

*Visit
grampians*

**GRAMPIANS TOURISM
INDUSTRY PARTNER PROGRAM
2024/2025**



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INTRODUCTION

As your Regional Tourism Board and in partnership with our eight Local Government Areas (LGAs), Ararat Rural City, Buloke Shire Council, Hindmarsh Shire Council, Horsham Rural City, Northern Grampians Shire, Southern Grampians Shire, West Wimmera Shire Council and the Yarriambiack Shire Council our key goal is to increase the value of the visitor economy in the Grampians Wimmera Mallee via destination marketing, industry and product development, partnerships and investment attraction.

Over the past 12 months, Grampians Tourism (GT) has been able to achieve a great deal including:

- Launch of the new VEP, Visitor Economy Partnership with the 8 LGA partners in Grampians Wimmera Mallee. Grampians Tourism now known as Grampians Wimmera Mallee Tourism.
- Continuing to deliver the Piece Together Your Ultimate Road Trip “jigsaw” campaign to grow awareness, consideration and intent to travel to the Grampians Wimmera Mallee as the ultimate road trip destination, as well as disperse visitors across the region.
- Partnering with Visit Victoria on a Co-operative Marketing Program across various content initiatives with a focus on our hero visitation pillars including big nature and road trips.
- Delivering targeted Industry Strengthening training and activity to upskill our operators, build business capabilities, and help support high-quality and engaging visitor experiences. Delivering Industry Forums every 3 months, providing guest speakers to present on current trends that help support our partners.
- Working together with our LGA partners on:
 - Using the Investment Prospectus to showcase the tourism potential of our region.
 - Creating a new Destination Management Plan and 8 x Local Area Action Plans.
 - Growing the number of businesses represented on the Visit Grampians website to more than 350 throughout our region.
- Continuing to represent the region to the Victorian Government, Australian Government, and industry bodies to highlight areas of concern, or to further support our region’s tourism industry.
- Continuing to work with the Victorian Government to ensure the transition to Visitor Economy Partnerships (VEP), per the Regional Tourism Review, provides uninterrupted service and support for the industry.
- Ongoing delivery of the annual Grampians Tourism Industry Partner Program which is critical in enabling our organisation to encourage continuous industry improvements.
- Representation at ATE, Australian Tourism Exchange in Melbourne May 2024 along with hosted trade & media famils to the region.
- Provide a monthly Industry Newsletter. We also have the GWM Tourism Industry Facebook Page to communicate what’s happening in the region so make sure you are following us.
- Support of PR for Grampians Grape Escape, generating over 10M+ media impressions.
- Social Media Influencer campaigns in region (2023/24 activity).
- Filming of 5 stories on Ch 9 Postcards in region (2023/24 activity).

The benefits we deliver:

- Destination marketing activity to enhance marketing efforts, build reach and drive visitation.
- Strong digital presence through our consumer site: www.visitgrampians.com.au
- Large following on our social media channels: [Facebook](#) and [Instagram](#)
- Access to media and trade famils.
- Ongoing Industry Forums across our four regions.
- Access to industry training and resources.
- Advocacy and representation to peak industry bodies including Tourism Australia, Visit Victoria and the Victoria Tourism Industry Council (VTIC).
- Regular industry communication to keep well informed.
- Data and insights to drive robust decision-making.



PARTNER TESTIMONIALS

HALLS GAP ZOO

Halls Gap Zoo has been a partner with GWMT for many years and as new owners 12 months ago we continued this partnership and it delivers many benefits to our business. From inclusion in marketing campaigns that benefit the entire region to sharing our social media content with a wider audience. The Industry Forums that they run also have a wide variety of topics throughout the year and have also been very informative and it's been great to meet other locals and build those industry relationships.



GRAMPIANS OLIVE CO.

Partnering with Grampians Tourism over the past 10 years has been incredibly valuable for us. Their marketing efforts significantly expand our reach, well beyond what would otherwise be achievable for our small business. We are excited to continue our partnership into the future.



