



DESTINATION
PHILLIP
ISLAND

Be Part of What's Next:
Your Invitation to Partner in 2026



**BASS
COAST**

DESTINATION
PHILLIP
ISLAND

**PHILLIP
ISLAND**

km²
101

ONE AMAZING PLACE



Be Part of What's Next: Your Invitation to Partner in 2026

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.

Your Invitation?

- ❖ Leverage the experience of tourism destination experts
- ❖ Increase your business exposure through the powerful regional marketing platforms
- ❖ Connect your business to larger consumer and industry communities
- ❖ Gain access to the relevant tourism industry data and business tools that can make the difference to your business
- ❖ Link your business to the strength of a regional voice, through connecting to State and National tourism bodies and Industry Associations

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, workshops and promotes your business through our digital platforms, strategic alliances, and marketing campaigns. We encourage you to reach out and connect by joining our tourism collaboration.

Kim Storey
General Manager

DESTINATION PHILLIP ISLAND

Destination Phillip Island Regional Tourism Board is the peak tourism organisation for the region.

Led by a board of skills-based members and a team of passionate tourism professionals, who live and work on Phillip Island, we deliver a program of advocacy, marketing and industry development for the region's visitor economy.

Kim Storey, General Manager

- Contact: dpi@visitphillipisland.com.au

Industry Strengthening Coordinator

- Contact : info@visitphillipisland.com.au

Louisa Frazetto, Administration and Partnership Officer

- Contact : admin@visitphillipisland.com.au

Arnika Martin, Digital Media & Marketing Coordinator

- Contact: marketing@visitphillipisland.com.au

Destination Phillip Island Industry Website

destinationphillipisland.org.au

Advocacy

Industry
Development
& Resources

Destination
Marketing &
Partnerships

Strategic
Destination
Management

Our Funding Partners



Our Industry

Our Strategic Partners



Proud member of
VTIC





We partner and work together with industry leaders to support the industry



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



Industry Strengthening and Development

Destination Phillip Island will deliver a 2026 Industry Strengthening program with events and networking opportunities running throughout the year which partners will receive priority invitations and partner rates will apply. We also identify and share other training, industry development opportunities through our regular communications.

- 
- Workshops and Training
 - Forums
 - Industry Gatherings and Networking
 - Industry Surveys
 - Research information and insights
 - Resource access
 - Regular newsletters and information sharing

Phillip Island and Bass Coast Visitor Information Centre Network

By partnering with the Phillip Island and Bass Coast Visitor Information Centre Network, your business gains regional exposure, trusted expertise, and valuable industry connections through our accredited centres in Newhaven and Inverloch.

Our award-winning team brings over 25 years of local tourism experience, offering reliable, high-quality visitor information. As a member, your brand is showcased to travellers seeking places to stay, things to do, and standout local experiences across Phillip Island, the Bass Coast, and surrounding areas.

We are committed to elevating the visitor experience through personalised service and genuine local insight, while actively promoting and supporting our members. Together, we aim to inspire visitors and the local community with authentic, environmentally responsible experiences that drive repeat visitation, positive word-of-mouth, and long-term success.



78,000+ walk in visitors



8,000+ phone
and email enquiries



visitbasscoast.com.au



Accommodation advice
and dining suggestions



Attraction and event
ticket sales



Merchandise with locally
made and designed products



Networking opportunities
and support for local industry



Face to Face interactions leads
to higher spend, longer stays
and return visitation



Open daily,
except Christmas day



Free Wifi



“Phillip Island/Bass Coast remains the most tourism dependent region in Victoria”

Visitation & Economic Snapshot

Phillip Island & Bass Coast*

YEAR ENDING 31 DECEMBER 2024

\$893m

**2023-24

TOTAL EXPENDITURE

3.3m

+1% from 2023

TOTAL VISITATION INCLUDING
INTERNATIONAL DAY/OVERNIGHT

1.75m

+7% from 2023

DAY TRIP VISITORS

1.01m

-9% from 2023

OVERNIGHT VISITORS

\$240m

+4% from 2023

DAY TRIP SPEND

\$609m

-9% from 2023

OVERNIGHT SPEND

2.86m

-10% from 2023

TOTAL NIGHTS

2.83

DOMESTIC AVERAGE NIGHTS

\$212

AVERAGE SPEND PER NIGHT

6,700

DIRECT & INDIRECT JOBS**

35.2%

TOURISM TOTAL %
OF REGIONS GRP**

38.7%

OF REGIONS AVAILABLE JOBS
SUPPORTED BY TOURISM**

484k

INCLUDES INTERNATIONAL VISITORS
TO PENGUIN PARADE YE 2024

* National and International Visitor Survey, Tourism Research Australia, Year ending December 2024. For the purposes of this research, the Phillip Island region is defined as French Island, Phillip Island and Bass Coast (Wonthaggi to Inverloch).

