



FIND YOUR SELF

taking time

Connecting you with your Ideal Customer

MEET the TEAM



YARRA RANGES TOURISM

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Yarra
Ranges
Council



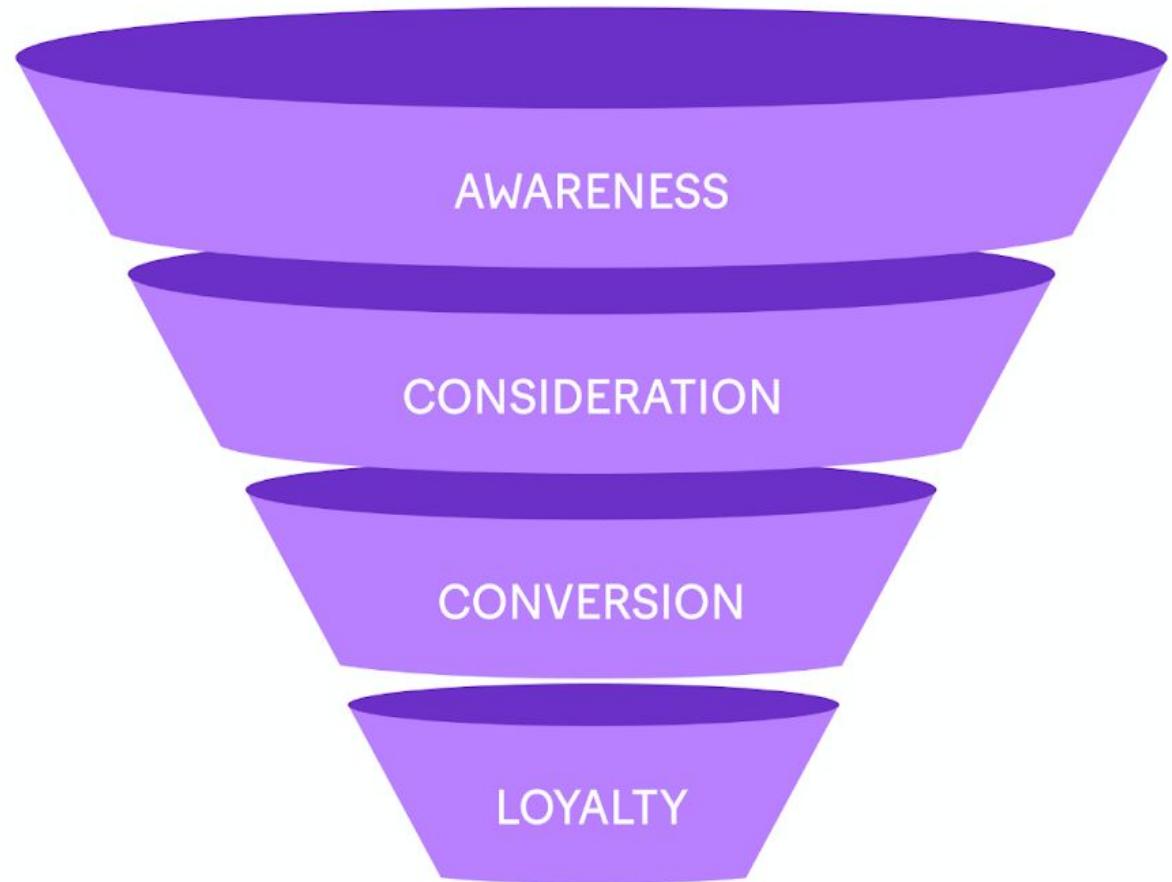
NILLUMBIK
The Green Wedge Shire



MANNING

MARKETING STRATEGY

Marketing Funnel



Sponsored by



MARKETING FOCUS 22/23

Target Markets



Sponsored by



MARKETING FOCUS