MOUNT WILLIAM STATION

Having been involved with GWM Tourism from the very start of our luxury hotel development, we've found the organisations advice and input to be invaluable. The GWMT team has greatly assisted our young business in gaining exposure to different guest audiences, including international channels, and provided a strong sounding board for strategic business decisions. From industry networking opportunities to media and Government introductions, GWM Tourism has been an indispensable partner and we look forward to working together long into the future. .



SOUTHERN GRAMPIANS COTTAGES

Our partnership with GWMT has been valuable and far-reaching. The welcoming team is supportive, informative and has helped us to develop and grow our business through the training programs they have facilitated. Perhaps the greatest benefit as new owners has been the networking opportunities across the whole region and to see our accommodation being promoted as part of the bigger Grampians brand. We look forward to continuing to work with Grampians Tourism to help expand our coverage in reaching national and international channels to increase and diversify our occupancy numbers.





MARKETING THE GRAMPIANS

Our organisation is responsible for keeping the Grampians Wimmera Mallee top of mind in consideration for travel. We have built a strong brand and work to influence visitor behaviour to promote longer stays, dispersal and encourage visitors to explore all parts of the region. Partnerships are essential to our success. Together we can show travellers why our spectacular Grampians Wimmera Mallee region is a ‘must visit’ destination.

By highlighting our region’s strengths and diversity, working in partnership with industry and stakeholders and through targeted communications, campaigns and other marketing initiatives, we drive conversion through to visitation and dispersal by connecting visitors with the places, products and experiences they seek.

‘The Grampians Way’ destination campaign continues to evolve with regularly refreshed creative and messaging such as the Piece Together Your Ultimate Road Trip “jigsaw” designs which not only encourages dispersal throughout the region but also ensures that we own the road trip space in the minds of Victorians and our neighbours interstate.

We utilise PR, media partnerships, digital advertising and social media and collaborate with Visit Victoria, the Great Southern Touring Route and Tourism Australia to build our brand awareness.

INTERNATIONAL MARKETING

The Great Southern Touring Route (GSTR) is regarded as Australia's Great Road Trip. The central loop from Melbourne through western Victoria brings together four diverse regions: Geelong and The Bellarine, Great Ocean Road, Grampians and Ballarat Goldfields, plus the spa region of Daylesford. Each with its own brand of stunning natural assets and must-do experiences.

As an incorporated association, GSTR was established to co-operatively market its member regions and participating tourism products to over 1,500 members of the international travel trade, who continue to remain the primary

provider of high-yield international bookings for Victoria.

Growth in international visitation is a key priority for GT and with longer lead times, international tourism helps balance out domestic holiday patterns and, on average, international travellers spend three times more than domestic travellers.

If looking to *increase your international exposure*, GSTR provides the following:

- Targeted marketing to key international markets.
- In-market representation plus attendance at major trade events including the Australian Tourism Exchange (ATE), Tourism Australia and Visit Victoria's Trade Missions

and New Product Workshops, and Australian Tourism Export Council's (ATEC) Workshops and Inbound Tour Operator (ITO) training.

- Opportunity for inclusion in media and trade famils.

Click below to find out more about the various participation options available:

[GSTR Marketing Prospectus for 2024/2025](#)



Great Southern Touring Route



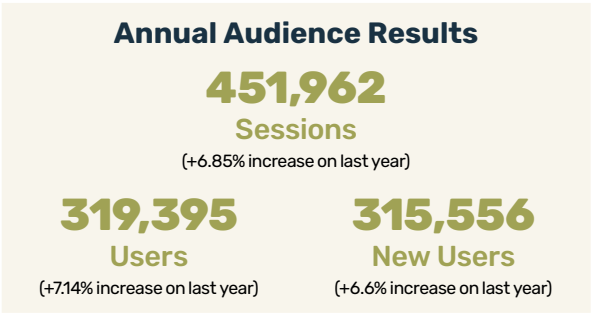
FEATURE LISTINGS

Visit Grampians Website*

The www.visitgrampians.com.au website is our primary call to action and generates a high volume of traffic for the region. This is supported by search engine optimisation and a marketing program ensuring we increase our visibility on relevant search engine results pages. This ongoing program helps us build awareness, inspiration and capture more users.

