

GREAT SOUTHERN TOURING ROUTE

2023-2024 INTERNATIONAL MARKETING PROSPECTUS

The Great Southern Touring Route is regarded as one of the World's best road trips.

The journey starts in Melbourne and takes in the waterfront city of Geelong, the food and wine region of the Bellarine Peninsula and the Great Ocean Road - including the dramatic rock formation of the Twelve Apostles. It passes through the seaside city of Warrnambool, the majestic nature and Aboriginal heritage of Grampians National Park, the gold rush history and grandeur of Ballarat and the health giving waters of Daylesford and Spa Country.

An adventure full of experiences that will delight and inspire every traveller.

The **organisation**

Great Southern Touring Route Inc (GSTR) is a not-for-profit, incorporated association 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.

The organisation comprises representatives of member associations:

- Tourism Greater Geelong & The Bellarine
- Great Ocean Road Regional Tourism Limited
- Grampians Tourism
- City of Ballarat
- GSTR also works with partner regions Daylesford & Macedon Ranges Tourism and Wyndham City
- GSTR is independently administered by a General Manager and supported by State (Visit Victoria) and Federal Government (Austrade).

The **opportunity**

Pooling resources for greater impact

- GSTR incorporates a diverse range of markets, products and locations.
- Our primary objective is to capitalise on the existing profile: to increase visitor expenditure, length of stay and yield.
- This is achieved through leveraging your industry contribution with the financial contribution of member regions and Visit Victoria.
- GSTR operates with a budget of approximately \$400,000 with industry contributing 25% of the total budget.
- This co-operative approach allows GSTR to reach more international markets and embrace partnership opportunities that drive business outcomes for our product partners.
- The updated mobile responsive website and the use of varied social media platforms will ensure GSTR partners are well placed to leverage from the travel trade and visitors increased reliance on digital technologies to research, plan and book holidays.



HOW THE PROGRAM IS DELIVERED



Targeted marketing

Overseas:

The following high-yield international markets are targeted:

The Americas (US, Canada), Greater China, UK/Europe, South East Asia (Singapore, India, Indonesia, Thailand, Malaysia), Japan, Korea and New Zealand.

In-marketing representation:

GSTR has in-market representation provided by Ina Becker in German speaking Europe, and The Gaibo Agency (Jessica Xue) in China. This strategy has proven to be a significant competitive advantage for GSTR members.

Major Trade Events:

- Australian Tourism Exchange (ATE)
- US Roadshow
- India & China Missions
- China & UK/Europe Corroboree events
- New Product Workshops - UK/Europe
- ATEC workshops & inbound tour operator training plus familiarisations
- Tourism Australia & Visit Victoria Trade Missions (UK/Europe, China & India)
- Consumer show in Singapore.

Participation options

Base:

\$500 inc GST - Non commissionable products only.

- Web listing: greatsoutherntouring.com.au
- Itinerary inclusion
- Promoted in key international markets

Premium:

\$1,800 inc GST - Accommodation 10 rooms and over / large attractions / activities (50 plus patrons per day) / tour & transport operators.

\$900 inc GST - Accommodation under 10 rooms / attractions / activities (under 50 patrons per day & commissionable).

- Web listing: greatsoutherntouring.com.au
- Itinerary inclusion
- Promoted in key international markets
- Showcased at ATE
- Opportunity for media/trade famils
- Media kit inclusion
- Opportunity for a virtual training session with EO and GSTR in-market reps and one Visit Victoria representative (annual)

Platinum:

\$4,500 inc GST - More than one property / chains / corporates.

- Web listing: greatsoutherntouring.com.au
- Itinerary inclusion
- Promoted in key international markets
- Showcased at ATE
- Opportunity for media/trade famils
- Media kit inclusion
- Opportunity for a virtual training session with EO and GSTR in-market reps and one Visit Victoria representative (annual)
- Web feature
- eDM feature to trade



SALES & INFORMATION:

Marc Sleeman

Grampians Tourism

M: **0437 530 148**

E: ceo@grampianstourism.com.au





Great Southern Touring Route

2023-2024 GSTR ORDER FORM

GEELONG • GREAT OCEAN ROAD • **GRAMPIANS** • BALLARAT

Please return this application to Grampians Tourism
Email: ceo@grampianstourism.com.au together with full payment.

Business Name (Applicant):	ABN:
Trading Name:	
Postal Address:	Postcode:
Location Address:	Postcode:
Contact Name:	Position:
Telephone: ()	Facsimile: ()
Email:	
Website:	

2023-2024 GSTR INTERNATIONAL MARKETING PROGRAM PARTICIPATION FEES

Please tick (✓) the appropriate circle for your marketing program options.

