

# 2024 Partnership Program

DESTINATION  
**PHILLIP**  

---

**ISLAND**



PHILLIP ISLAND 101 <sup>km<sup>2</sup></sup>

ONE AMAZING PLACE





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# Welcome to Phillip Island

At Destination Phillip Island, we are passionate about supporting the development of our region's Visitor Economy delivering sustainable growth for the local community, thriving businesses, growing local jobs, and enhancing our visitor's experiences.

We invite you to be part of our 2024 Partnership Program so as a region we can collaboratively grow the local economy and support success. With the combined support from the Phillip Island and Bass Coast Visitor Information Centres, your businesses can leverage marketing strength and participate in our industry development programs.

Participation keeps you informed and connected, ensures you are eligible to receive invitations to industry events, and promotes your business through our digital platforms, strategic alliances, and marketing campaigns.

This partnership program connects all our businesses from small to large, enabling a collaborative approach to our region's success.

Our team are happy to catch up and discuss how we can help and the most suitable program for your business.

We encourage you to reach out and connect by joining our tourism collaboration.

Kim Storey  
General Manager  
[info@visitphillipisland.com.au](mailto:info@visitphillipisland.com.au)

*We acknowledge the traditional custodians of the land on which we work, live and welcome visitors to explore, the Bunurong people. We pay our respects to their elders past and present recognising their connection to the land, the unique wildlife, breathtaking coastline and magical saltwater that surrounds us*





DESTINATION  
**PHILLIP  
ISLAND**

## Destination Phillip Island – we deliver

Advocacy

Destination  
Marketing &  
Partnerships

Industry  
Development  
& Resources

Strategic  
Destination  
Management

### Our Funding Partners



Our  
Industry

### Our Strategic Partners





# Phillip Island & San Remo Destination Management Plan

Destination Phillip Island, in partnership with Phillip Island Nature Parks, Bass Coast Shire Council, and the Department of Jobs, Skills, Industries and Regions, developed an updated Phillip Island and San Remo Destination Management Plan. The plan will be released in early 2024 and builds upon insights and activity the region has been working towards through the current Phillip Island and San Remo Destination Management Plan 2030 (published in 2016).

This plan will foster inspiring regenerative tourism practices, support environmentally sympathetic development and grow the value of our visitor economy in collaboration with our stakeholders and community. We recognise that a vibrant tourism industry supports our region's economic prosperity and contributes to the livability of the region.

## ***Our Purpose***

Tourism for the greater good.

## ***Values***

- ❖ We support sustainable growth
- ❖ We are empowered to drive positive impact through tourism
- ❖ We are collaborative and inclusive
- ❖ We value quality over quantity
- ❖ We encourage slowing down

## ***Our strengths***

- ❖ Nature, Marine & Wildlife
- ❖ Authentic Regenerative Culture
- ❖ Vibe & Geography
- ❖ Proximity to Melbourne
- ❖ World-Class Events

[View our Plan here](#)



DESTINATION  
PHILLIP  
ISLAND

BASS  
COAST

Phillip Island  
NATURE  
PARKS

VICTORIA



## Memberships & Partnerships





# Visitation Snapshot

Phillip Island & Bass Coast

YEAR ENDING 30 JUNE 2023

**\$838M**

TOTAL EXPENDITURE

**2,558,000**

TOTAL VISITATION

**1.4M**

DAY TRIP VISITORS

**1.1M**

OVERNIGHT VISITORS

**3,546,000**

TOTAL NIGHTS

**3**

DOMESTIC AVERAGE NIGHTS

**\$183**

AVERAGE SPEND PER NIGHT

**4,800**

SUPPORTING JOBS

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• For the purposes of this research, the Phillip Island region is defined as French Island, Phillip Island and Bass Coast (Wonthaggi to Inverloch). No data was collected for international visitation for the region as this research has not yet recommenced.





# Industry Development

Destination Phillip Island delivers an Industry Development program with events and networking opportunities running throughout the year.

- Workshops and Training
- Annual Conference
- Industry Gatherings and Networking
- Industry Surveys
- Research
- Resources
- Regular newsletters and information sharing



# Phillip Island and Bass Coast Visitor Information Centre Network

By partnering with the award-winning Phillip Island Visitor Information Centre, our passionate and knowledgeable staff will increase the exposure your business receives in 2023. As a leading visitor information centre with over 20 years experience in the Tourism Industry, we are passionate about our local economy, our social responsibility and awareness to climate change impacts. We will continue to be the lead source of quality information to our visitors and community to Phillip Island, including Bass Coast and surrounds.

Our friendly service enhances the visitor experience, with staff sharing their local knowledge of the region. Our services include providing information to our visitors on where to stay, things to explore, see, eat, and drink. More importantly, we are passionate about promoting your business to entice visitors to visit your business. Bass Coast is committed to progressing opportunities for the visitor economy and economic growth in harmony with our natural environment and sustainable values. We focus on inspiring our community and visitors with unique experiences.