**Regional Tourism Satellite Accounts 2023-2024, Tourism Research Australia



DESTINATION
**PHILLIP
ISLAND**

Phillip Island & San Remo Destination Management Plan: Towards 2033

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 (DMP).

The plan draws on the most up-to-date collective intelligence across all key stakeholders to ensure the plan remains balanced and strategic. The purpose of this Destination Management Plan (DMP) is to recognise and realise the full value of tourism by ensuring it is a positive force for people, nature, and our economy over the next 10 years. The ultimate aim is to create lasting, net-positive impacts and support a thriving tourism sector.

STRATEGY ON A PAGE

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.				
Overarching Aspirations	COMMUNITY We love where we live, and enjoy sharing our place with visitors. We understand who we are, and our visitors do too.	ENVIRONMENT We are leaders of positive impact initiatives that are contributing towards the regeneration of our land, water and wildlife.	VISITOR We attract high value, values aligned visitors, who contribute towards positive impact programs and have a deep sense of connection with place.	ECONOMY We want to grow the net value of the visitor economy to support a innovative, vibrant and resilient business community.	INDUSTRY Local businesses are thriving, feel supported by an engaged and skilled workforce, and continually evolve to support visitor expectations.
Our Strengths	Nature, Marine & Wildlife. Authentic Regenerative Culture. Vibe & Geography. Proximity to Melbourne. World-Class Events.				
Audiences	We welcome all visitors, with a focus on attracting High Value, Values Aligned Visitors.				
Key Principles (5)	1. Building a Resilient Tourism Ecosystem	2. Caring for our Environment & Community	3. Sharing our Story with Impact	4. Enhance our Visitor Experiences	5. Improve Visitor Movements
Focus Areas (32)	1.1 Plan Governance 1.2 Research & Insights 1.3 DMP Project Funding 1.4 Destination Advocacy 1.5 Industry Partner Program 1.6 Community Engagement 1.7 Emergency Preparedness	2.1 Visitor & Community Contribution 2.2 Positive-Impact Destination Leaders 2.3 First Peoples Partnerships 2.4 Positive-Impact Visitor Experiences & Events 2.5 Positive Visitor & Community Behaviours	3.1 Phillip Island/San Remo Story 3.2 Brand Marketing 3.3 Markets & Sector Partnerships 3.4 Visitor Collateral 3.5 Visitor Welcome Programme	4.1 Experience Development 4.2 Quality Accommodation 4.3 Major Events 4.4 Local & Community Events 4.5 Industry Capability Building 4.6 Workforce Development 4.7 Destination Planning 4.8 Planning Frameworks 4.9 Short Stay Accommodation 4.10 Major Projects	5.1 Short Visit Vehicle Contribution 5.2 Electric Vehicle Network 5.3 Active & Public Transport 5.4 Integrated Transport Planning 5.5 Marine Infrastructure
Enablers of Success	<p>We will apply a Stewardship Approach to Plan Governance A regenerative and agile mindset will underpin our decision making Focus will be on whole of plan Accountability, instead of individual task responsibility Continuous Improvement will enable us to maintain a dynamic, evolving Plan Establishing community voice opportunities will support engagement to maintain social license Governance will be galvanized by strong stakeholder partnerships working collectively to achieve our purpose</p>				



[View the Destination Management Plan here](#)



Our Role in Marketing Phillip Island & San Remo

Sharing the Phillip Island and San Remo 'Story'

Brand Marketing

Markets, Media & Sector Partnerships

Visitor Collateral

Visitor Communications

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

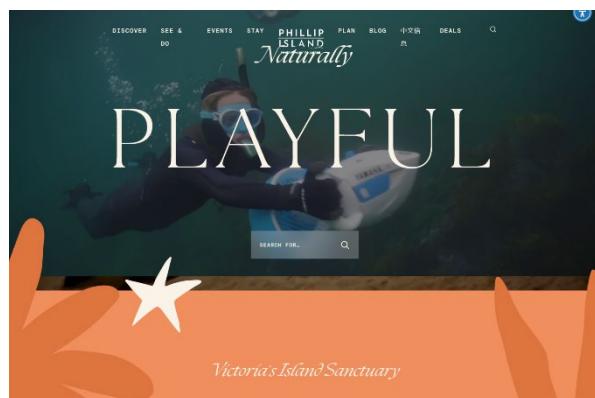
We communicate our unique Phillip Island regional strengths in our own regional campaigns and marketing programs with the support of our Phillip Island 101 assets.