- BASE** \$500 inc GST - Non-commissionable product only.
- PREMIUM** \$1,800 inc GST - Accommodation 10 rooms and over / large attractions / activities (50 plus patrons per day) / tour & transport operators.
- PREMIUM** \$900 inc GST - Accommodation under 10 rooms / attractions / activities (under 50 patrons per day & commissionable).
- PLATINUM** \$4,500 inc GST - More than one property / chains / corporates.

TOTAL FEE INC GST: \$

PAYMENT METHOD

- Invoice from Grampians Tourism.

REGIONAL TOURISM MEMBERSHIP

- Grampians Tourism ATEC (National Operator)

I/We the undersigned, being a duly authorised representative of the Applicant whose details appear above, hereby apply to participate in the 2023-2024 international marketing campaign conducted by Great Southern Touring Route Inc (GSTR), and upon acceptance by GSTR, agree to abide by the terms & conditions of the campaign as specified from time to time by GSTR, included on page 2 of the 2023-2024 GSTR International Marketing Order Form.

Signed for and on behalf of the applicant: _____ Date: _____

Name: _____ Position: _____



Great Southern Touring Route



GSTR TERMS & CONDITIONS

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Participation conditions

GSTR has established a reputation of offering quality tourism product from professional tourism operators.

By achieving a high standard for entry into our program, your business is assured of maintaining the benefits of offering a quality experience to consumers.

To become a participant certain criteria other than funding alone, need to be met. They are listed as follows:

Mandatory policies:

- If applicable incorporate appropriate commission in standard rack rate.
- When requested make indicative rates available for inclusion on GSTR rate sheet for distribution to wholesalers and inbound tour operators.
- Offer year-round availability for bookings via the travel trade (special rates for high and low seasons are acceptable but must be stated on all contracts - 2 year validity periods are common).
- Must be a financial member of either City of Ballarat; Tourism Greater Geelong & The Bellarine; Great Ocean Road Regional Tourism Limited; Grampians Tourism; Daylesford & Macedon Ranges Regional Tourism or member of a recognised national industry organisation (eg. ATEC, National operators only operating in a minimum 2 states).
- Dedicated email address.
- Open 7 days a week.

Recommended policies:

We recommend that these policies and procedures be adopted:

- Achieve industry accreditation status.
- Implement policies regarding booking, confirmation and cancellation procedures specified on travel trade contracts.
- Consider involvement in selected trade shows.
- Attend training programs conducted by GSTR.
- Provide discounted rates for trade/media familiarisation programs.



2023-2024 Terms & conditions

1. I/We acknowledge receipt and understanding of the GSTR International Marketing Prospectus 2023-2024.
2. I/We warrant that the Applicant does and shall at all times during the period meet or exceed the Mandatory Criteria required for acceptance into the campaign as specified in the International Marketing Prospectus.
3. I/We acknowledge that the Applicant shall make its best endeavours to support GSTR and adopt the Recommended Policies specified in the Marketing Prospectus.
4. I/We acknowledge that the years program is subject to available funding to GSTR and that GSTR shall have the right to vary the mix or nature of all marketing strategies outlined in the International Marketing Prospectus.
5. I/We indemnify GSTR from any liability arising from actions against GSTR, its Committee and its Members for misrepresentation by or misleading and deceptive conduct of the Applicant, including print, online and electronic material.
6. I/We warrant that all materials and information supplied by the Applicant for publication or promotion by GSTR are free from copyright or other limitation and use by GSTR shall satisfy all conditions of their usage. The Applicant shall indemnify GSTR against liability for any breach of copyright or other intellectual property rights of any third party arising out of publication or promotion by GSTR.
7. I/We acknowledge that GSTR shall not be held responsible for any error, exclusion or omission from any publication or promotion, and shall not be liable for any loss, whether direct or consequential, however caused.
8. I/We acknowledge that GSTR shall have the final right in selecting the product category that the Applicant is placed within.
9. I/We acknowledge that participation in the campaign is in no way an endorsement of the Applicant.
10. I/We acknowledge that "Great Southern Touring Route" and its associated logo is a trade mark of GSTR and that any use of GSTR intellectual property shall be subject to the advance written approval of GSTR and shall comply with all policies for use of logo, etc as specified by GSTR from time to time. The Applicant shall immediately cease any use of GSTR intellectual property upon the expiration of this agreement or demand by GSTR.
11. I/We acknowledge that participation fees paid to GSTR are non-refundable.
12. I/We acknowledge that transfer of ownership of the Applicant shall entitle the new owners to all outstanding benefits of the campaign, provided mandatory criteria continue to be met.
13. I/We acknowledge that GSTR shall retain the right to withdraw acceptance of this application at any stage throughout the campaign period as a result of any account of the Applicant being overdue or otherwise for any breach of this agreement, and all participation fees shall be forfeited. GSTR shall be entitled to claim against the Applicant for any production or promotion costs incurred for the Applicant prior to withdrawal.
14. I/We acknowledge that the Applicant shall hold appropriate insurances for the duration of their participation in the GSTR program.