Equal representation

- Partners
- Regions



Top Trails



Wineries



Dog Friendly



Eat & Drink



Tours



Attractions



Arts & Culture



Gardens & Nurseries



Farmgate



Markets & Shopping



Drives



Nature & Adventure



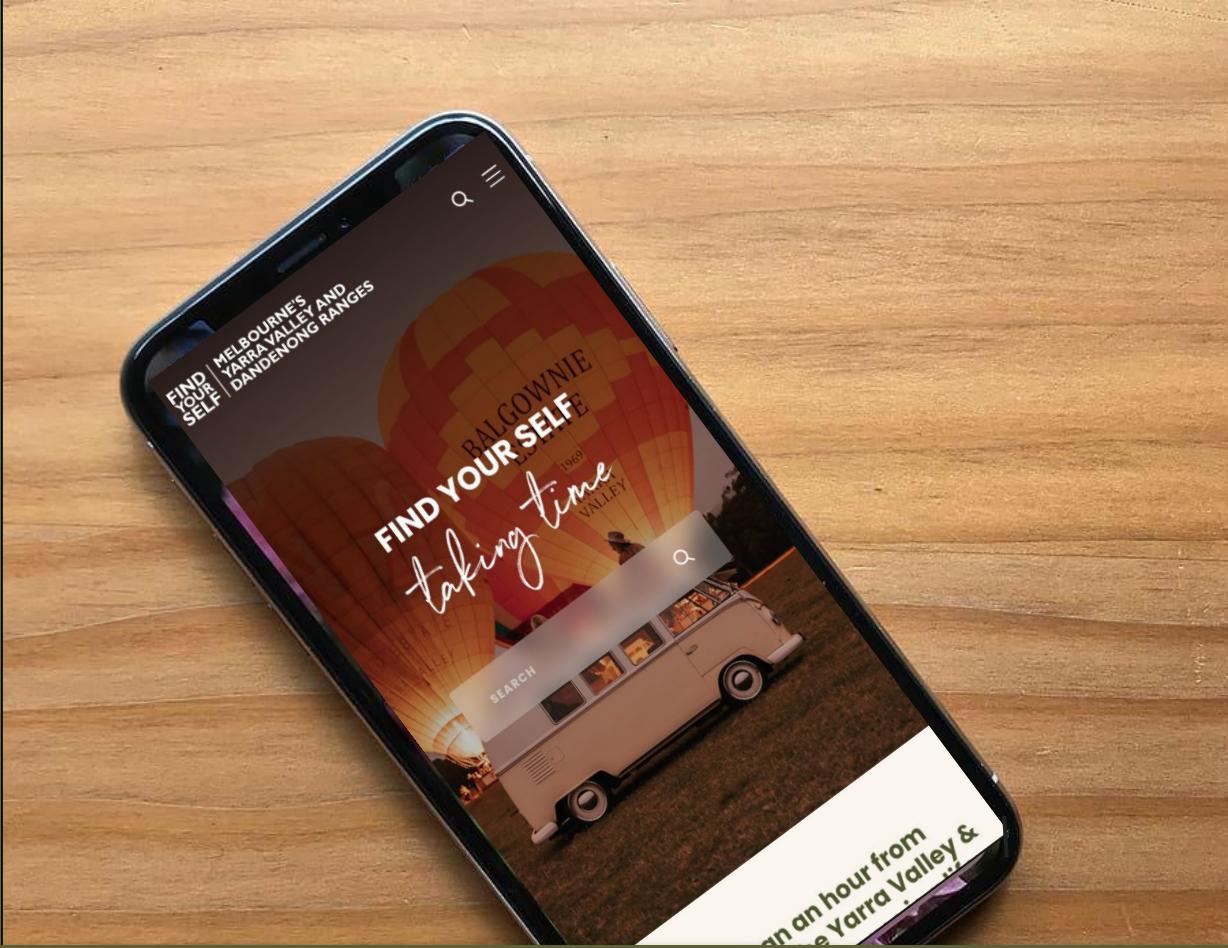
Walk & Cycle



Ridges & Rivers



Wellbeing & Spa



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



