

FEELS LIKE

growing our visitor economy, together.



**GRAMPIANS
WIMMERA
MALLEE
TOURISM**

**PREMIER PARTNER
MARKETING PACKAGE 2026/27**



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WHO WE ARE

Grampians Wimmera Mallee Tourism (GWMT) is your Visitor Economy Partnership (VEP), working alongside eight local Government Partners – Ararat and Horsham Rural City, Northern Grampians, Southern Grampians, West Wimmera, Buloke, Hindmarsh, and Yarriambiack Shires. Our mission is to grow a vibrant, sustainable visitor economy by driving destination marketing, industry and product development, partnerships and investment attraction.

As a VEP, we are recognised by the Victorian Government as the peak official voice for the visitor economy in our region. We collaborate closely with the Victorian Government, councils and industry to set the vision and manage growth. Through a mix of supply and demand activities, we deliver on this vision and support the sustainable development of our visitor economy.

WHAT WE DO

We keep our stunning region top of mind through strong digital marketing, a robust website (visitgrampians.com.au), and large social followings. We facilitate media and trade famils, deliver regular industry forums and provide access to training, resources and data to inform decision-making.

We advocate for our region with key industry bodies like Tourism Australia, Visit Victoria and VTIC. Through collaborative campaigns, we aim to inspire visitors to stay longer, travel midweek, and explore more. Ultimately, we work to ensure the Grampians and Wimmera Mallee continues to thrive as a must-visit destination.



ALWAYS-ON MARKETING

Grampians Wimmera Mallee Tourism is dedicated to promoting the Grampians and Wimmera Mallee as a must-visit destination. We've built a strong, recognisable brand that keeps our region top of mind, driving longer stays, broader dispersal and inspiring travellers to explore every corner of our spectacular landscape. With our refreshed brand now live, we're building on this success and connecting with new audiences.

Our focus remains on consistently promoting the region through an 'Always-On' marketing approach, ensuring we stay visible, relevant and top of mind all year round.

Year-round activity: Email, social media and digital ads keep the region top of mind and drive steady traffic to our website.

Strategic campaigns: Targeted campaigns, including annual off-peak initiatives, help influence travel during quieter periods and spread demand.

Partnership marketing: Collaborations with Visit Victoria, Tourism Australia and the Great Southern Touring Route amplify our reach and impact.

PR and media: Media partnerships, trade famils and proactive PR generate stories that showcase the region's diversity and experiences.

Driving conversion: We connect visitors directly to the places, products and experiences they're seeking, turning awareness into real bookings.

This strong, sustained marketing program grows visitation, supports regional operators and strengthens our destination's profile year after year, delivering measurable benefits to the visitor economy and supporting local communities.

OUR DIGITAL PERFORMANCE

SUMMARY OF CHANNEL PERFORMANCE JUNE 25/26



**TOTAL WEB
SESSIONS**
455,999K



**TOTAL
USERS**
368,279K



**TOTAL
PAGE VIEWS**
769,730K



**TOTAL
CONVERSIONS**
293,345K



**22,968K x
VISIT GRAMPIANS
CONSUMER EDM
(ELECTRONIC
DIRECT MAIL)
AUDIENCE**



110,800K
Social Media Audience

4,949,715
Social Media Reach



FOLLOWERS
51.8K



FOLLOWERS
52K



FOLLOWERS
7K



2 million
Meta Ad Reach

6 million
Meta Ad Impressions



PRIORITY WEBSITE LISTINGS

The **visitgrampians.com.au** website is our primary call to action and generates a high volume of traffic for the region. It is supported by an ongoing search engine optimisation (SEO) and marketing program designed to increase our visibility on relevant search engine results pages. This program helps us build brand awareness, inspire visitation and capture more users throughout their travel planning journey.

Pinnacle and Summit Partners can enhance their profile under **'Stay'** or **'See & Do'** with a priority listing that places their business at the top of the page in a featured position.

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

Being listed on our regional tourism platform is a valuable opportunity to increase visibility to thousands of potential visitors actively planning their trip to the region.

Your business doesn't have to be accommodation or a tour provider to benefit - if you are part of the visitor economy in any way (e.g. retail, food and drink, attractions, experiences, events, galleries, transport), your presence on our website ensures you're part of the broader visitor offering we promote to travellers.



