



**As the visitor economy continues to find its feet and recover from the significant challenges of the past 12 months, Grampians Tourism has remained committed to helping the operators of the region recover strongly.**

Our four key priorities throughout the year have been to make immediate decisions, support the industry, ensure that the Grampians remain relevant with consumers and stay connected to you and our audience.

Using the Reactivation Strategy and Action Plan as a guiding document Grampians Tourism has been able to achieve a great deal including:

- Delivery of two high profile marketing campaigns - *The Host with the Most* and

*Take the Wheel The Grampians Way* - to drive visitation to all four corners of the region.

- Grampians Tourism and our four local government authorities were instrumental in securing the funding and delivering the innovative and Workforce Attraction project - Live the Grampians Way and the digital asset [www.grampianslife.com.au](http://www.grampianslife.com.au).
- We have continued to represent the whole region to State and Federal Government and Industry Bodies to highlight issues of concern or support as a result of the COVID-19 crisis where required.
- Delivered targeted professional development opportunities for tourism

businesses and worked with councils to increase the number of businesses represented on Visit Grampians from 95 to over 300.

- Working with the State Government to ensure that the transition to Visitor Economy Partnerships as part of the Regional Tourism Review provides uninterrupted service and support for the industry

An integral piece of the Grampians Tourism 'jigsaw' is the continued delivery of the annual Grampians Tourism Industry Partnership Program. This program is critical in enabling the organisation to deliver visitor servicing, encouraging continuous industry improvement and delivering destination marketing for the broader Grampians region.

## The benefits:

- Strong digital presence through [www.visitgrampians.com.au](http://www.visitgrampians.com.au)
- Free or heavily discounted tickets to Professional Development programs
- Advocacy and representation to industry peak bodies including Tourism Australia, Visit Victoria and VTIC
- Regular industry communication to keep you informed
- Access to destination marketing activity to drive visitation

We are looking forward to working with you for another year.

# CHOOSE YOUR LEVEL OF INVOLVEMENT AND EXPOSURE

Choose any of the Industry Partner Packages below and enjoy exclusive Grampians Tourism partnership benefits plus the convenience of paying by the month.

## Partner Benefits - 1 July 2021 to 30 June 2022

	Bronze <b>\$300</b> per year <b>JOIN NOW</b>	Silver <b>\$150</b> per month <b>JOIN NOW</b>	Gold <b>\$292</b> per month <b>JOIN NOW</b>	Platinum <b>\$542</b> per month <b>JOIN NOW</b>
<b>Increase your digital presence</b> <i>Ensure your business reaches a greater digital audience through inclusion on key tourism websites and digital platforms.</i>				
Profile your business on <a href="http://www.visitgrampians.com.au">www.visitgrampians.com.au</a>	✓	✓	★	♥
Priority positioning on <a href="http://www.visitgrampians.com.au">www.visitgrampians.com.au</a>		✓	★	♥
<b>Connect with the Tourism Industry &amp; Community</b>				
Support the Tourism industry and local economy through your contribution	✓	✓	★	♥
Receive regular GT Industry Newsletters to stay updated	✓	✓	★	♥
Opportunity to attend industry workshops and networking functions	✓	✓	★	♥
Receive certificate of partnership to display	✓	✓	★	♥
<b>Enhance your Marketing and Build Reach to Potential Visitors</b>				
Priority positioning in Grampians Tourism marketing campaigns and activities, including: • Feature in the The Grampians Way Campaign printed Touring Guide • Additional tactical marketing opportunities throughout the year		✓	★	♥
Inclusion in a monthly Visit Grampians Consumer EDM		✓	★	♥
1 x Exclusive Visit Grampians Consumer EDM			★	♥
Inclusion in Blog articles on <a href="http://www.visitgrampians.com.au">www.visitgrampians.com.au</a>		✓	★	♥
1 x Exclusive Blog Article			★	♥
Opportunity for Social media mentions (where appropriate)		✓	★	♥
Opportunity to be included in PR pitches and have media famil visits*	✓	✓	★	♥
Discounted Destination marketing partner – corporate branding opportunities delivering increased exposure and product awareness, including, but not limited to, logo included in GT Conference promotions, recognition on Grampians Tourism corporate website.			★	♥
Advertising in the Grampians Official Visitors Guide		10% discount	20% discount	¼ page
Subsidised Professional Photography Session to the value of \$500.			★	♥
<b>Increase your Exposure to Visitors in the Region</b>				
Brochure display (DL)	✓	✓	★	♥
Free box of Grampians Playing Cards (100 packs per box) Valued at \$100.		✓	★	♥
<b>YEARLY TOTAL</b>	<b>\$300</b>	<b>\$1800</b>	<b>\$3500</b>	<b>\$6500</b>