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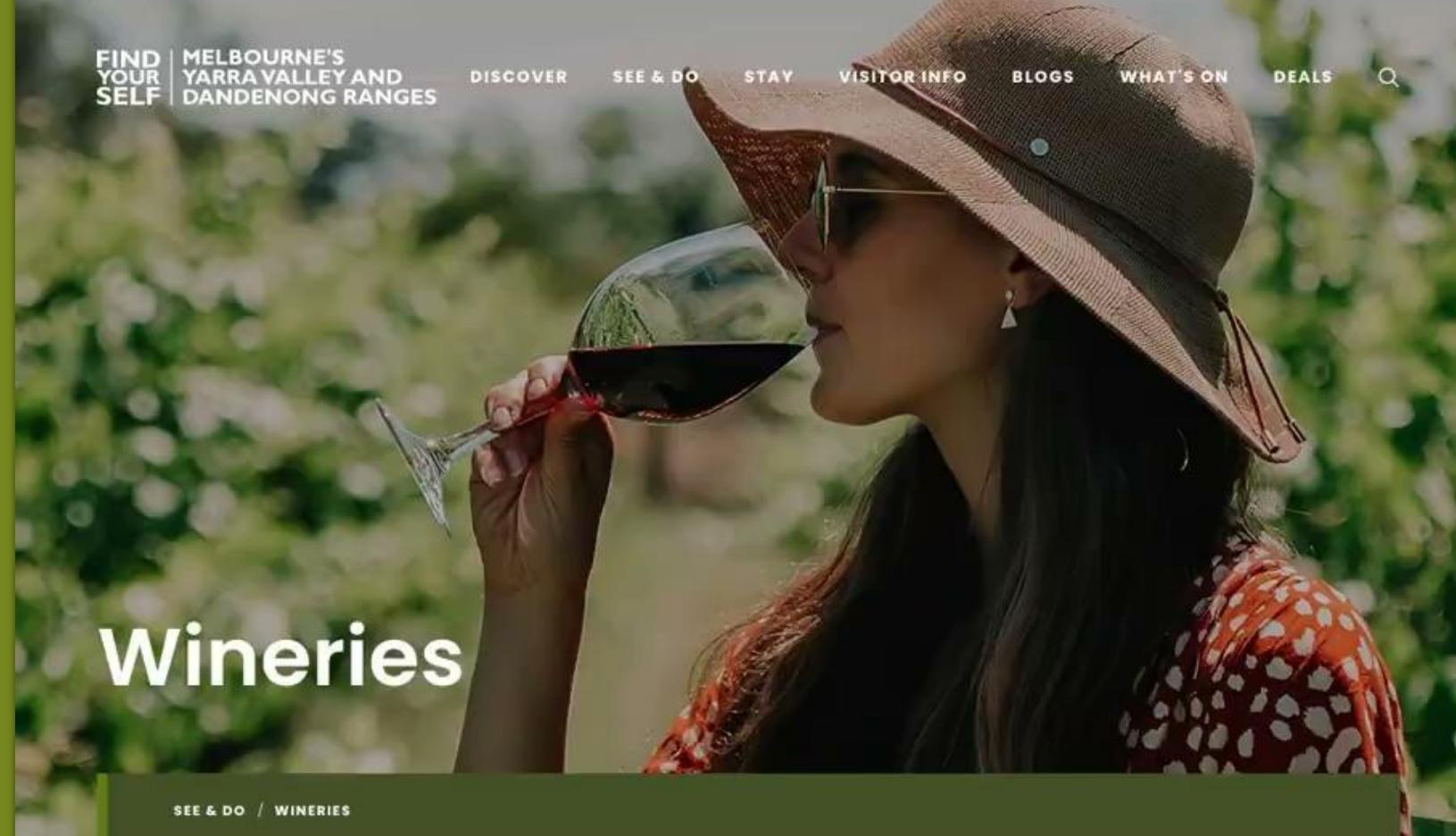
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MANNING

SEO & CONTENT

- Core pages
- Provide relevant and searchable content



WINERIES

SEE & DO / WINERIES

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

FIND YOURSELF MELBOURNE'S YARRA VALLEY AND DANDENONG RANGES

DISCOVER SEE & DO STAY VISITOR INFO BLOGS WHAT'S ON DEALS Q.