We aim to deliver outstanding service and products to encourage opportunities to increase visitor's length of stay, expenditure, and dispersal for our region.

-  +27,000 \* phone & email enquiries
-  Accommodation advice & bookings
-  163,000\* walk in visitors
-  Open 7 days per week, 364 days per year
-  Provide leadership & support for local industry
-  Face to Face interactions leads to higher spend, longer stays & return visitation
-  Attraction & event ticket sales
-  A selection of merchandise, local produce, and products
-  Free wifi

\*pre-pandemic statistic



**Phillip Island Visitor Information Centre**  
**Inverloch Visitor Information Centre**  
[visitbasscoast.com.au](http://visitbasscoast.com.au)  
**website**  
**Event & Market Calendars**  
**Arts & Culture Guide**  
**Walks & Trails Booklet**  
**Tourism Brochure**  
**Displays**  
**Destination Maps**



**Bronze Winner**  
 2023 Victorian  
 Tourism Awards





## **Our Role in Marketing Phillip Island & San Remo**

**Telling the Phillip Island and San Remo 'Story'**

**Brand Marketing**

**Markets & Sector Partnerships**

**Visitor Collateral**

**Visitor Welcome Program**

*“Attracting visitors with a focus on high value, values aligned visitors, greater length of stay and increased expenditure.”*

We communicate our unique Phillip Island strengths in our own regional campaigns and marketing programs with the support of our Phillip Island 101 assets. We also work in collaboration with Visit Victoria to activate “Victoria’s Island Sanctuary” Regional sub-brand which is part of the state-wide master brand framework to reach domestic and international markets.

Strategic partnerships deliver reach into International and domestic markets through

Go Beyond Melbourne, Sydney Melbourne Touring and Drive Victoria.

Our owned channels provide an always on approach to capturing new visitors and strengthening our ability to share our experiences and encourage greater length of stay and increased expenditure.



# Our Regional Platforms and Collateral



## Officially recognised Regional Websites

visitphillipisland.com.au  
visitbasscoast.com.au

**2 million +  
page views**



## Facebook

@visitphillipisland  
#phillipisland

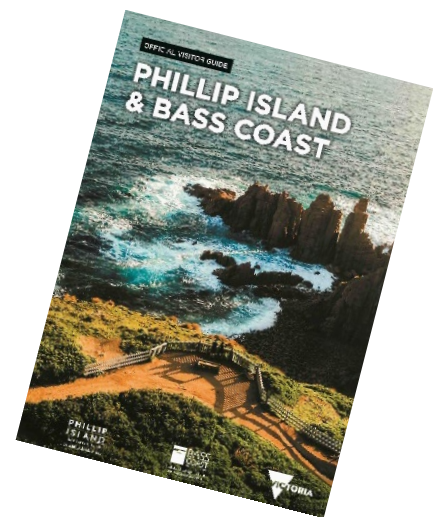
**51k followers  
4.2m impressions  
3.3m reach**



