

FIND YOUR SELF

taking time

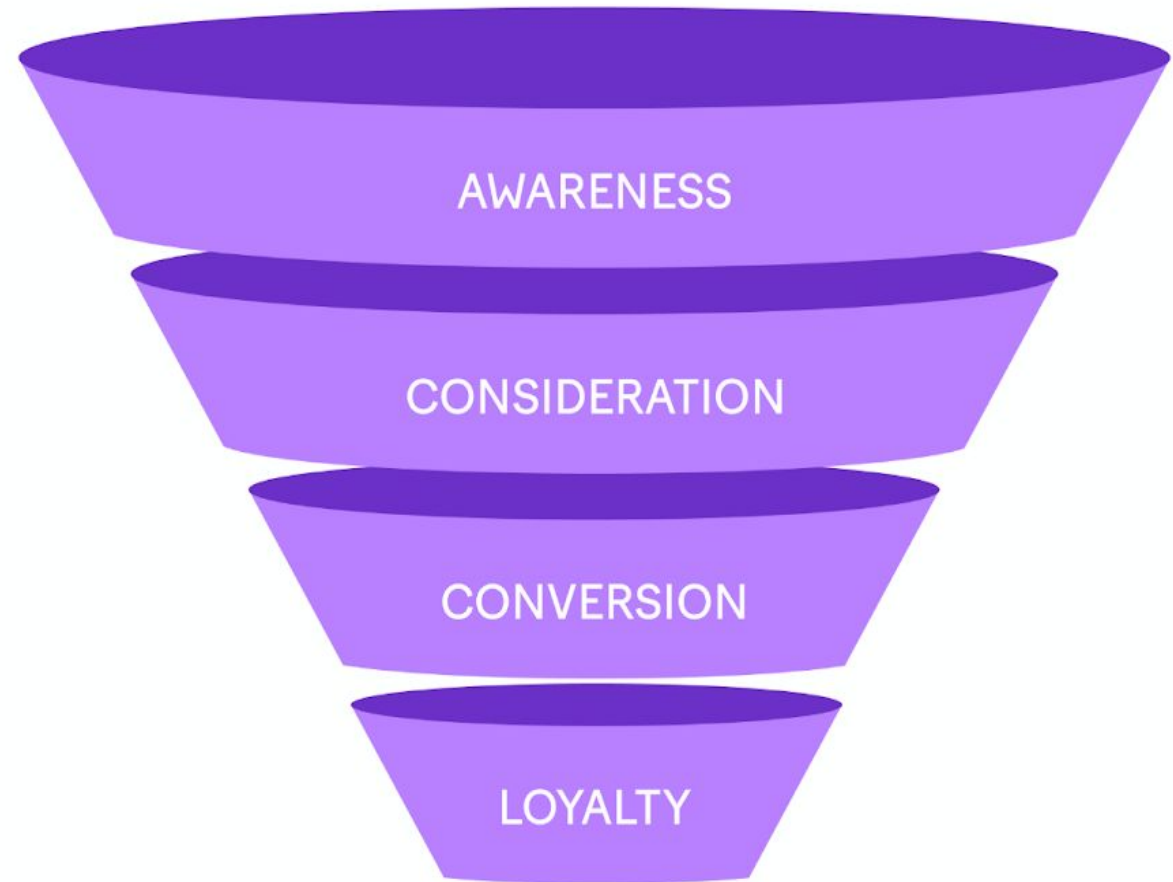
Connecting you with your Ideal Customer

MEET *the* TEAM



MARKETING STRATEGY

Marketing Funnel



MARKETING FOCUS 22/23

Target Markets



MARKETING FOCUS

Equal representation

- Partners
- Regions

**FIND
YOUR
SELF** | **MELBOURNE'S
YARRA VALLEY AND
DANDENONG RANGES**

DISCOVER

SEE & DO

STAY

VISITOR INFO

BLOGS

WHAT'S ON

DEALS



Top Trails



Wineries



Dog Friendly



Eat & Drink



Tours



Attractions



Arts & Culture



Gardens & Nurseries



Farmgate



Markets & Shopping



Drives



Nature & Adventure



Walk & Cycle



Ridges & Rivers



Wellbeing & Spa



660k Users, 2.3mil Page Views, 200k clicks

SEO & CONTENT

- Core pages
- Provide relevant and searchable content



Find Yourself in the award-winning vineyards, cellar doors and wineries of the Yarra Valley & Dandenong Ranges.