We also work in collaboration with Visit Victoria to activate "Victoria's Island Sanctuary" Regional sub-brand and supporting "Every bit different" 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

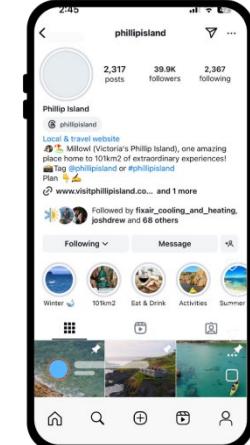
2.2 million + page views



Facebook

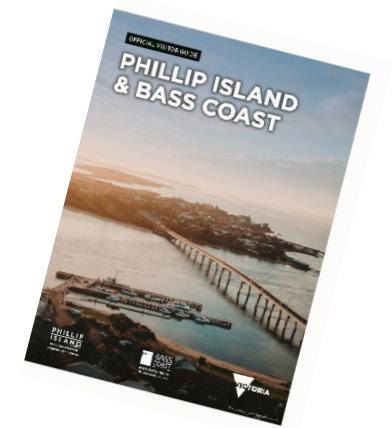
@visitphillipisland
#phillipisland

56k followers
2.7m views
1.6m reach



Instagram

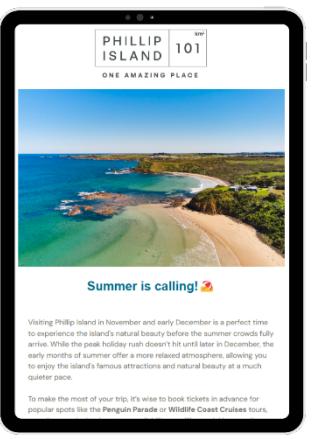
@phillipisland
#phillipisland
45k followers
1.8m views
413k reach
@visitbasscoast
4.2k followers



Official Visitor Guide

Production & Printing
Intra & Interstate
distribution

60,000 print + online



eDM Consumer Database

Consumer information

Industry database
Industry updates

36,000+



Visitor Maps

Tear off Visitor Map

20,000+

PHILLIP ISLAND WINERY

Set on the south coast of Phillip Island this 14-acre property with three acres of vines offers a range of spaces available for weddings, functions and events.

The grounds are stunning yet simple, offering expansive inviting lawns, a boutique cellar door, rolling rural views and glimpses of the glittering turquoise water of Bass Strait.

The restaurant offers lunch Wednesdays to Sundays, where the menu includes a delectable range of grazing boards, share plates, main meals, hand stretched authentic pizzas, and specials year round featuring quality local produce. The cellar door operated daily and offers wine tasting and cellar wall sales, not to mention a beautifully decorated interior and private spaces for events. The planted vineyard will be producing wines in the next few years but in the interim, fruit is sourced locally where possible and include the following varietals - Shiraz, Pinot Grigio, Fumé Blanc, Moscato and Prosecco.

Check out their socials and website for extended trading hours during Summer and special events throughout the year.

FACILITIES

- Carpark
- Non Smoking
- Family Friendly
- Pet Friendly - Enquire
- Shop / Gift Shop
- Bar
- Coach Parking
- Live Music
- Suitable for Functions
- Takeaway Available
- Alfresco/Outdoor Dining
- Cellar Door
- Liqueur Gardens
- Dining Areas
- Private Dining Area
- Wine Tasting
- Entertainment
- Public Telephone

OTHER

- Gippsland (zone)
- Fully licensed
- Over \$30
- Between \$20 and \$40
- Australian
- Pizza or Wood fired Pizza
- Lunch

ACCESSIBILITY

- Welcomes and assists people who have challenges with learning, communication, understanding and behaviour. (includes people with autism, intellectual disability, people with acquired brain injury (ABI), dyslexia and dementia)
- Caters for people with sufficient mobility to climb 1-2 flights of stairs, but requires some balance to aid balance. (This includes people using walking frames and mobility aids)
- Caters for people who use a wheelchair
- Caters for people with high support needs who travel with a support person
- Caters for people with allergies and intolerances.