## Instagram

@phillipisland  
#phillipisland

**37k followers  
2.1m impressions  
1m reach**



## Official Visitor Guide

Production & Printing  
Intra & Interstate Distribution

**60,000 print + online**



## Database

Consumer  
Industry

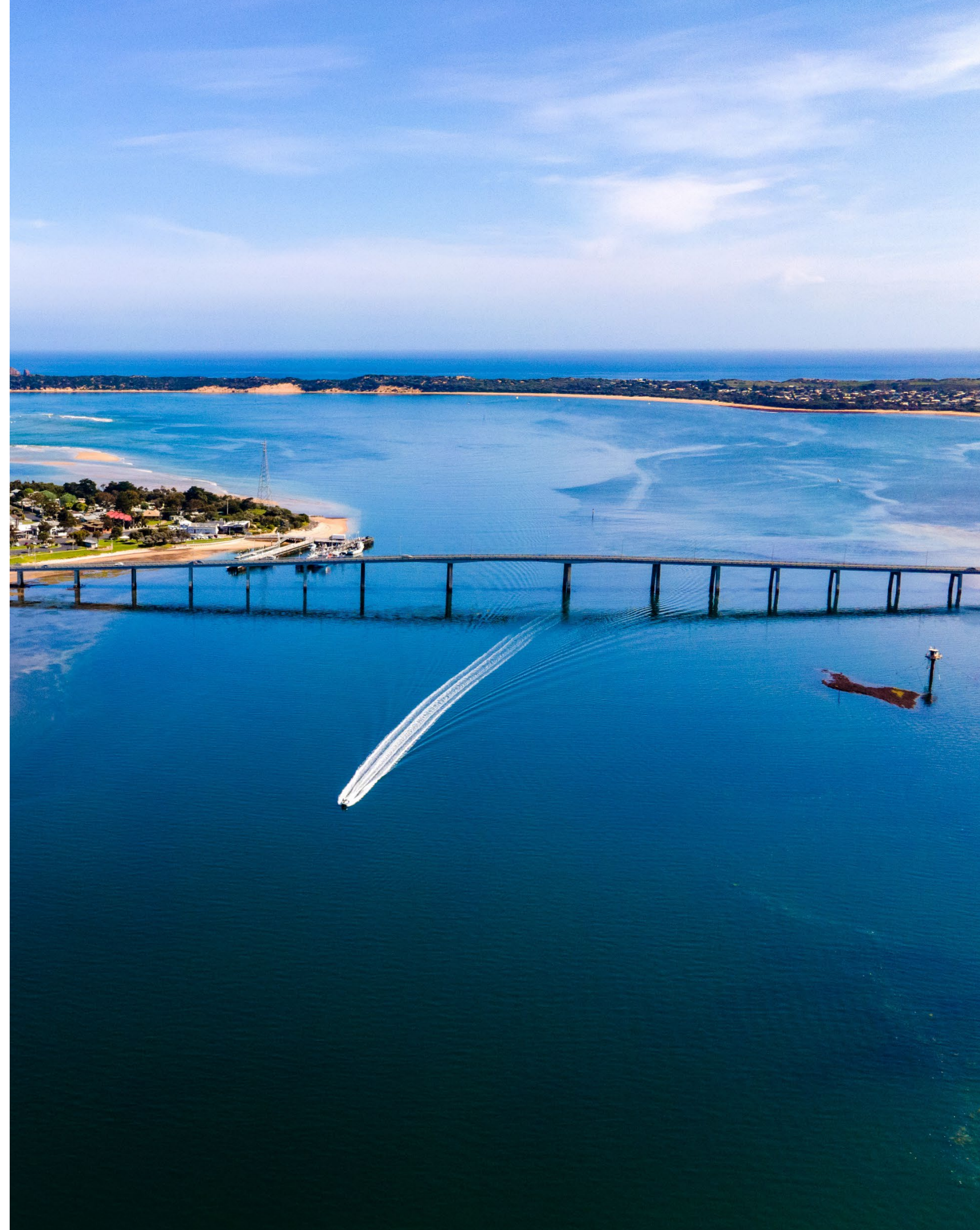
**36,000**



## Visitor Maps + Touring Trails

Tear off Visitor Map and Trails

**30,000+**





# Phillip Island 101km<sup>2</sup> Campaign



ONE AMAZING PLACE



Phillip Island, as a travel destination brand, has built strong international and domestic credibility, attracting visitors for many decades.

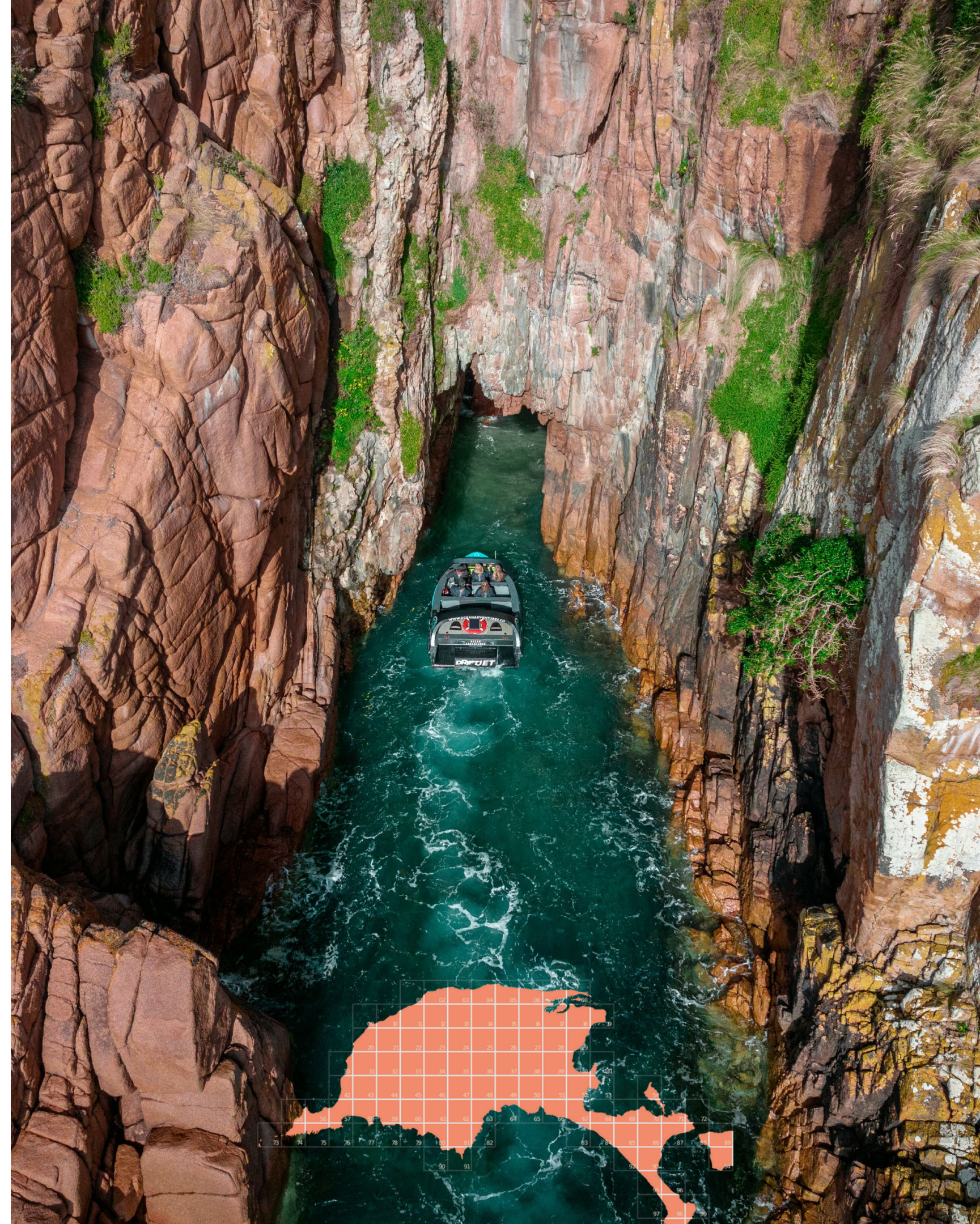
The current visual representation of the destination brand is our tourism award-winning “Phillip Island 101 square kilometres of amazing”, a brand awareness campaign that is a platform for our industry to share our unique and diverse stories of place, and attract our high values, values-aligned visitors through Destination Phillip Island’s annual regional marketing activities.

