

*Visit
grampians*

**GRAMPIANS TOURISM
INDUSTRY PARTNER PROGRAM
2022/2023**



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INTRODUCTION

As the Visitor Economy continues to find its feet and recover from the significant challenges of the past 24+ months, Grampians Tourism has remained committed to helping the Operators of our region recover strongly.

Our four key priorities have been to make immediate decisions, support the Industry, ensure that the Grampians regions remains relevant with consumers and stay connected to you and our audience. Using the Reactivation Strategy and Action Plan as a guiding document over the past 24+ months, Grampians Tourism has been able to achieve a great deal including:

- Delivery of three high profile marketing campaigns – *The Host with the Most, Take the Wheel - The Grampians Way* and *Piece Together Your Ultimate Road Trip* to drive visitation to all four corners of the region.
- Instrumental advocacy in partnership with our four Local Government Area key stakeholders in securing the funding for - and delivering upon - the innovative Workforce Attraction Project (*Live the Grampians Way*) and the digital asset www.grampianslife.com.au, as well as securing additional funding to deliver Phase 2 of *Live the Grampians Way* in order to support businesses and strategic investment into the region.
- Continuing to represent the whole region to Victorian Government, Australian Government and Industry Bodies to highlight issues of concern or support in the recovery of our region's Tourism Industry.

- Delivering targeted professional development and working in partnership with Councils to grow the number of businesses represented on Visit Grampians website to more than 350 throughout our region.
- Continuing to work with the Victorian Government to ensure that the transition to Visitor Economy Partnerships (per the Regional Tourism Review) provides uninterrupted service and support for the Industry.
- Continue to embed and grow Grampians Tourism's *Piece Together Your Ultimate Road Trip* "jigsaw" creative to ensure growth in awareness, consideration and intent to travel to Victoria's ultimate road trip destination.
- The continued delivery of the annual Grampians Tourism Industry Partnership Program. This program is critical in enabling the organisation to encourage continuous industry improvement and delivering destination marketing for the broader Grampians region.

The benefits:

- Strong digital presence through www.visitgrampians.com.au
- Free or heavily discounted tickets to Industry 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 look forward to working with you for another year.



PARTNER TESTIMONIALS

GRAMPIANS PEAKS WALKING CO. & ABSOLUTE OUTDOORS

Our partnership with Grampians Tourism has delivered much more than we could have hoped for. From measurable revenue and marketing opportunities to leveraging of combined audiences and the lesser defined support of informal conversations, feedback, insight and guidance which has been equally as valuable. Always welcoming and encouraging, we truly consider GT an extension of our own team.



HEATH HOUSE & HEMLEY HOUSE

Grampians Tourism delivers cost-effective and far-reaching strategic promotional activities with a thorough understanding of our region's key assets, marketing these superbly through a variety of effective brand and acquisition channels. I feel well informed on all matters that GT are working on, and can attest that being a partner creates opportunities to be promoted both nationally and internationally through on-site visits by trade and media and via tourism networking events.



POMONAL ESTATE

Being a partner with Grampians Tourism has provided us with invaluable resources and opportunities.

As a small family business, we absolutely appreciate the local support we receive, whether it's strategic information, networking opportunities or invitations to attend events, GT has really helped develop and grow our business.



ROYAL MAIL HOTEL

Our Grampians Tourism partnership provides us with valuable opportunities to be involved in cooperative marketing efforts and PR opportunities alongside advice or strategic guidance. We've also found the training and networking opportunities to be a fantastic bonus to our partnership.

GRAMPIANS OLIVE CO.

As a small tourism operator, our partnership with Grampians Tourism allows us to gain exposure not possible on our own. We appreciate being included in their destination campaigns, amplifying our reach to a new audience. The membership also keeps us connected to the bigger picture of what is happening in the industry. Over the years, successive campaigns and media opportunities have helped grow our profile as a unique foodie destination and we have seen increased visitor numbers.



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.

By highlighting our region’s strengths and diversity, and working in partnership with industry and stakeholders we build awareness, inspiration, consideration and intent in the minds of our target audiences. 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” puzzle 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, digital advertising, social media, media partnerships and collaborate with Visit Victoria, Great Southern Touring Route and Tourism Australia to ensure that our region is top of mind.

Increase your international marketing exposure through the Great Southern Touring Route.

[GSTR Marketing Prospectus 2022/2023](#)