FIND US

414 Berrys Beach Road Ventnor VIC 3922

[DIRECTIONS →](#)

[mapbox](#) [OpenStreetMap](#) Improve this map

HOME → PHILLIP ISLAND WINERY

SUBSCRIBE

By subscribing to Phillip Island we'll send you our latest events and deals in the region. Don't worry, we promise not to spam you!

First name _____ last name _____
Email address _____
 I have read and accept the Privacy Policy. [SUBMIT →](#)

visitphillipisland.com.au listing

The gallery feature provides the opportunity to showcase your venue images. We encourage you to provide a minimum of 5 images to share your story in imagery.

You can provide a direct booking link, website and social media handles.

Accreditation and facilities also are listed.

Accessibility notations

Link to a directions map – via mapbox

If you have an ATDW listing you can manage your listing directly from that platform which feeds visitphillipisland.com.au

THE GAP RETREAT

The Gap Retreat is a stylish, eco-friendly boutique accommodation on Phillip Island, located in a bushland setting.

It has three beautifully crafted two-bedroom cabins that can comfortably accommodate up to four guests per cabin.

Created with a touch of luxury, the cabins provide an open-plan living space with direct access to north-facing decks, overlooking native gardens. A modern kitchenette with a Nespresso coffee machine, microwave, fridge and stove top cooking facilities gives the feel of a home away from home. Flat screen televisions and free Wi-Fi are also provided.

Ideal for group accommodation with a communal barbecue and seating area where guests can get together. The Gap Retreat provides a peaceful location just a stones throw from Phillip Islands stunning beaches, wineries, cafes and popular tourist attractions.

FACILITIES

- Carpark
- Non Smoking
- Outdoor Dining Area
- Outdoor Furniture
- Barbecue
- Family Friendly

OTHER

- Free Wifi

FIND US

135 Gap Road Coves VIC 3922

[DIRECTIONS →](#)

[mapbox](#) [OpenStreetMap](#) Improve this map

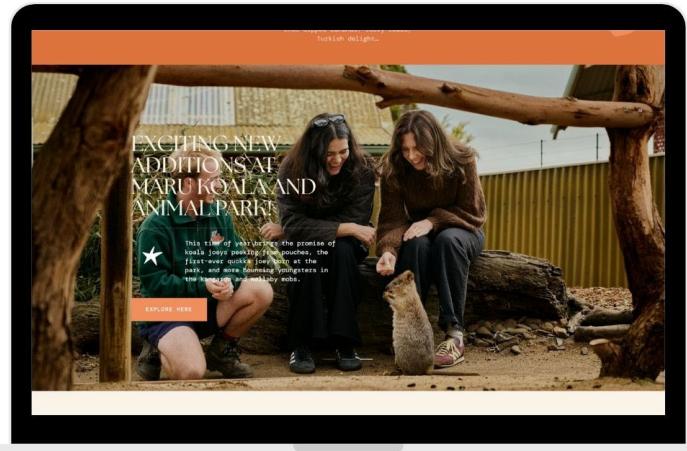
HOME → THE GAP RETREAT

SUBSCRIBE

By subscribing to Phillip Island we'll send you our latest events and deals in the region. Don't worry, we promise not to spam you!

First name _____ last name _____
Email address _____
 I have read and accept the Privacy Policy. [SUBMIT →](#)

Partnership digital and social benefits examples



Homepage spotlight slide
feature 1 month - Platinum



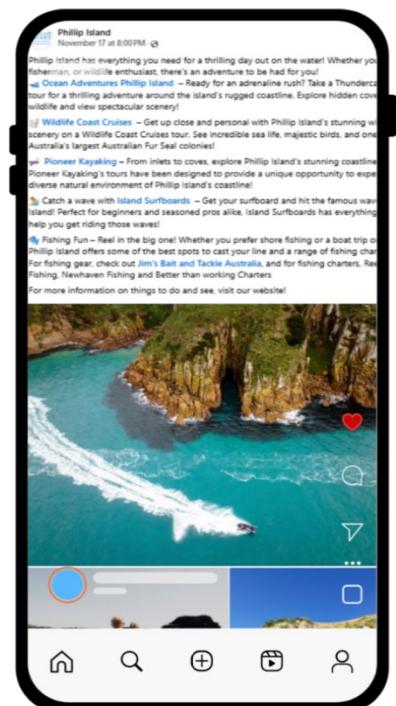
Homepage business featured
See & Do highlights
- Silver and Platinum