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.

## THE Grampians Way Marketing the Grampians

Partnerships are essential to the success of our region.

Together we can show travellers why our spectacular Grampians region is a 'must visit' destination. We aim to build awareness of our destination amongst our desired target audience. We do this drive conversion through to visitation, by highlighting our regions strengths and diversity through targeted communication and tactical initiatives and working in partnership with industry and stakeholders.

Our campaigns and marketing initiatives throughout the year provide inspiration and information to connect visitors with the experiences they desire.

'The Grampians Way' destination campaign continues to evolve, with regularly refreshed creative and messaging. 'Take the Wheel, The Grampians Way' is our current campaign, which has extended the focus on road trips and itineraries that encourage dispersal around the region. We utilise PR, digital advertising, social media, media partnerships and collaborate with Visit Victoria and Tourism Australia to ensure that our region is top of mind for our target audience.



Pay by the month convenience

One of the key advantages of the Preferred Partner Program is that your Grampians partnership fee can be paid by direct debit monthly from your nominated bank account. Save time and money with great value packages that include exciting tourism marketing initiatives. Pay up front option available.

**Silver**  
**\$150**  
per month  
**JOIN NOW**

**Gold**  
**\$292**  
per month  
**JOIN NOW**

**Platinum**  
**\$542**  
per month  
**JOIN NOW**



All prices include GST.

## Feature Listings



### Visit Grampians Website\*

Enhance your profile on [www.visitgrampians.com.au](http://www.visitgrampians.com.au) 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](http://www.visitgrampians.com.au)

Annual Audience Results

<b>526,956</b> Sessions	<b>1,622,624</b> Page Views
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\*Included in **Gold, Silver** and **Platinum** Preferred Partner Package

(Source: Google Analytics  
May 25, 2020 – May 24, 2021)

## Digital Audience

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

Digital and Social media forms a significant part of our annual campaign because it is cost effective and able to reach targeted audiences successfully. This marketing then drives people to [www.visitgrampians.com.au](http://www.visitgrampians.com.au).

**Combined Audience 79,831**

**f 39,265**

**Instagram 40,566**

**Annual Reach 10,058,818**

**f 5,950,813**

**Instagram 4,108,005**

Source: Sprout Social

## Value of the Visitor Economy YE Dec 2020

### More Visitors More Often

Grampians Tourism's Strategic Marketing Plan was designed to build our brand, raise awareness, drive visitation and maximise ROI. We delivered 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.

**674,00**  
domestic visitors

**1.8m**  
domestic nights

**869,000**  
domestic day trip

Source: National Visitor Survey, YE Dec 20, TRA



Sources: YE Sep 20, Tourism Research Australia

# HOW TO JOIN THE GRAMPIANS TOURISM INDUSTRY PARTNER PROGRAM

## JOIN THE TEAM



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 fantastic return from our marketing activities.

You will save time and money with easy pay by the month packages that include options that will put your business ahead of the competition.

If you have any questions or would like to know more about our exciting Industry Partner Program please send an e-mail to our Partnership Team on [admin@grampianstourism.com.au](mailto:admin@grampianstourism.com.au) or call 03 5356 4865.

### Terms and Conditions

All Direct Debits 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@grampianstourism.com.au](mailto:admin@grampianstourism.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.