*"Welcome To Phillip Island, 101km<sup>2</sup> Of Amazing Experiences Distilled Into One Easygoing Island Sanctuary."*

*Near enough to reach on a short drive from Melbourne but far enough to feel like you've had a real escape, Phillip Island is Victoria's holiday sweet spot. The island is famous for its Little Penguin parade and the legendary Australian Motorcycle Grand Prix, but there's much, much more to see and do, and Phillip Island 101 is your guide to getting out there and experiencing it all. No matter what time of the year you visit, there's 101km<sup>2</sup> of island magic to be discovered. From watching fur seals sun themselves on Seal Rocks, to enjoying a smooth red at a cosy wine bar and taking to the skies on an exhilarating scenic helicopter ride, whichever direction you head there's fun to be found. Whether you glamp under the stars, stay in a luxury cabin or book a caravan park with a view, we invite you to stay and create your own Island adventure. Soon you'll see what us locals have long known – there's nowhere quite like Phillip Island.*

*101 square kilometres of amazing is waiting. Phillip Island 101. One amazing place.*

[View ads here](#)





# DRIVE Victoria

Drive Victoria is a new cross-regional tactical marketing campaign that launched in November 2023. We have partnered with the Great Ocean Road, Mornington Peninsula and Geelong / Bellarine regional organisations to deliver a campaign that supports our regional marketing activities and taps into our most important audience – the self-drive market. This market makes up 98% of visitors to regional Victoria.

The collaborative campaign targets Melbournians looking to escape and includes a dedicated marketing program, paid and organic social media, a dedicated social media channel, a dedicated website, plus Drive Victoria content on each partner region's website.

## Benefits for the Partnership

- License to use the Drive Victoria digital toolkit and media assets for your own marketing
- Business listing on the Drive Victoria landing page on [visitphillipisland.com.au](http://visitphillipisland.com.au)
- Ability to list travel deals on the landing page
- Be considered for content promotion on Drive Victoria social channels
- Promote your business in a campaign that works to drive intent to conversion from the consumer

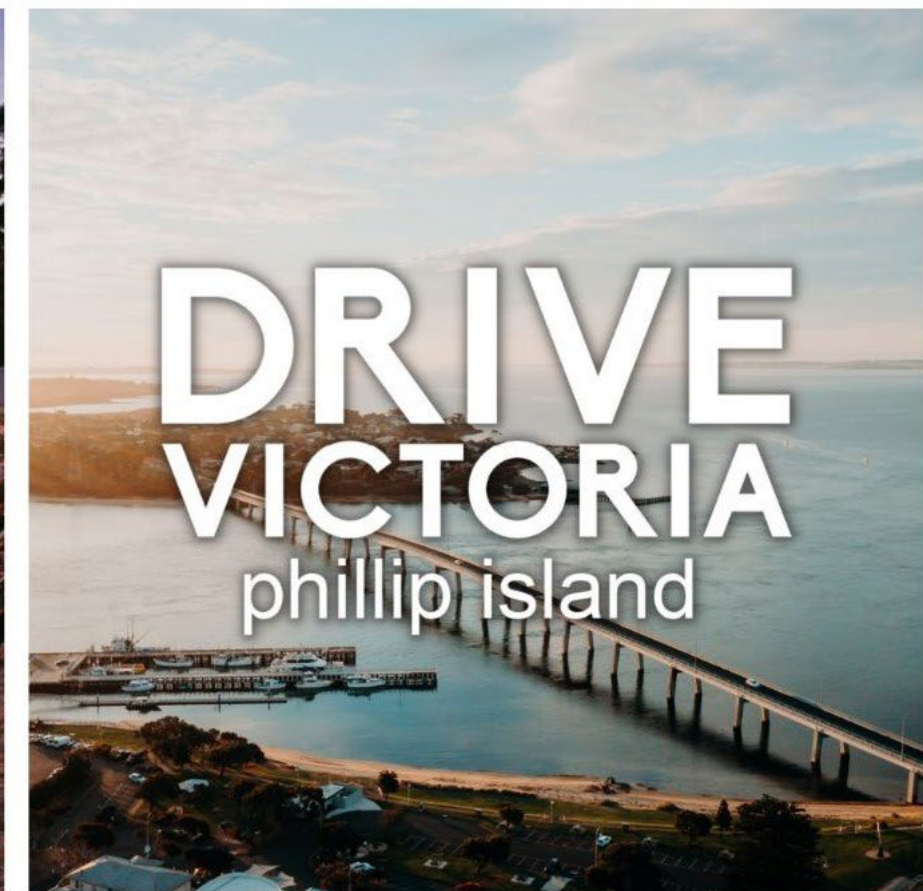
**Cost:** \$250 (inc GST) for 12 months  
(included in the Platinum and Premium Plus packages)