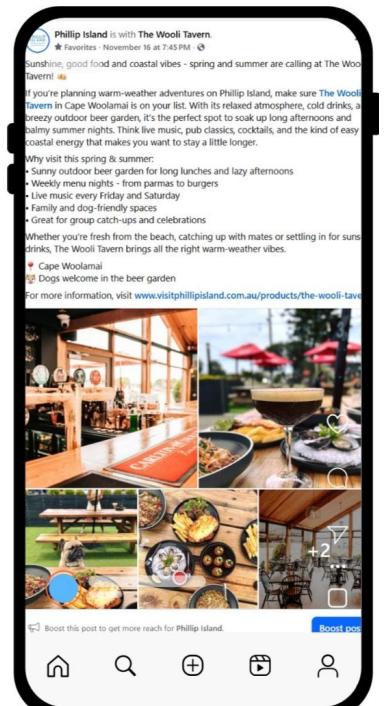
Spotlight on your category page
- Premium, Silver, Platinum



Dedicated Solus blog on website,
posted on Facebook and linked
on Consumer newsletter
Platinum



Social Media Category Post
Premium, Silver and
Platinum



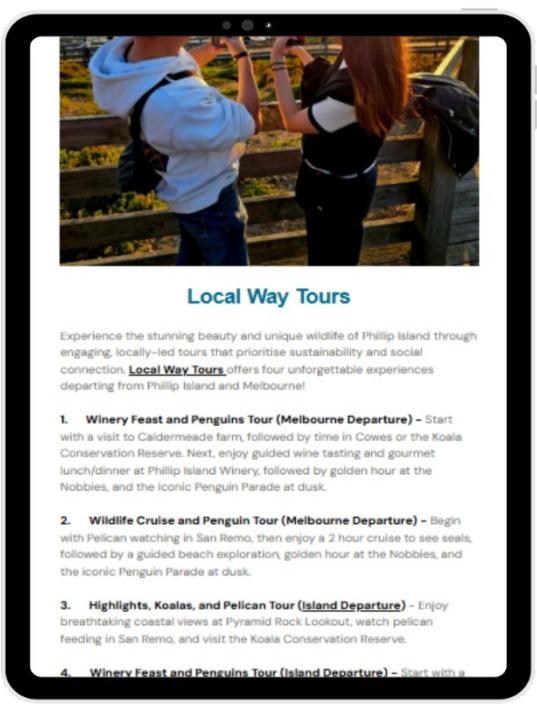
Dedicated Social
Media post
Silver and Platinum



Collaborative reel
Platinum



Consumer Newsletter 100
words + 1 image + link to your
website
Premium, Silver, Platinum



Dedicated Solus Consumer
Newsletter (up to 400 words,
images and links)
Platinum

Platinum Partnership Limited to 12 businesses

\$2000 (inc GST)
~\$167 per month

Designed for businesses who want to leverage our high-performing marketing and communication channels to grow your business and boost visibility.

(Estimated value - \$3345).

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PLATINUM PACKAGE INCLUSIONS

Dedicated Solus Consumer newsletter up to 400 words, images and direct link to your website
Dedicated (Solus) Blog Post published on visitphillipisland.com.au and Phillip Island Facebook
DPI team to work with you on the creation of one collaborative Instagram reel on our account
Homepage spotlight slide on visitphillipisland.com.au home page for 1 month
Featured and tagged paid post on your preferred Phillip Island social channel
Logo in Platinum Partners feature and link to website in our Industry Newsletter communications
Business included in DRIVE Victoria marketing campaign
Business featured on See & Do highlights visitphillipisland.com.au home page for 1 month
Business listing on visitphillipisland.com.au
Outbound links on visitphillipisland.com.au to your website, preferred booking platform, and social media channels
Promote your key visitor events for free on visitphillipisland.com.au
Exclusive partnership rate for advertising in the Phillip Island & Bass Coast Official Visitor Guide
Priority access and discounted partner rate tickets to industry development programs
Eligible for inclusion in monthly Phillip Island consumer newsletters
Subscription to DPI Industry eNewsletters and updates
Assistance in developing and promoting your Regenerative and Sustainable business practices

+ VISITOR INFORMATION CENTRE INCLUSIONS

Promotion and Marketing

Referrals to your business; in person, online and at events
Listing on the tear-off visitor map
Online booking platform access with ongoing support and business advice
Custom listing on visitbasscoast.com.au

Business Development

Invitation to Visitor Services networking event
Partner business operator's familiarisation day
15% discount on professional development events facilitated by Bass Coast Council

+ OPTIONAL ADD ONS

Your DL brochure* displayed at Newhaven Visitor Information Centre	\$150
DL brochure* displayed at Newhaven & Inverloch Visitor Information Centres & A3 poster at Newhaven	\$500

Silver Partnership

\$695 (inc GST)
~\$58 per month

Designed for businesses seeking additional marketing opportunities.