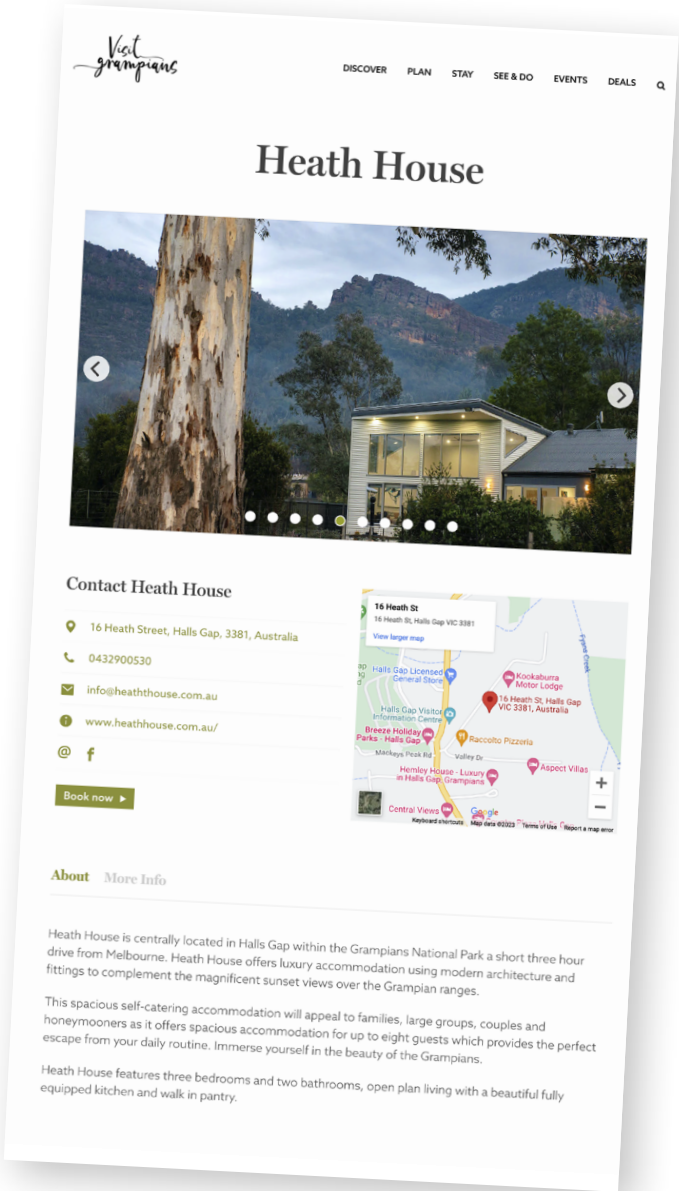
Enhance your profile under 'Stay' or 'See & Do' with a featured listing that puts your business at the top of the page in a premium position.

- ✓ Featured web profile under 'Stay' or 'See & Do'
- ✓ Large and prominent web profile
- ✓ Premium position on www.visitgrampians.com.au



*Included in **Gold, Silver** and **Platinum** Preferred Partner Package.

(Source: Google Analytics 1 Jul 2023 – 15 June 2024)



PAY BY THE MONTH CONVENIENCE



One of the key advantages of the Preferred Partner Program is that Gold and Platinum Partners can pay the partnership fee by direct debit monthly from your nominated bank account.

Save time and money with great value packages that include exciting tourism marketing initiatives. Payment upfront option is also available.