Wander the back roads, discover the secrets, share the stories and shake the hands that picked the

Drive Customers to our Website

Google Ads

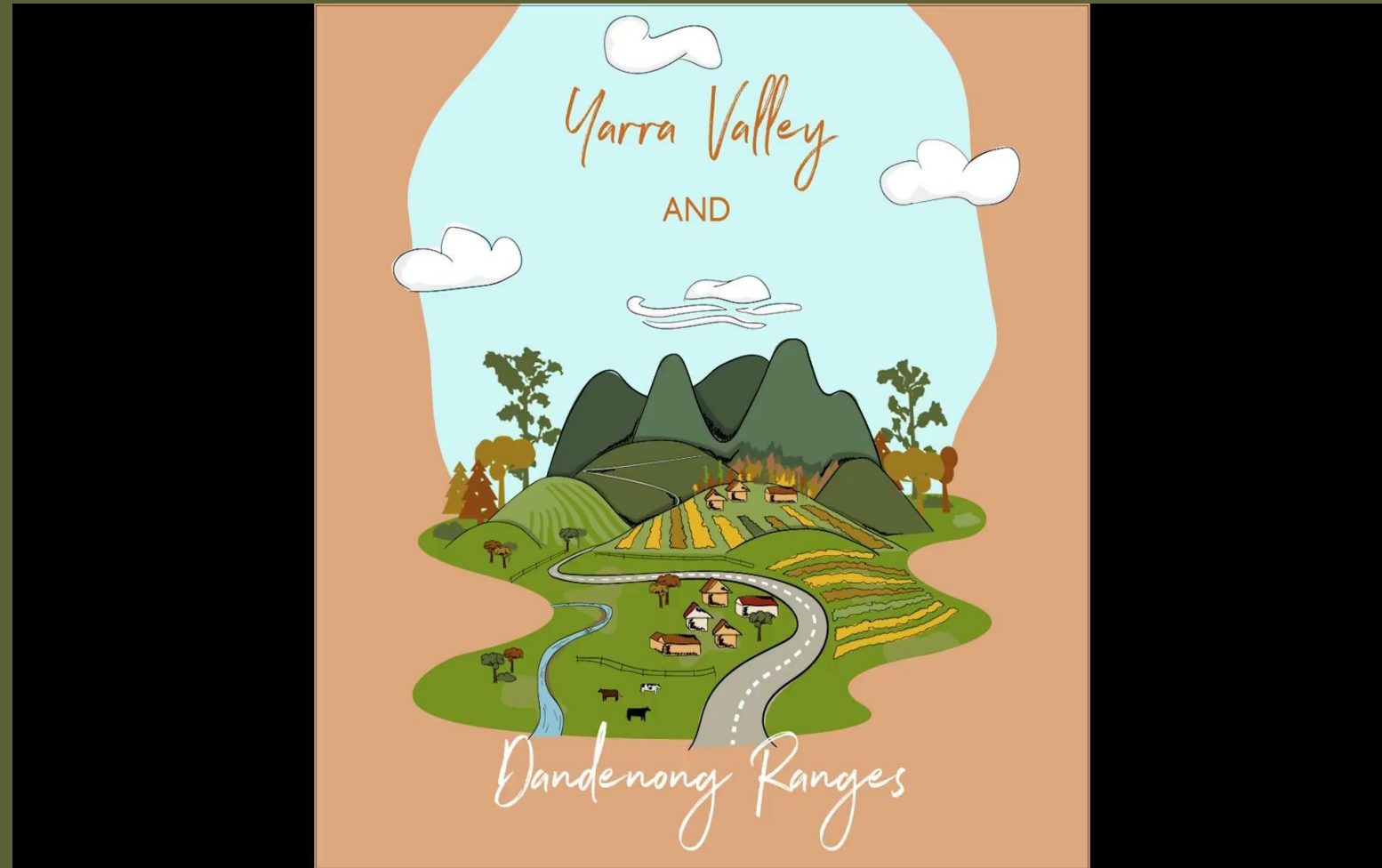
- Search
- Display
- Retargeting
- Youtube