(Estimated value - \$1250).

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PHILLIP
ISLAND



SILVER PACKAGE INCLUSIONS

- 1 x dedicated social media post for your business on Phillip Island's social media channels
- Business included in DRIVE Victoria marketing campaign
- Business featured on See & Do highlights visitphillipisland.com.au home page for 1 month
- 1 x Consumer newsletter inclusion up to 100 words, 1 image and direct link to your website
- Inclusion in one social media category post on our digital platforms
- Business spotlight on your category page on visitphillipisland.com.au for 1 month
- Submit any special deals to be included in our 'special deals' website page
- Eligible for buy into Phillip Island International Marketing Program including Go Beyond Melbourne membership
- Business listing on visitphillipisland.com.au
- Outbound links on visitphillipisland.com.au to your website, preferred booking platform, and social media channels
- Promote your key visitor events for free on visitphillipisland.com.au
- Exclusive partnership rate for advertising in the Phillip Island & Bass Coast Official Visitor Guide
- Priority access and discounted partner rate tickets to industry development programs
- Eligible for inclusion in monthly Phillip Island consumer newsletters
- Subscription to DPI Industry eNewsletters and updates
- Assistance in developing and promoting your Regenerative and Sustainable business practices

+ VISITOR INFORMATION CENTRE INCLUSIONS

Promotion and Marketing

- Referrals to your business; in person, online and at events
- Listing on the tear-off visitor map
- Online booking platform access with ongoing support and business advice
- Custom listing on visitbasscoast.com.au

Business Development

- Invitation to Visitor Services networking event
- Partner business operator's famil day
- 15% discount on professional development events facilitated by Bass Coast Shire Council

+ OPTIONAL ADD ONS

- | | |
|--|-------|
| Your DL brochure* displayed at Newhaven Visitor Information Centre | \$150 |
| DL brochure* displayed at Newhaven & Inverloch Visitor Information Centres & A3 poster at Newhaven | \$500 |