GOLD \$292 per month	PLATINUM \$542 per month
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All prices include GST.



DIGITAL AUDIENCE

Is your business leveraging Grampians Tourism social following and digital footprint?

Our two social media platforms, Facebook [@visitgrampians](#) and Instagram [@thegrampians](#), continue to grow with a highly engaged audience delivering significant consumer reach for our destination. We generate new content regularly in a variety of styles and formats, working with audience trends to grow and engage with potential visitors via our social media channels. We also run various paid ad campaigns to help grow our audience and engagement, targeting specific customer profiles according to content.

Combined Social Media Followers					
102,283					
Organic Socials			Tik Tok		Meta Ads
	Followers	Total Reach	Followers		Reach
	47,759	1.5M	6,146		1,814,210
	Followers	Total Reach	Impressions		Impressions
	48,378	510,300	724,968		6,817,605

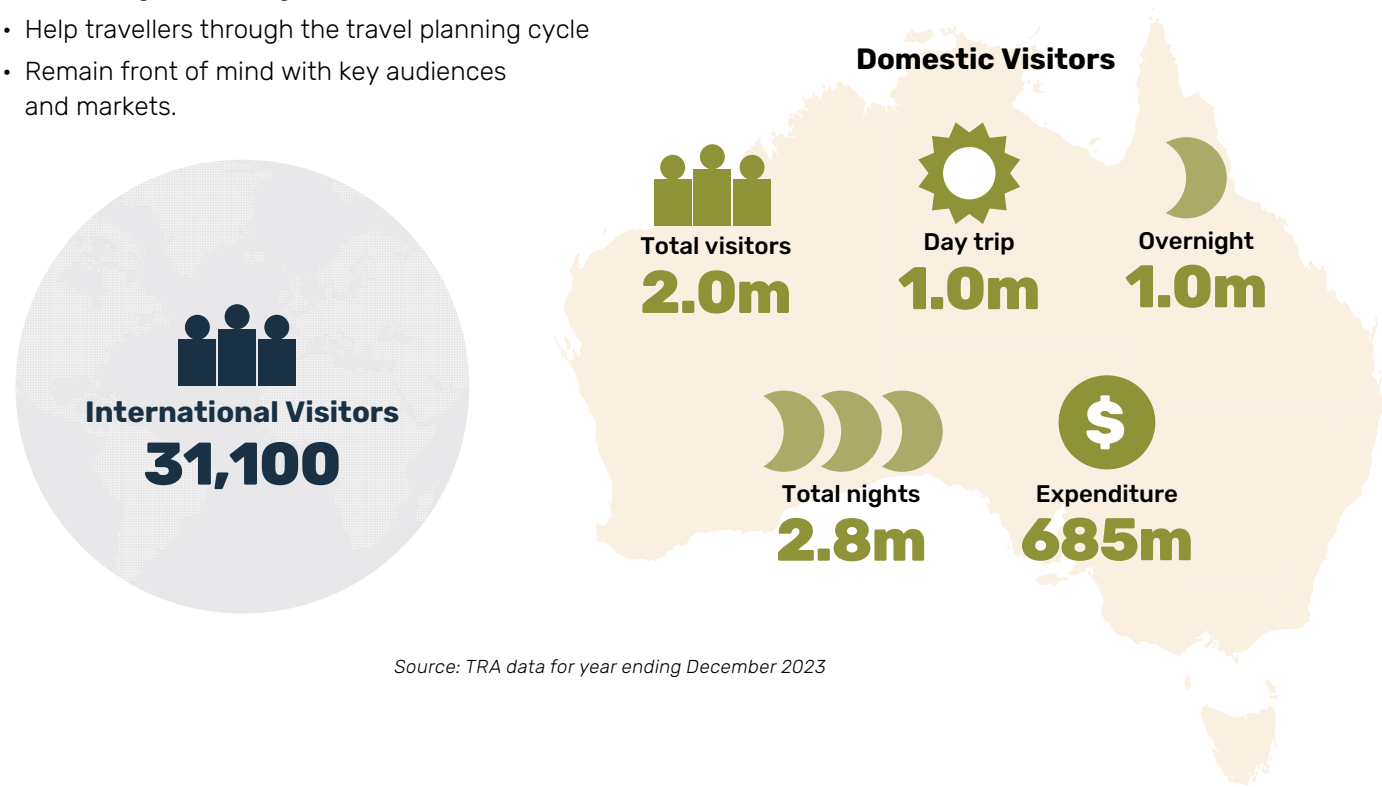
Source: Sprout Social

VALUE OF THE VISITOR ECONOMY

More visitors more often

Grampians Tourism’s Strategic Marketing Plan was designed to build our brand, raise awareness, drive visitation and maximise ROI. We deliver a fully integrated, year-round marketing approach to:

- Cut through marketing ‘noise’ and achieve maximum impact
- Help travellers through the travel planning cycle
- Remain front of mind with key audiences and markets.



Source: TRA data for year ending December 2023

WHAT WE DO

Our primary purpose is to deliver a coordinated approach to marketing, product development, infrastructure investment and industry development for the region.