6mil Views, 60k clicks



Drive Customers to our Website

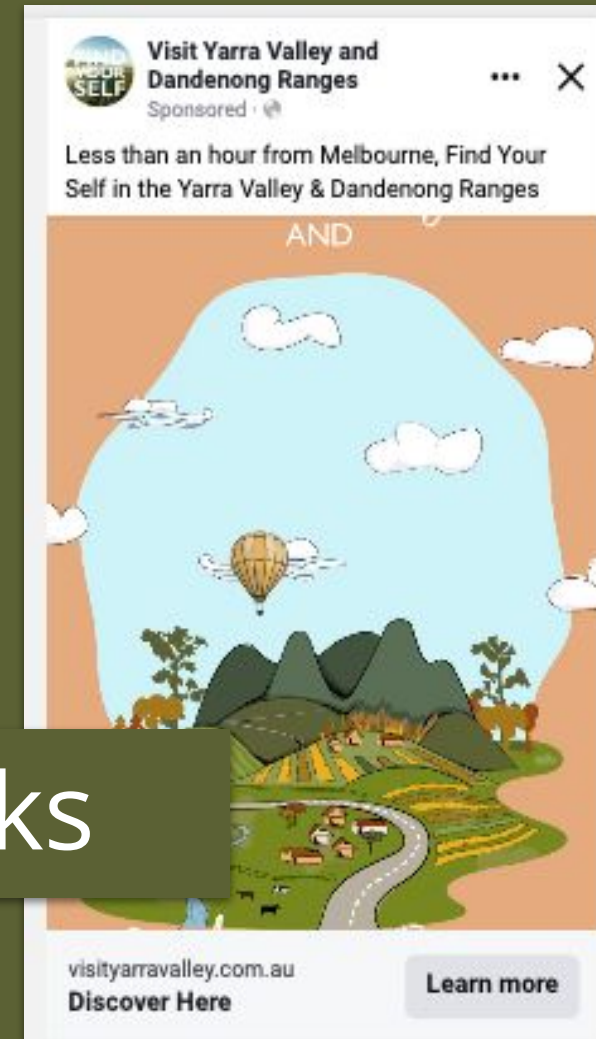
Social Media Ads



Drive Customers to our Website

Social Media Ads

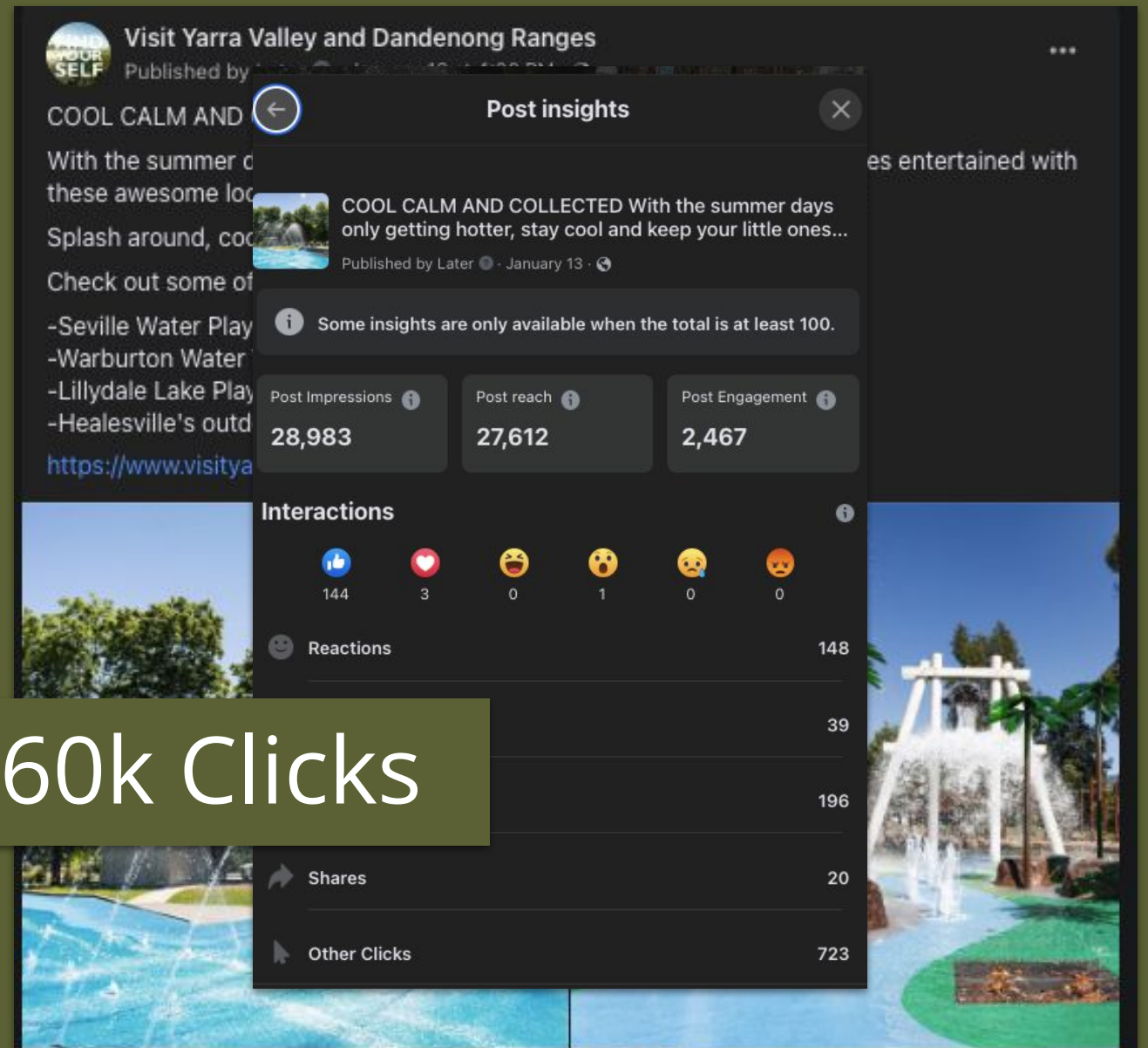
720k Views, 20k Clicks



Facebook & Instagram

- Create Awareness of Partners Region & Drive traffic to our Website

4mil Views, 60k Clicks



Content Creators

- Used to be called Influencers
- Match Creator with Your Business

Email

What's On & Eat, Stay, Play

- 24k sends every week
- 1.2 Mil sent
- 40k clicks



A Berry Good Time

Visiting the local farm gates lets you meet the farmers, growers and makers, both a rewarding and insightful experience.

Wandin Yallock Farms in Wandin North are welcoming visitors to their farm in February and March to pick their own fresh sweet raspberries. Eat as much as you'd like whilst you're picking then pay per kilogram for the fruit you take home.

Summerberries Blueberry Farm in Glenburn is a "U-Pick" blueberry farm with an abundant supply of easy to pick blueberries. Enjoy a fantastic day out and taste one of nature's great antioxidants.

