from anywhere' destination is also growing.



# India Market Insights: Rapid Growth, Evolving Preferences and Expanding Itineraries



India is one of the fastest-growing outbound markets, driven by demand for **customised luxury, family group travel, honeymoon and immersive regional experiences** beyond Melbourne—especially during peak periods in April–June and October–November.



# North America: High-Yield Growth Leisure Market Seeking Luxe, Nature, and Authenticity

- Canada and the USA are **high-yield holiday** markets, with Canadians taking longer trips and US travellers spending more—boosted by a favourable exchange rate.
- Motivated by **wellness, nature**, food, and easy **luxury**, they favour small group or private regional touring. Interest is growing in Indigenous, accessible, and **sustainable** experiences, with Delta Airlines opening new market segments.



# Travel Trade Demand of Industry

Need tourism businesses to:



- Align their offering with key trends: luxury, sustainability, immersive travel
- Commit to working consistently with trade. It's not a tap you turn on and off
- Provide fully commissionable inbound rates 8 months ahead
- Respond quickly and professionally to their queries / bookings
- Join preferred online platforms so:
  - (a) trade can access dynamic rates: (e.g Rezdy, Siteminder)
  - (b) businesses can grow their reach and bookings. Trade are increasingly integrating package bookings



AUSTRALIA  
& BEYOND HOLIDAYS

# Top Tips To Attract International Visitors



- Analyse your current business - any ITOs already using you? Private tour operators? Who is referring international businesses to you already?
- Look for gaps and best performing bookers – fill the gaps and work closely with the best
- Map your current referral /trade network (OTAs, ITOs, referrals) noting commissions and % business referred by each
- Create a database to house trade contacts, appointment notes, commission, email trail
- Develop motivational pictorial inbound rate sheets with commissionable experiences
- Build partnerships. Package with nearby trade-ready businesses. Engage with local tour operators for itinerary inclusion
- Clarify cancellation policies. Be clear on group sizes, block-out dates, accessibility

## Avoid

- **Going direct** to clients behind your trade partner's back (e.g., undercutting agent pricing)
- **Being unreliable**—late confirmations, overbooking or failing to deliver promised inclusions
- **Changing rates or terms** without warning, especially after quoting or confirming
- **Not training staff on trade relationships**—resulting in inconsistent info or treatment of trade clients as regular FITs.

## Do for Success

- **Consistency:** Offer the same information, pricing, and terms to all trade partners
- **Reliability:** Respond promptly and professionally to all trade requests.
- **Clarity:** Have a clear, well-formatted trade factsheet with commission structure, booking info, inclusions, and exclusions
- **Ease:** Make booking simple via trusted platforms or with clear manual processes
- **Respect:** Honour agreed terms, hold rates, and communicate well in advance about changes



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