Drive Customers to our Website

Google Ads

- Search
- Display
- Retargeting
- Youtube

6mil Views, 60k clicks



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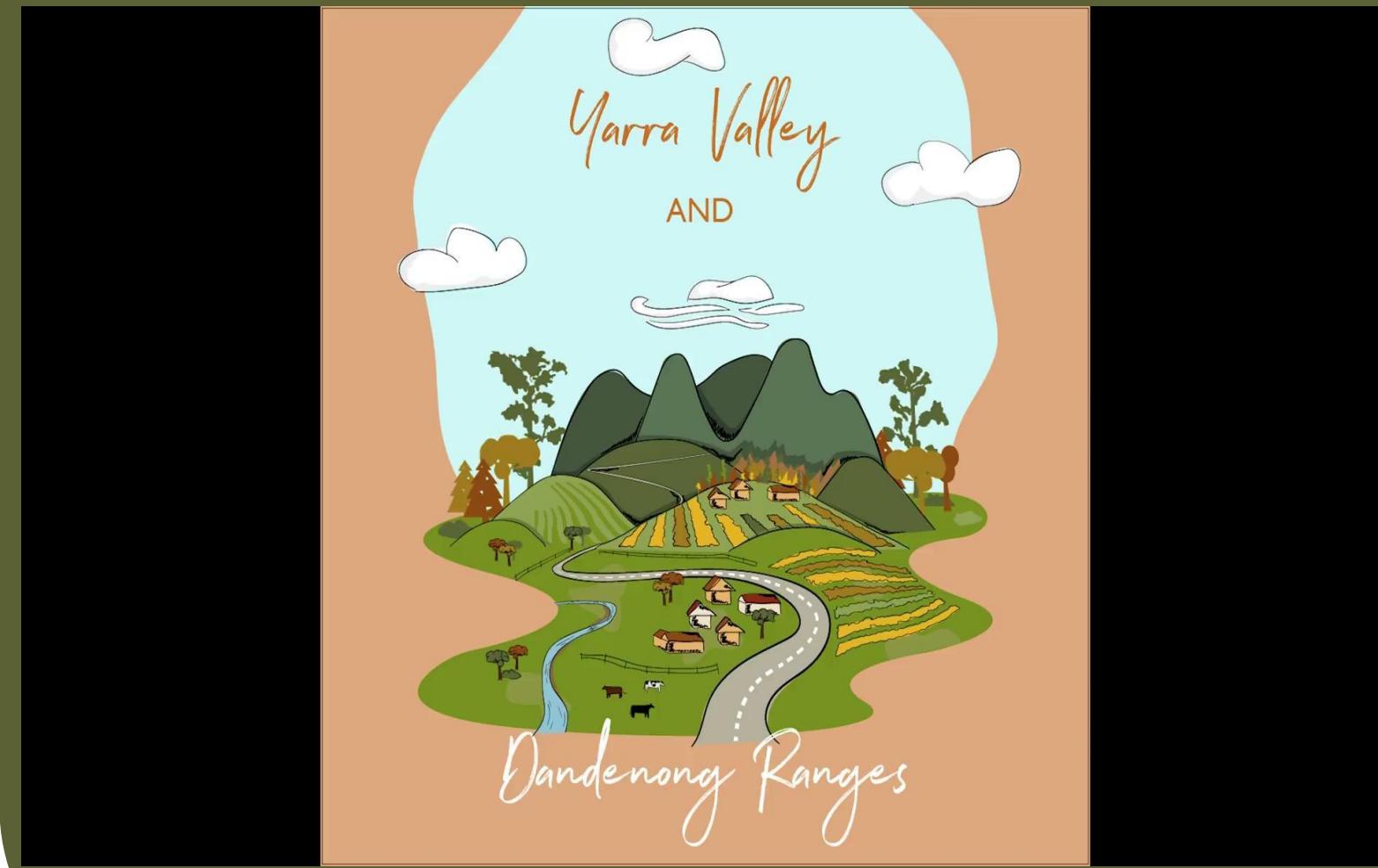
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MANNING