Image: Wandin Yallock Farms - Courtesy of Herald Sun.

[Explore More Farm Gates](#)



Wineries



Attractions



Eat & Drink

Website Results

visityarravalley.com.au

visitdandenongranges.com.au

	FY 21/22	FY 22/23	% Change
Users	424,135	558,647	+31.71%
Sessions	561,827	813,262	+44.75%
Page Views	1,496,749	1,901,210	+27.02%

Touring Map

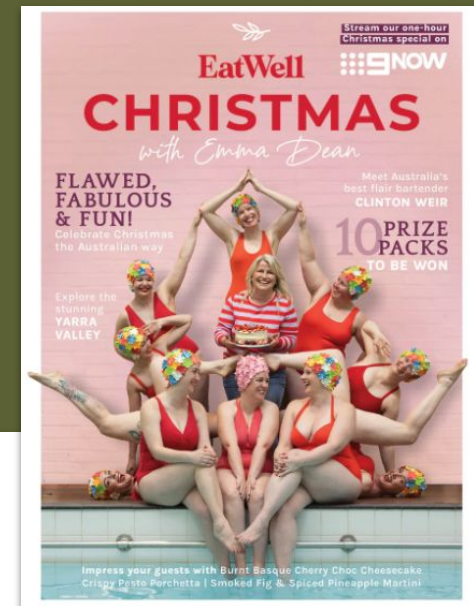
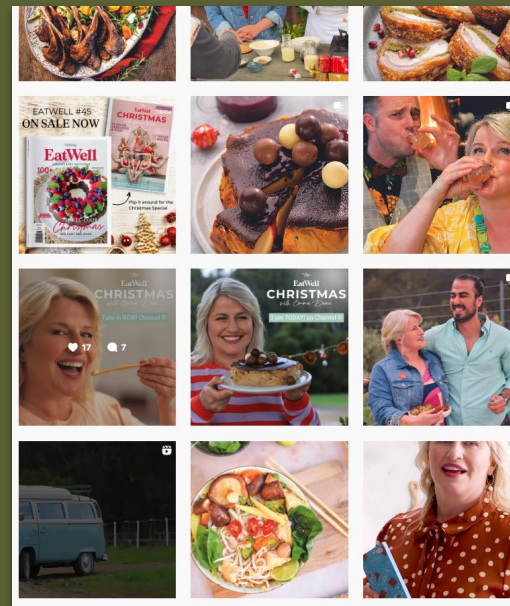
- Support Kiosks & carousels
- 200k Print



Mass

Eat Well with Emma Dean

- 1.5 mil people
- 1mil broadcast / catch-up
- Magazine - 140k sold



Plans 2023/24

Sustainability Campaign

Our team will summarise
your achievements

Blog feature on website



Plans 2023/24

Itineraries

- Included in higher level Partnership Packages



Follow day one from

Kevin and Janetta from



Driving Directions



77.07km, 1hr 25min

Plans 2023/24

- Crown Pop - Up Restaurant
- August 2023
 - Chandon
 - Tokar Estate
 - Oakridge
 - Coombe
- Leverage Crown Marketing 1Mil database