INTERNATIONAL MARKETING

The Great Southern Touring Route (GSTR) is regarded as Australia's Great Road Trip. Join the International Marketing Program - suitable for trade ready accommodation, tours, and experiences. The central loop from Melbourne through Western Victoria brings together three diverse regions: 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.



Great Southern Touring Route

As an incorporated association, GSTR was established to cooperatively 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 GWMT and with longer lead times, international tourism helps balance out demand, 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 fairs.



**GRAMPIANS
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TOURISM**

**PREMIER PARTNER
MARKETING PACKAGES**

FREE BASE PARTNERSHIP

(BE PART OF THE BIG PICTURE)

Our base partnership package is free for all tourism businesses, this is funded through the investment of our four councils in the Grampians region.

Minimum eligibility:

- Operate a business within the Grampians region (In the local government partners of Ararat, Northern Grampians, Horsham or Southern Grampians)
- Have a current ATDW (Australian Tourism Database Warehouse) listing
- Primarily offers products, events or services for visitors to the Grampians region

As a partner business you will receive:

- Regular industry news and updates via email
- Access to GWMT brand resources and assets (ie: photos and videos from our content library)
- Eligibility for industry development programs
- Website listing on visitgrampians.com.au
- A listing on our Grampians Wimmera Mallee Visitor App
- Visibility on our Digital Kiosks in Dunkeld, Halls Gap and Lake Tyrrell
- Your business will be invited to participate in all of our forums and industry strengthening programs



TIER ONE: PINNACLE PARTNERSHIP

\$6,950+gst P.A

The Pinnacle Partnership is our premier level of collaboration, designed for businesses seeking maximum impact and visibility across the Grampians and Wimmera Mallee. Valued at over \$18,000, this exclusive package delivers powerful reach through priority website placement, social media campaigns, featured editorial in The Grampians Touring Guide, dedicated EDMs, tailored blog content, PR exposure, and inclusion in tactical marketing campaigns.

Partners also benefit from professional photography, planning strategy sessions, tickets to key industry forums, and a certificate recognising their leadership. This is the pinnacle opportunity to showcase your brand and connect with visitors year-round.

PURCHASE

TIER ONE INCLUSIONS.	QUANTITY.	VALUE.
Exclusive static posts (Facebook and Instagram)	4x	\$2,200
Social media inclusion	6x	\$660
Half page feature in The Grampians printed Touring Guide (inc. distribution costs).	1x	\$900
Inclusion in tactical marketing campaign	1x	\$1,650
Inclusion in Social Media Content Creation Trip	1x	\$500
Priority positioning on website (i.e: stay, see & do...)	12x months	\$6,000
Exclusive Digital Retargeting campaign	1x	\$800
Solus Visit Grampians consumer EDM	1x	\$1,300
Inclusion in Visit Grampians consumer or Industry EDM	3x	\$900
Blog Article on visitgrampians.com.au	1x	\$900
Inclusions in Blog Block on visitgrampians.com.au	3x	\$750
PR Media Pitches - content partner pitches	1x	\$500
Subsidised Professional Photography session	1x	\$500
Industry Development and Forums program – tickets to every event	7x	\$140
1 hour Planning & Strategy Session	2x	\$1,000
Certificate of Partnership to display	1x	Free
Tier One Pinnacle Partnership - Overall Value		\$18,700 Total Value (Price \$6,950+GST)

TIER TWO: SUMMIT PARTNERSHIP

\$3,600+gst P.A

The Summit Partnership is crafted for businesses ready to scale new heights in their marketing impact across the Grampians and Wimmera Mallee. Valued at over \$12,000, this package combines priority website positioning, exclusive and shared social media features, targeted EDM placements, and a dedicated blog article to keep your brand front of mind.

Enjoy strong print presence in The Grampians Touring Guide, a \$500 contribution toward professional photography, one strategic planning consultation, and tickets to key industry events.

This partnership is your opportunity to stand out, strengthen connections with visitors, and demonstrate your leadership within our vibrant tourism community.