[DRIVE Victoria website](#)

[DRIVE Victoria - Phillip Island website](#)

[Instagram](#)

[Facebook](#)



IN PARTNERSHIP WITH

MORNINGTON PENINSULA  
REGIONAL TOURISM

TOURISM GREATER  
GEELONG & THE  
BELLARINE



PHILLIP  
ISLAND  
NATURALLY PLAYFUL

GREAT  
OCEAN  
ROAD  
REGIONAL  
TOURISM



# International Trade Program

Phillip Island is a must-see destination on International visitors' itineraries. DPI promotes Phillip Island in International markets in partnership with Visit Victoria, ATEC and Tourism Australia. With international markets growing it is essential that Phillip Island experiences are promoted to the travel trade.

In 2024 Australia Tourism Exchange (ATE24) will be held in Melbourne. This is the largest travel trade event in the Southern Hemisphere.

## Program inclusions

- Business partner in the **Go Beyond Melbourne** international marketing program for 2024
- Go Beyond Melbourne promotion, website and trade activity
- Invitation to the Go Beyond Melbourne workshop in region
- Visits and liaison with key Inbound Tour Operators in Melbourne and Sydney
- Co-operative marketing campaigns with key wholesale partners
- Profile included in digital Phillip Island International Planner, training presentation-distribution to International Visit Victoria managers and offices, and media
- Support on working with international trade and key contacts
- Market and trade updates
- Priority recommendation for trade and media familiarisations

## Cost to Participate

Attractions and Large Accommodation venues \$1100 (inc GST)

Restaurants / Accommodation 5 or less rooms \$600 (inc GST)

Email your expression of interest to [marketing@visitphillipisland.com.au](mailto:marketing@visitphillipisland.com.au)



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## visitvictoria.com listing - ATDW

The Australian Tourism Data Warehouse (ATDW) is Australia's national tourism database and distribution platform.