Get Involved

- Renew your Partnership
- Survey results

TOURISM MARKETING PARTNERSHIPS

2023/24

Your Essential
Regional Investment

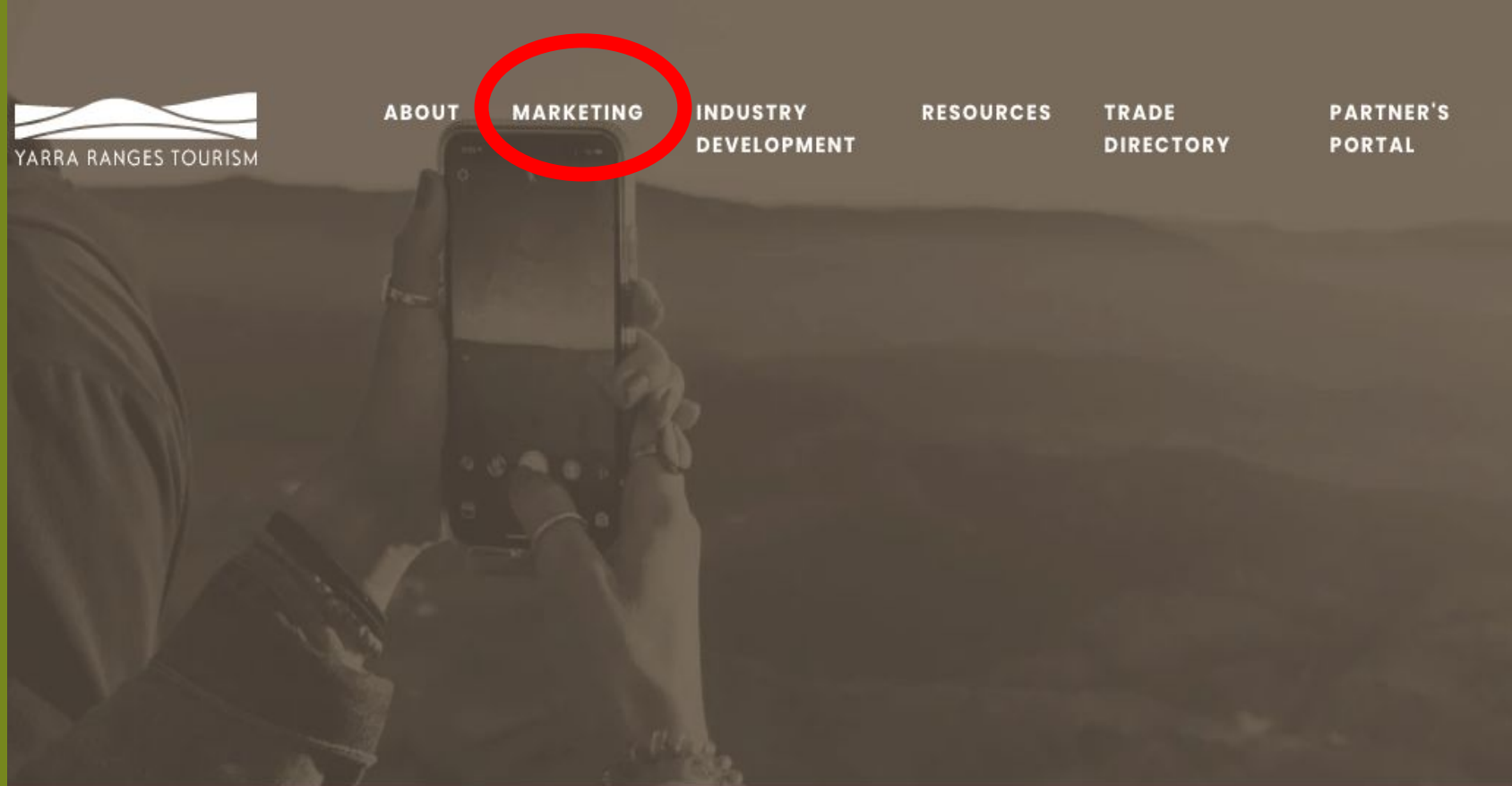


Get Involved

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

- Upload Events
- Upload Deals
- Submit Social Post
- Update your website listing

Send information to
marketing@yarrarangestourism.com.au



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



Sponsored by





Thank You