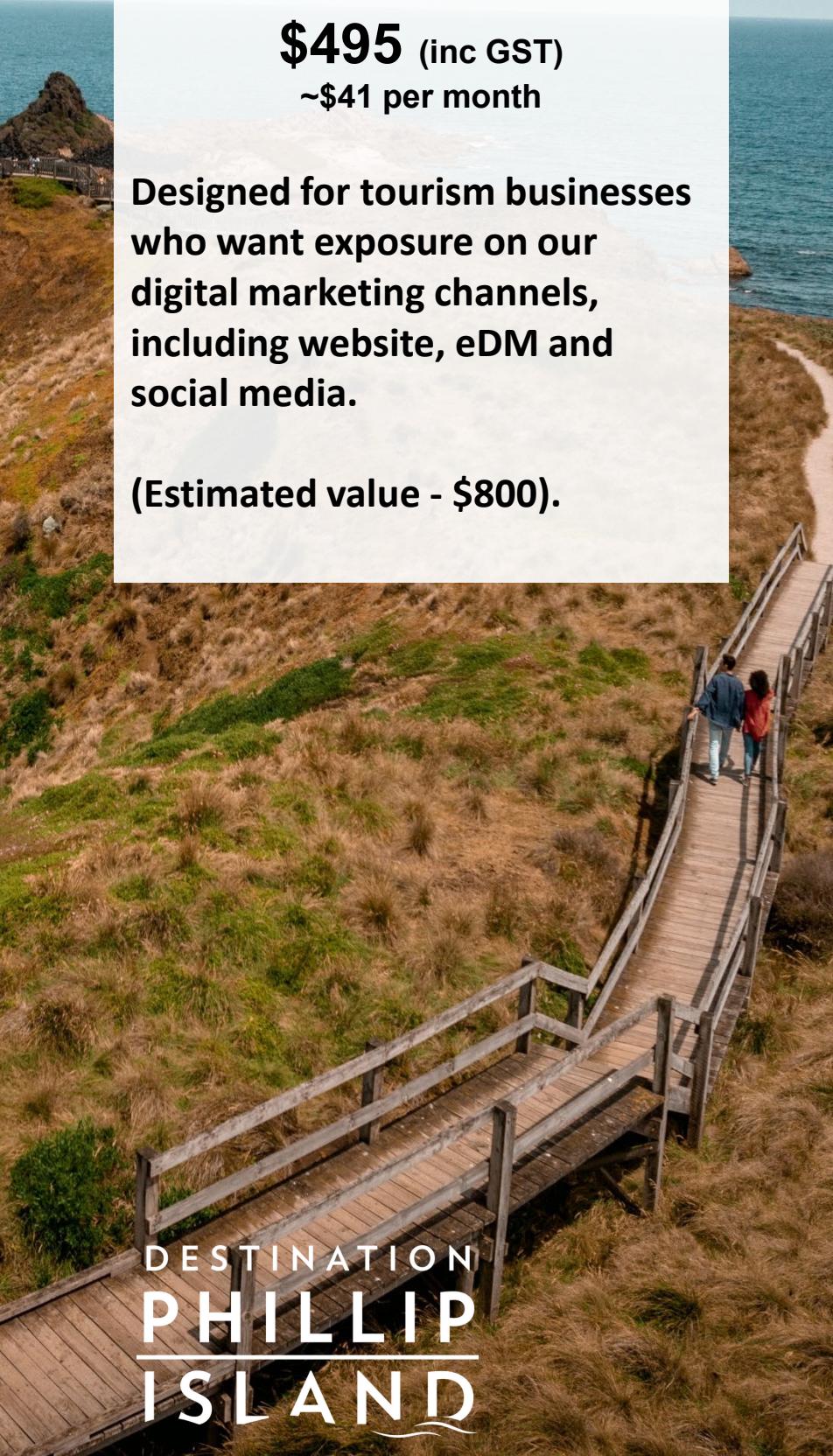
Premium Partnership

\$495 (inc GST)
~\$41 per month

Designed for tourism businesses who want exposure on our digital marketing channels, including website, eDM and social media.

(Estimated value - \$800).

DESTINATION
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ISLAND



PREMIUM PACKAGE INCLUSIONS

- 1 x Consumer newsletter inclusion up to 100 words, 1 image and direct link to your website
- Inclusion in one social media category post on our digital platforms
- Business spotlight on your category page on visitphillipisland.com.au for 1 month
- Submit any special deals to be included in our 'special deals' website page
- Eligible for buy into Phillip Island International Marketing Program including Go Beyond Melbourne membership
- Business listing on visitphillipisland.com.au
- Outbound links on visitphillipisland.com.au to your website, preferred booking platform, and social media channels
- Promote your key visitor events for free on visitphillipisland.com.au
- Exclusive partnership rate for advertising in the Phillip Island & Bass Coast Official Visitor Guide
- Priority access and discounted partner rate tickets to industry development programs
- Eligible for inclusion in monthly Phillip Island consumer newsletters
- Subscription to DPI Industry eNewsletters and updates
- Assistance in developing and promoting your Regenerative and Sustainable business practices

+ VISITOR INFORMATION CENTRE INCLUSIONS

Promotion and Marketing

- Referrals to your business; in person, online and at events
- Listing on the tear-off visitor map
- Online booking platform access with ongoing support and business advice
- Custom listing on visitbasscoast.com.au

Business Development

- Invitation to Visitor Services networking event
- Partner business operator's familiarisation day
- 15% discount on professional development events facilitated by Bass Coast Shire Council

+ OPTIONAL ADD ONS

- | | |
|--|-------|
| Your DL brochure* displayed at Newhaven Visitor Information Centre | \$150 |
| DL brochure* displayed at Newhaven & Inverloch Visitor Information Centres & A3 poster at Newhaven | \$500 |

Essentials Partnership

\$285 (inc GST)
~\$23 per month

Our base program designed to support small businesses or tourism adjacent businesses that includes listings on our official websites.

(Estimated value - \$475).

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ISLAND

ESSENTIALS PACKAGE INCLUSIONS

- Business listing on visitphillipisland.com.au
- Outbound links on visitphillipisland.com.au to your website, preferred booking platform, and social media channels
- Promote your key visitor events for free on visitphillipisland.com.au
- Exclusive partnership rate for advertising in the Phillip Island & Bass Coast Official Visitor Guide
- Priority access and discounted partner rate tickets to industry development programs
- Eligible for inclusion in monthly Phillip Island consumer newsletters
- Subscription to DPI Industry eNewsletters and updates
- Assistance in developing and promoting your Regenerative and Sustainable business practices

+ VISITOR INFORMATION CENTRE INCLUSIONS

Promotion and Marketing

- Referrals to your business; in person, online and at events
- Listing on the tear-off visitor map
- Online booking platform access with ongoing support and business advice
- Custom listing on visitbasscoast.com.au