Drive Customers to our Website

Social Media Ads



YARRA RANGES TOURISM

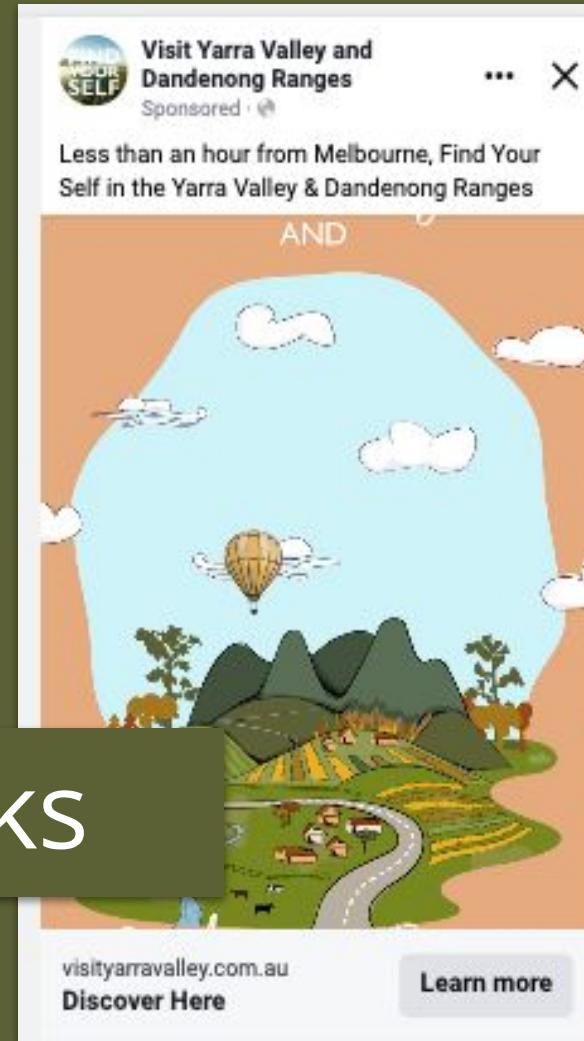
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Drive Customers to our Website

Social Media Ads

720k Views, 20k Clicks



Sponsored by



Facebook & Instagram

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

4mil Views, 60k Clicks



Visit Yarra Valley and Dandenong Ranges
Published by [Visit Yarra Valley and Dandenong Ranges](#)

COOL CALM AND COLLECTED With the summer days only getting hotter, stay cool and keep your little ones... [View post](#)

Published by Later · January 13 · 148 shares, 723 other clicks

Post insights

Some insights are only available when the total is at least 100.

Post Impressions: 28,983 | Post reach: 27,612 | Post Engagement: 2,467

Interactions

Reaction Type	Count
Like	144
Love	3
HaHa	0
Wow	1
Sad	0
Aww	0

Reactions: 148

Shares: 20

Other Clicks: 723

es entertained with

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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

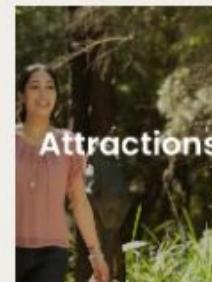
Visiting the local farm gates lets you meet the farmers, growers and makers, both a rewarding and insightful experience.

[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](#)



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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



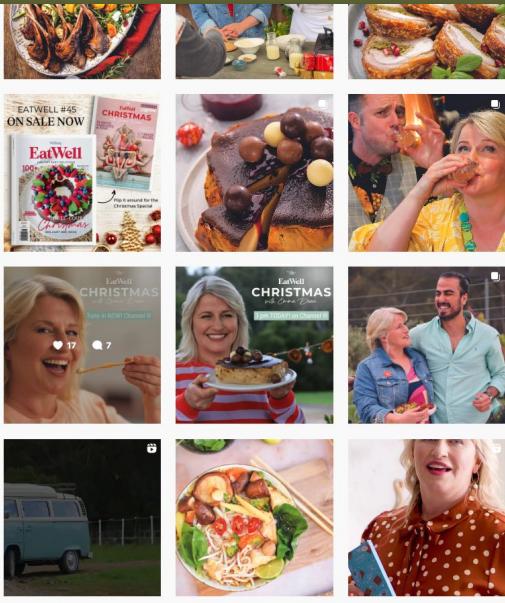
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Mass