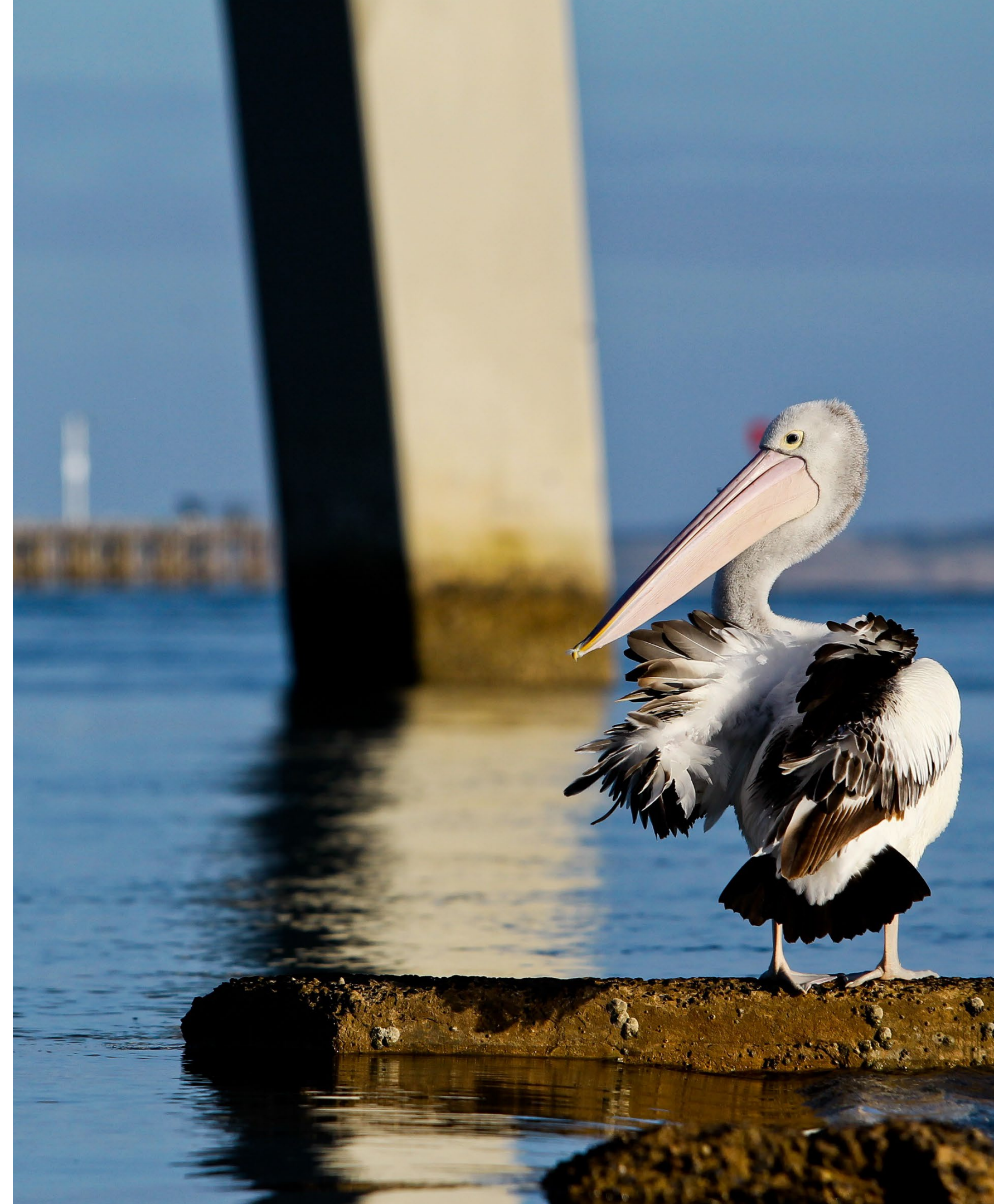
The ATDW's function is to help extend your online exposure and attract more business. ATDW profiles provide an online presence at national, state, regional and destination levels through the key online tourism marketing platforms of visitvictoria.com, australia.com and more.

Businesses and events looking to maximise their exposure through the marketing activities and programs of Visit Victoria should consider an up-to-date ATDW profile with engaging images and copy.

Provides a listing on [visitvictoria.com.au](http://visitvictoria.com.au) and [australia.com](http://australia.com).

**Cost** \$295 per year (inc GST)

This fee is included at a discounted rate for Platinum and Premium Plus packages.





# My Phillip Island Ambassador

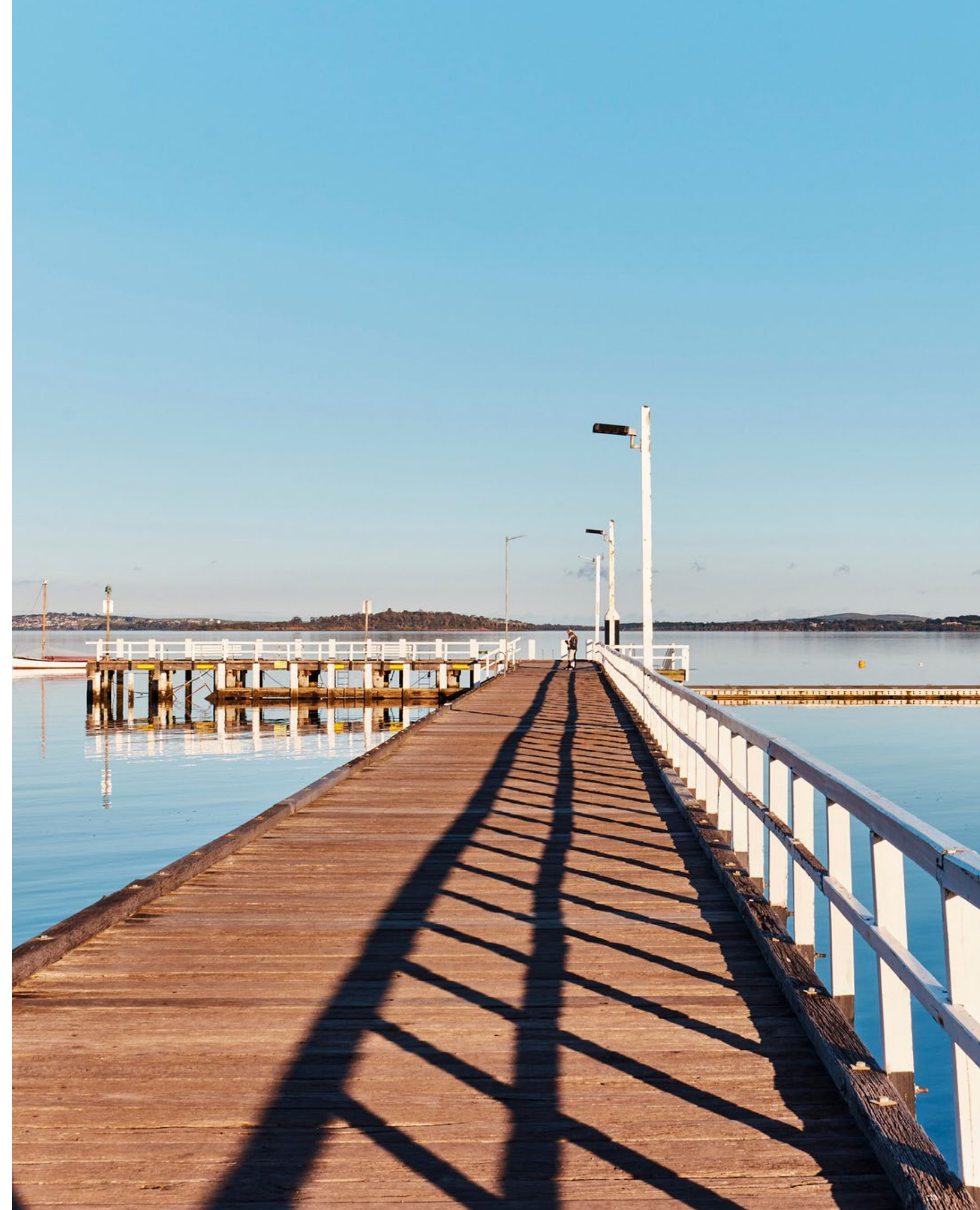
The My Phillip Island Ambassador program was created to promote and engage Phillip Island's community to use their passion and knowledge to help make every visitor's experience a positive one. The program assists businesses that would like their staff to add to their customer service training. Participants learn the basics of exceeding customer expectations, why tourism is important to our region, and also provide product knowledge.