We aim to create a cooperative and vibrant visitor economy that supports growth of tourism expenditure and length of stay and adds value to our partners through promotion and increased brand awareness.

Our strategic priorities:

1

DESTINATION MARKETING



- Deliver effective activity to increase length of stay, dispersal, yield and regional brand equity.
- Support events aligned to our seasonal and dispersal objectives.
- Drive high yielding occupancy in shoulder and mid-week periods.

2

INDUSTRY DEVELOPMENT



- Champion activities which increase operator capacity and grow the visitor experience.
- Deliver Industry Strengthening activity (digital marketing, business management, product development and customer experience).

3

PRODUCT DEVELOPMENT



- Develop high quality collateral that supports destination marketing efforts.
- Curate products to create compelling, productive and sustainable visitor experiences.

4

PARTNERSHIPS



- Facilitate collaboration across our industry and communities including including strategic planning, product development, marketing and industry development and investment.
- Leverage and grow our partnerships.
- Introduce innovative ways to add value to industry partnerships.

5

INVESTMENT ATTRACTION



- Engage community and industry on tourism related projects to raise the visitor economy profile.
- Attract private investment into infrastructure and experiences.
- Work with Local Government partners to attract new investors and investment opportunities.



SUMMARY OF PARTNER BENEFITS

Choose any of the Industry Partner Packages below and enjoy exclusive Grampians Tourism partnership benefits.