Eat Well with Emma Dean

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



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Plans 2023/24

Sustainability Campaign

**Our team will summarise
your achievements**

Blog feature on website



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Plans 2023/24

Itineraries

- Included in higher level Partnership Packages

FIND YOUR SELF MELBOURNE'S YARRA VALLEY AND DANDENONG RANGES DISCOVER SEE & DO STAY VISITOR INFO BLOGS WHAT'S ON DEALS

KEVIN & JANETTA'S MID-WEEK YARRA VALLEY STAYCATION - DAY 1

KEVIN & JANETTA'S MID-WEEK YARRA VALLEY STAYCATION - DAY 1

Follow day one from
Kevin and Janetta from

Driving Directions

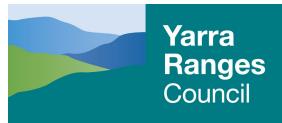
77.07km, 1hr 25min

Plans 2023/24

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



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Get Involved

- Renew your Partnership
- Survey results

TOURISM MARKETING PARTNERSHIPS

2023/24

Your Essential
Regional Investment



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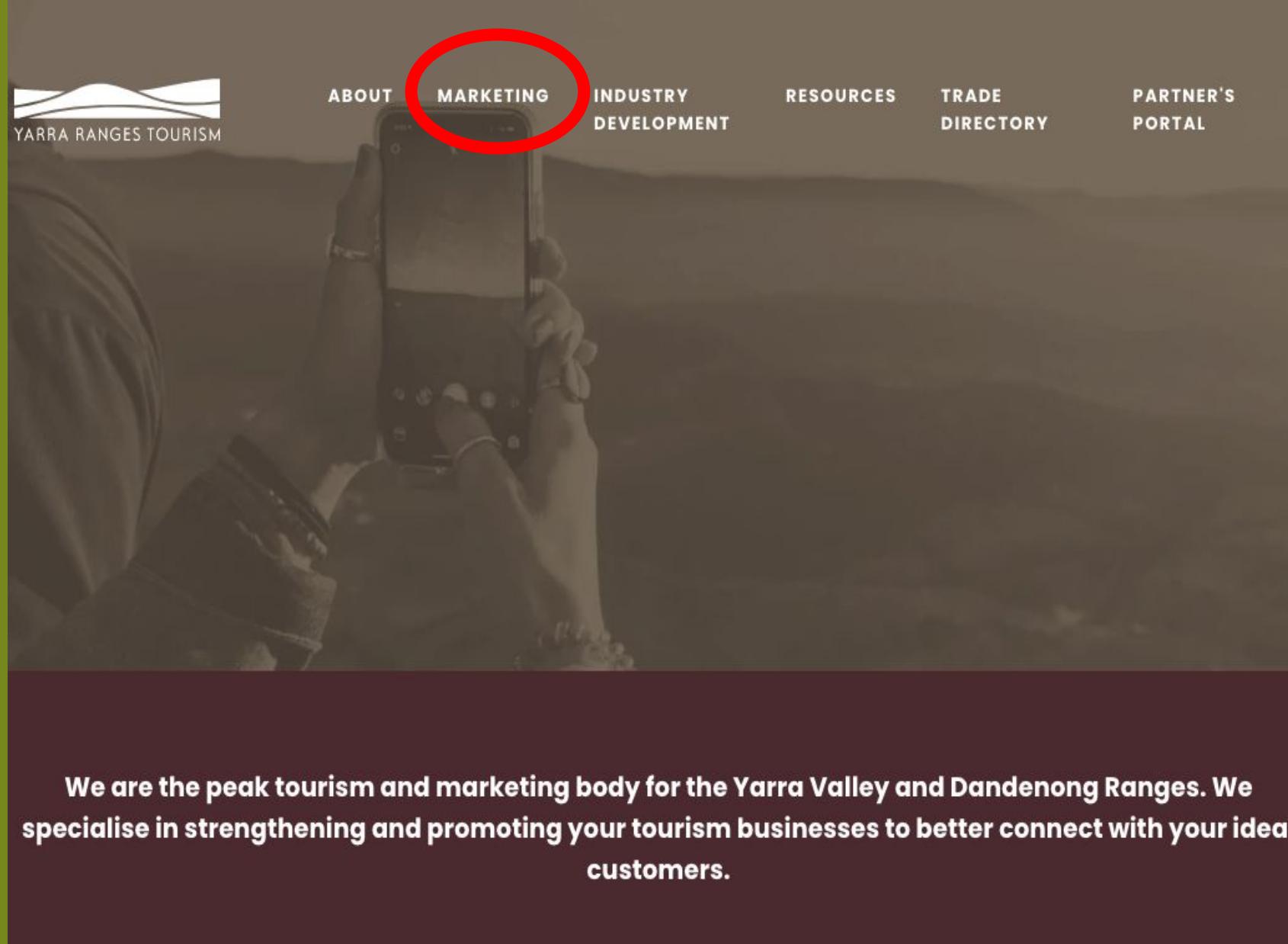


Get Involved

[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



YARRA RANGES TOURISM

ABOUT MARKETING INDUSTRY DEVELOPMENT RESOURCES TRADE DIRECTORY PARTNER'S PORTAL

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.



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