This easy-to-use digital platform has many benefits:

- A training resource
- A foundation of how to provide warm, friendly quality service
- Free for students, volunteers, and individuals
- A tool to help students prepare for their first job and to help build confidence and demonstrate initiative
- A network for locals that also provides access to job listings and special offers

Partners can register as a business to encourage uptake from their staff.

See the My Phillip Island website at [myphillipisland.com](http://myphillipisland.com) to join the program.







## Essentials Package - \$250 (~\$21 per month) (Estimated value - \$450)

### Our base program to support a range of small business that includes listings on our official websites

- Listing on key regional websites [visitphillipisland.com.au](http://visitphillipisland.com.au) & [visitbasscoast.com.au](http://visitbasscoast.com.au) with combining page views of 2.3 million +
- Outbound links on [visitphillipisland.com.au](http://visitphillipisland.com.au) to your website, preferred booking platform, and social media channels over 200,000 outbound links delivered in 2023
- Promote your key visitor events for free on [visitphillipisland.com.au](http://visitphillipisland.com.au) and support provided to load the event listing to the Australian Tourism Data Warehouse
- Partnership rate for advertising in the Phillip Island & Bass Coast Official Visitor Guide (minimum value \$100)
- Subscription to DPI Industry eNewsletter & eNews updates
- Invitations to Industry training, workshops, networking, and annual conference at subsidised costs
- Priority access to workshops on topics including digital, accessibility, and visitor servicing at subsidised partner rates
- Quarterly updates of industry research such as visitor arrivals and travel trends
- Assistance with developing and promoting your Regenerative and Sustainable business practices. Including updates from the Phillip Island Regenerative Tourism Alliance

### Visitor Information Centre benefits

- Online and visitor enquiries referred to your business via phone, email, and mobile van promotions
- Online booking platform access with the option to be live with ongoing support and advice
- Listing on the tear-off map distributed at the Visitor Information Centre and local businesses (valued at \$100)
- Invitation to Visitor Services morning tea and networking sessions
- Custom listing on [visitbasscoast.com.au](http://visitbasscoast.com.au)

### + ADDITIONAL OPTIONS

1. Your DL brochure\* displayed at Newhaven Visitor Information Centre + \$130
2. DL brochure\* displayed at Newhaven & Inverloch Visitor Information Centres & A3 poster at Newhaven + \$480

(\* brochure requirements: must be designed to a professional standard, stand upright & not fold over; must be DL or A5; photocopies not accepted)





## **Premium Package - \$475 per year (~\$40 per month)** (Estimated value - \$700)

### **All of the benefits of the Essentials Package PLUS:**

- Eligible for inclusion in monthly Phillip Island consumer eDM editorial to database of 35,000+
- Submit any special deals to be included in our 'special deals' website page
- Eligible for inclusion on Phillip Island's social media channels (where appropriate)
- Partner spotlight on your category page on [visitphillipisland.com.au](http://visitphillipisland.com.au) for 1 month
- Content inclusion in one (1) Seasonal campaign produced by Destination Phillip Island
- 1 x eDM feature for your business – up to 100 words, 1 image and direct link to your website delivered to our consumer database (valued at \$250)