Great Southern Touring Route

FEATURE LISTINGS

Visit Grampians Website*

Enhance your profile on 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

Annual Audience Results

529,693

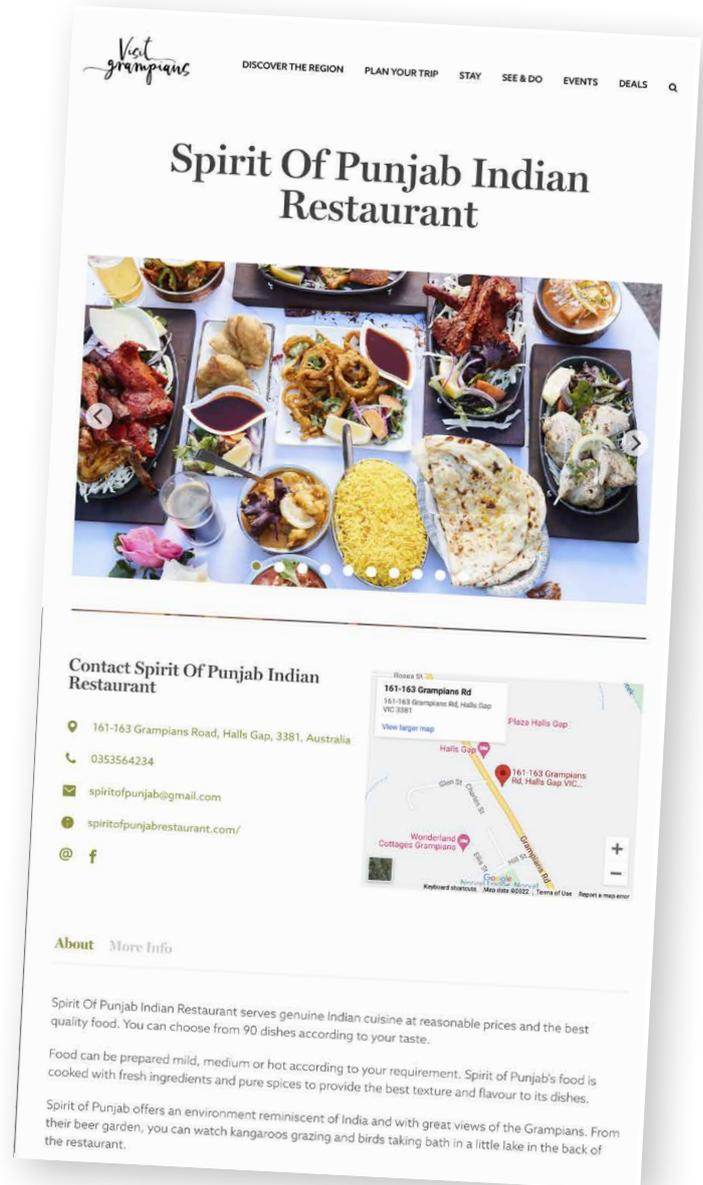
SESSIONS

1,631,581

PAGE VIEWS

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

(Source: Google Analytics May 25, 2021 – May 24, 2022)



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. Pay up front option available.

GOLD
\$292
per month

PLATINUM
\$542
per month

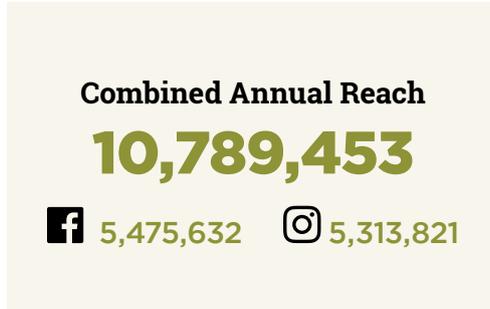
All prices include GST.



DIGITAL AUDIENCE

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

Digital and Social media form 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.



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: National Visitor Survey, YE Dec 21, TRA

Source: International Visitor Survey, YE Dec 19, TRA

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 (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 industry and communities 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	\$300 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 industry workshops and networking functions	✓	✓	★	♥	
Receive certificate of partnership to display	✓	✓	★	♥	
Opportunity to participate in Industry Strengthening activity. [#]			★	♥	
Enhance your Marketing and Build Reach to Potential Visitors					
Priority positioning in GT marketing campaigns and activities, including: <ul style="list-style-type: none"> • 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				♥	
1 x Exclusive Blog Article				♥	
Inclusion in Blog articles on www.visitgrampians.com.au		✓	★	♥	
Opportunity for Social media mentions (where appropriate)		✓	★	♥	
Opportunity to be included in PR pitches*.	✓	✓	★	♥	
Inclusion in content partnership campaign.			★	♥	
Inclusion in influencer and media campaigns*.			★	♥	
Discounted Destination marketing partner – corporate branding opportunities delivering increased exposure and product awareness, including, but not limited to, recognition on the Grampians Tourism corporate website and inclusion in Industry Update e-newsletters.				♥	
Advertising in the Grampians Official Visitors Guide.		10% discount	20% discount	¼ page	
Subsidised Professional Photography Session to the value of \$500.			★	♥	
Increase your Exposure to Visitors in the Region					
Brochure display (DL) in Halls Gap Visitor Information Centre.	✓	✓	✓	✓	
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. [#] Available for one participant from nominated business. [^] Monthly direct debit payments available for Gold and Platinum partners.	YEARLY TOTAL	\$300	\$1800	\$3500	\$6500



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 Robert Crack by email to marketing@grampianstourism.com.au or call 0438 003 162.

Terms and Conditions

If Gold & 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://grampianstourism.com.au/marketing/grampians-tourism-industry-partnership-program/>) and return to admin@grampianstourism.com.au. All Direct Debits for Gold & 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@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. In order to become a GT Partner, Tourism Operators must be listed in ATDW and must maintain that listing throughout the financial year.