TIER TWO INCLUSIONS.	QUANTITY.	VALUE.
Exclusive static posts (Facebook and Instagram)	3x	\$1,650
Social media inclusions	4x	\$440
1/3 page feature in The Grampians printed Touring Guide (inc. distribution costs).	1x	\$600
Priority positioning on website (i.e: stay, see & do...)	12x months	\$6,000
Inclusion in Visit Grampians consumer or trade EDM	3x	\$750
Exclusive Blog Article on visitgrampians.com.au	1x	\$900
Inclusions in Blog Block on visitgrampians.com.au	3x	\$750
Subsidised Professional Photography session	1x	\$500
Industry Development/ Forums program tickets	5x	\$100
1 hour Planning & Strategy Strategy Session	1x	\$500
Certificate of Partnership to display	1x	Free
Tier Two Summit Partnership - Overall Value		\$12,190 Total Value (Price \$3,600+GST)

PURCHASE

MIX AND MATCH - TAILOR YOUR PARTNERSHIP

These optional extras are available for all tourism businesses that hold an ATDW listing.

For businesses that wish to extend their reach and to customise additional marketing promotions throughout the year, GWMT offers you access to our marketing menu.

We recommend a combination of these marketing features to create your own tailored advertising package.

These products can be purchased separately, Grampians Premier Partner holders can enjoy exclusive rates on these additional marketing products at a 30% discount.

The GWMT team has final discretion with any marketing content produced and delivered.

PURCHASE

DIGITAL MARKETING ACTIVITY.	VALUE.	NOTES.
Exclusive Blog	\$900	One dedicated Blog
Consumer EDM (Electronic Digital Mail)	\$1,300	One dedicated EDM
Exclusive static post (Facebook, Instagram)	\$550*	
Exclusive static post (Facebook, Instagram) includes \$200 boost	\$750*	
Exclusive video reel (Facebook, Instagram, TikTok)	\$600*	
Social media inclusions	\$110	

* If suitable video or image not available, additional \$200 added for content creation (discretion of the GWM Tourism

WEBSITE POSITIONING.	VALUE.	NOTES.
Home page on website	\$1000	1x month
Priority positioning (i.e stay, see & do)	\$500	1x month

CAMPAIGN OPPORTUNITIES / EXTRAS.	VALUE.	NOTES.
Spring marketing campaign	\$1,650	Participation fee for guaranteed inclusion.
Autumn marketing campaign	\$1,650	Participation fee for guaranteed inclusion.
Photo / Video shoot (1x reel and 20-30 images)	\$1,000	Including travel.
Professional Media Release	\$550	Plus extra for distribution and or follow up pitching.



CORPORATE PARTNERSHIP

The Corporate Partnership is our flagship tier, designed to deliver maximum impact and truly elevate your brand across the Grampians and Wimmera Mallee. This partnership unlocks a powerful suite of marketing opportunities – from premium website placement and standout print features to extensive social campaigns, targeted EDMs, influencer projects, and strategic PR.

By partnering with GWMT, your business becomes part of our team, gaining access to a variety of exclusive benefits and collaborative opportunities. Each corporate partnership is carefully tailored to align with your goals and priorities, ensuring a personalised program that delivers real outcomes for your brand and our vibrant visitor economy.



BOOK APPOINTMENT



WHAT IS ATDW?

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 GWM 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 & these changes automatically reflect across all ATDW distributor websites. Your profile is reviewed in house for content quality.

ATDW FEES.

\$295 (inc. GST) for 12 months* Free of charge for Not For Profits & Events. It is the operator's responsibility to cover the cost of their ATDW listing once it expires.



HOW TO SIGN UP FOR A PREMIER PARTNER MARKETING PACKAGE?

Join the team to increase exposure for your business.

Our revamped Industry Partner Program will provide you with more ways to integrate your business with GWMT and generate a fantastic return from our marketing activities. If you have any questions or would like to make a time to discuss which GWMT Partnership or Marketing products will suit you, please contact the **Business Manager, Katy Gilmore** at business@gwmtourism.com.au

You can choose to pay per quarter with:



One of the key advantages of the Pinnacle and Summit Partnerships is the option to pay the partnership fee via direct debit quarterly 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.

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TOURISM**

VICTORIA
EVERY BIT DIFFERENT



**Discover
Northern
Grampians**





BOOK AN APPOINTMENT WITH:

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