## **Premium Plus Package - \$775 per year (~\$65 per month) \*NEW FOR 2024** (Estimated value - \$1545)

### **All of the benefits of the Essentials and Premium Packages PLUS:**

- Business listing on [visitvictoria.com](http://visitvictoria.com) via ATDW (valued at \$295)
- One (1) dedicated social media post for your business on Phillip Island's social media channels (valued at \$300)
- Business participation in 2024 DRIVE Victoria marketing campaign (valued at \$250)





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## Platinum Package - \$2000 per year (~\$167 per month)

(Estimated value - \$3345)

**Developed for tourism experiences and hospitality venues to leverage our regional platforms**

### **All other package inclusions PLUS:**

- Business spotlight on visitphillipisland.com.au home page for 1 month (valued at \$400)
- 1x eDM feature placement promoting your business to 35,000+ consumers - up to 300 words, 1 image, and direct link to your website (valued at \$300)
- Dedicated (Solus) Blog Post for your business published on visitphillipisland.com.au, Phillip Island Facebook and Instagram Stories (valued at \$500)
- Inclusion in one seasonal social media paid activity (valued at \$100)
- DPI team to work with you on the creation of one (1) Instagram story and reel set on your business (valued at \$500)



# Package Benefits at a glance

Inclusions	Essential \$250	Premium \$475	Premium Plus \$775	Platinum \$2000
Listing on key regional sites visitphillipisland.com.au & visitbasscoast.com.au websites <b>over 2.3m page</b> views combined	√	√	√	√
Outbound links on visitphillipisland.com.au to your website, preferred booking platform, and social media channels over 200,000 outbound links delivered in 2023	√	√	√	√
Promote your <b>key visitor events</b> for free on visitphillipisland.com.au and support provided to <b>load the event listing</b> to the Australian Tourism Data Warehouse (ATDW)	√	√	√	√
Partnership rate for advertising in the Phillip Island & Bass Coast Official Visitor Guide (minimum value \$100)	√	√	√	√
Subscription to DPI Industry eNewsletter & eNews updates	√	√	√	√
Invitations to Industry training, workshops, networking, and annual conference at subsidised partner rates	√	√	√	√
Priority access to workshops on topics including digital, accessibility, and visitor servicing at subsidised partner rates	√	√	√	√
Quarterly updates of industry research such as visitor arrivals and travel trends	√	√	√	√
Assistance with developing and promoting your Regenerative and Sustainable business practices. Including updates from the Phillip Island Regenerative Tourism Alliance	√	√	√	√
Eligible for inclusion in monthly Phillip Island consumer eDM editorial to database of 35,000+ (valued at \$100)		√	√	√
Submit any special deals to be included in our 'special deals' website page		√	√	√
Eligible for inclusion on Phillip Island's social media channels (where appropriate)		√	√	√
Partner spotlight on your category page on visitphillipisland.com.au for 1 month		√	√	√
Content inclusion in one (1) Seasonal campaign produced by Destination Phillip Island		√	√	√
1 x eDM feature for your business - including 150 words, 1 image and direct link to your website delivered to our consumer database (valued at \$250)		√	√	√
Business listing on visitvictoria.com via ATDW (valued at \$295)			√	√
One (1) dedicated social media post for your business on Phillip Island's social media channels (valued at \$300)			√	√
Business participation in 2024 DRIVE Victoria marketing campaign (valued at \$250)			√	√
Business spotlight on visitphillipisland.com.au home page for 1 month (valued at \$400)				√
1x eDM feature placement promoting your business to 35,000+ consumers - up to 300 words, 1 image, and direct link to your website (valued at \$300)				√
Dedicated (Solut) Blog Post for your business published on visitphillipisland.com.au, Phillip Island Facebook and Instagram Stories (valued at \$500)				√
Inclusion in one seasonal social media paid activity (valued at \$100)				√
DPI team to work with you on the creation of one (1) Instagram story and reel set on your business (valued at \$500)				√
<b>VISITOR INFORMATION CENTRE</b>				
Online and visitor enquiries referred to your business via phone, email, and mobile van promotions	√	√	√	√
Online booking platform access with the option to be live with ongoing support and advice	√	√	√	√
Listing on the tear-off map distributed at the Visitor Information Centre and local businesses	√	√	√	√
Invitation to Visitor Services morning tea and networking sessions	√	√	√	√
Custom listing on visitbasscoast.com.au	√	√	√	√



To join, [click here to complete the form](#)  
[and provide payment](#)

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**ISLAND**

For any further information or  
to discuss joining us as a partner, get in touch with our team

Web: <https://www.visitphillipisland.com.au/destination-phillipisland>

Email: [info@visitphillipisland.com.au](mailto:info@visitphillipisland.com.au)

Phone: 0466 620 856

Address: PO Box 683, Cowes VIC 3922



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