PARTNER BENEFIT DESCRIPTION	Bronze	Silver	Gold	Platinum
Partnership fees	\$110 yearly	\$1800 yearly	\$292 monthly^	\$542 monthly^
Increase your Digital Presence <i>Ensure your business reaches a greater digital audience through inclusion on key tourism websites and digital platforms.</i>				
Profile your business on www.visitgrampians.com.au	✓	✓	★	♥
Priority positioning on www.visitgrampians.com.au		✓	★	♥
Connect with the Tourism Industry & Community				
Support the Tourism Industry and local economy through your contribution	✓	✓	★	♥
Receive regular GT Industry Newsletters to stay updated	✓	✓	★	♥
Opportunity to attend workshops facilitated by our digital agency and to join our GT Industry Forums across the region	✓	✓	★	♥
Receive a certificate of partnership to display	✓	✓	★	♥
Enhance your Marketing and Build Reach to Potential Visitors				
Priority Positioning in GT Marketing Activities including: <ul style="list-style-type: none"> • Feature in The Grampians Way Campaign and printed Touring Guide • Additional tactical marketing opportunities throughout the year 		✓	★	♥
Rotating Front Page Slider and Owner of Category Section (eg. Outdoor/Wine) on www.visitgrampians.com.au			★	♥
1 x Exclusive Visit Grampians Consumer EDM				♥
Inclusion in a monthly Visit Grampians Consumer EDM		✓	★	♥
1 x Exclusive Blog Article on www.visitgrampians.com.au				♥
Inclusion in Blog Articles		✓	★	♥
1 x Inclusion in a Visit Grampians Social Media Ad Carousel			★	♥
Opportunity for Social Media mentions (where appropriate)		✓	★	♥
Opportunity to be included in PR Pitches*	✓	✓	★	♥
Inclusion in a Content Partnership Campaign			★	♥
Inclusion in an Influencer and Media Campaign*			★	♥
Subsidised Professional Photography Session to the value of \$500			★	♥
Grampians Grape Escape (Sat 3 - Mon 5 May 2025)				
General Admission tickets	x2 (Sun)	x4 (Sun)		
Tasting Tickets			x6 (Sun)	x2 (Sun)
Partner Precinct access				♥
All prices include GST. ✓★♥ = included in package. *Operators participating in media and industry familiarisations should be willing to supply, at a minimum, industry rates for services requested. ^Monthly direct debit payments available for Gold and Platinum partners.	YEARLY TOTAL \$110	\$1800	\$3500	\$6500

WHAT IS THE ATDW?

How does it work?

The ATDW (Australian Tourism Data Warehouse) connects Australian tourism businesses with global consumers. ATDW is operated and funded by the Australian tourism industry and enables local, national and international distribution for all Victorian tourism businesses. Visit Victoria manages the Victorian products, experiences and events submitted via the ATDW platform.



Why does my business need a profile?



ATDW ensures your business features on official, high-profile websites:

- visitgrampians.com.au
- visitvictoria.com (avg. 10.7M annual visits)
- australia.com (avg. 22.5M annual visits)



An ATDW profile is your opportunity to participate in Visit Victoria's and Grampians Wimmera Mallee Tourism's data-driven marketing campaigns and programs



Enhance your SEO (Search Engine Optimisation)
Drive leads directly to your website with no commissions or booking fees



Save time
Update just one profile and changes automatically reflect across all ATDW distributor websites. Your profile is reviewed for content quality

ATDW FEES

\$295 (inc GST) for 12 months
(less than \$1 per day!)

\$120 (inc GST) for 12 months[^]
(For accredited businesses. FOC for Not-For-Profits)



HOW TO JOIN OUR INDUSTRY PARTNER PROGRAM

Join the team to increase exposure for your business.

Our new Industry Partner Program will provide you with more ways to integrate your business with Grampians Tourism and generate a fantastic return from our marketing activities.

If you have any questions or would like to make a time to discuss which GT Partnership will suit you, please contact Kerrie Mulholland by email at partnerships@gwmtourism.com.au or call 0400 948 293.

Also to become a GT Partner, operators must be listed in ATDW: Australia's national tourism database and distribution platform and maintain their listing throughout the financial year. The annual listing fee is back from 1 July 2023. View the full details [here](#) including how to contact Visit Victoria's dedicated ATDW Support Team if you require any assistance.

Terms and Conditions

If Gold and Platinum Partners wish to use the Direct Debit facility they need to download and complete the Direct Debit service documents from the [Grampians Tourism website](https://www.visitgrampians.com.au) and return to admin@gwmtourism.com.au.

All Direct Debits for Gold and Platinum partners are debited on the 15th day of each month from your nominated credit card or bank account.

All cancellations must be made in writing to admin@gwmtourism.com.au at least 14 days prior to the next direct debit date (by the 1st of each month). Any cancellations not received in writing by the stated date will not be recognised as cancelled until the following month. In the case of a scheduled direct debit payment being dishonoured by your bank or card provider, a fee of \$5.50 will be applicable.

A further attempt to debit the funds will be made in 3 days.