Business Development

- Invitation to Visitor Services networking event
- Partner business operator's familiarisation day
- 15% discount on professional development events facilitated by Bass Coast Shire Council

+ OPTIONAL ADD ONS

- | | |
|--|-------|
| Your DL brochure* displayed at Newhaven Visitor Information Centre | \$150 |
| DL brochure* displayed at Newhaven & Inverloch Visitor Information Centres & A3 poster at Newhaven | \$500 |

DESTINATION PHILLIP ISLAND INCLUSIONS	Essential \$285 inc GST	Premium \$495 inc GST	Silver \$695 inc GST	Platinum \$2000 inc GST
Business listing on visitphillipisland.com.au and visitbasscoast.com.au	✓	✓	✓	✓
Outbound links on visitphillipisland.com.au to your website, preferred booking platform, and social media channels	✓	✓	✓	✓
Promote your key visitor events for free on visitphillipisland.com.au	✓	✓	✓	✓
Exclusive partnership rate for advertising in the Phillip Island & Bass Coast Official Visitor Guide	✓	✓	✓	✓
Priority access and discounted partner rate tickets to industry development programs	✓	✓	✓	✓
Eligible for inclusion in monthly Phillip Island consumer newsletters	✓	✓	✓	✓
Subscription to DPI Industry eNewsletters and updates	✓	✓	✓	✓
Assistance in developing and promoting your Regenerative and Sustainable business practices	✓	✓	✓	✓
1 x Consumer newsletter inclusion up to 100 words, 1 image and direct link to your website		✓	✓	✓
Inclusion in one social media category post on our digital platforms		✓	✓	✓
Business spotlight on your category page on visitphillipisland.com.au for 1 month		✓	✓	✓
Submit any special deals to be included in our 'special deals' website page		✓	✓	✓
Eligible for buy into Phillip Island International Marketing Program including Go Beyond Melbourne membership		✓	✓	✓
1 x dedicated social media post for your business on Phillip Island's social media channels			✓	✓
Business included in DRIVE Victoria marketing campaign			✓	✓
Business featured on See & Do highlights visitphillipisland.com.au home page for 1 month			✓	✓
Dedicated Solus Consumer newsletter up to 400 words, images and direct link to your website				✓
Dedicated (Solus) Blog Post published on visitphillipisland.com.au and Phillip Island Facebook				✓
DPI team to work with you on the creation of one collaborative Instagram reel on our account				✓
Homepage spotlight slide on visitphillipisland.com.au home page for 1 month				✓
Featured and tagged paid post on your preferred Phillip Island social channel				✓
Logo in Platinum Partners feature and link to website in our Industry Newsletter communications				✓
VISITOR INFORMATION CENTRE INCLUSIONS				
Referrals to your business; in person, online and at events	✓	✓	✓	✓
Listing on the tear-off visitor map	✓	✓	✓	✓
Online booking platform access with ongoing support and business advice	✓	✓	✓	✓
Custom listing on visitbasscoast.com.au	✓	✓	✓	✓
Invitation to Visitor Services networking event	✓	✓	✓	✓
Partner business operator's familiarisation day	✓	✓	✓	✓
15% discount on professional development events facilitated by Bass Coast Shire Council	✓	✓	✓	✓
+ OPTIONAL ADD ONS				
Your DL brochure* displayed at Newhaven Visitor Information Centre		\$150		
DL brochure* displayed at Newhaven & Inverloch Visitor Information Centres & A3 poster at Newhaven		\$500		

Phillip Island 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, Go Beyond Melbourne, Sydney Melbourne Touring, ATEC and Tourism Australia. With international markets growing it is essential that Phillip Island experiences are promoted to the travel trade. Visit Victoria are expanding their International programs in 2026 and prioritise our International Partners who should also have an ATDW (visitvictoria.com) listing.

In 2026 Australia Tourism Exchange (ATE26) will be held in Adelaide. This is the largest travel trade event in the Southern Hemisphere. DPI will represent international partners at this event.

Program inclusions

- Business partner in the **Go Beyond Melbourne** international marketing program for 2026
- Go Beyond Melbourne promotion, manual, website and trade activity
- Invitation to the Go Beyond Melbourne workshop in region
- Representation from Destination Phillip Island at ATE 2026
- Visits and liaison with key Inbound Tour Operators in Melbourne and Sydney
- GBM delivers 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 in addition to partnership

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 closes 31 January 2026

PHILLIP ISLAND
TRADE MANUAL



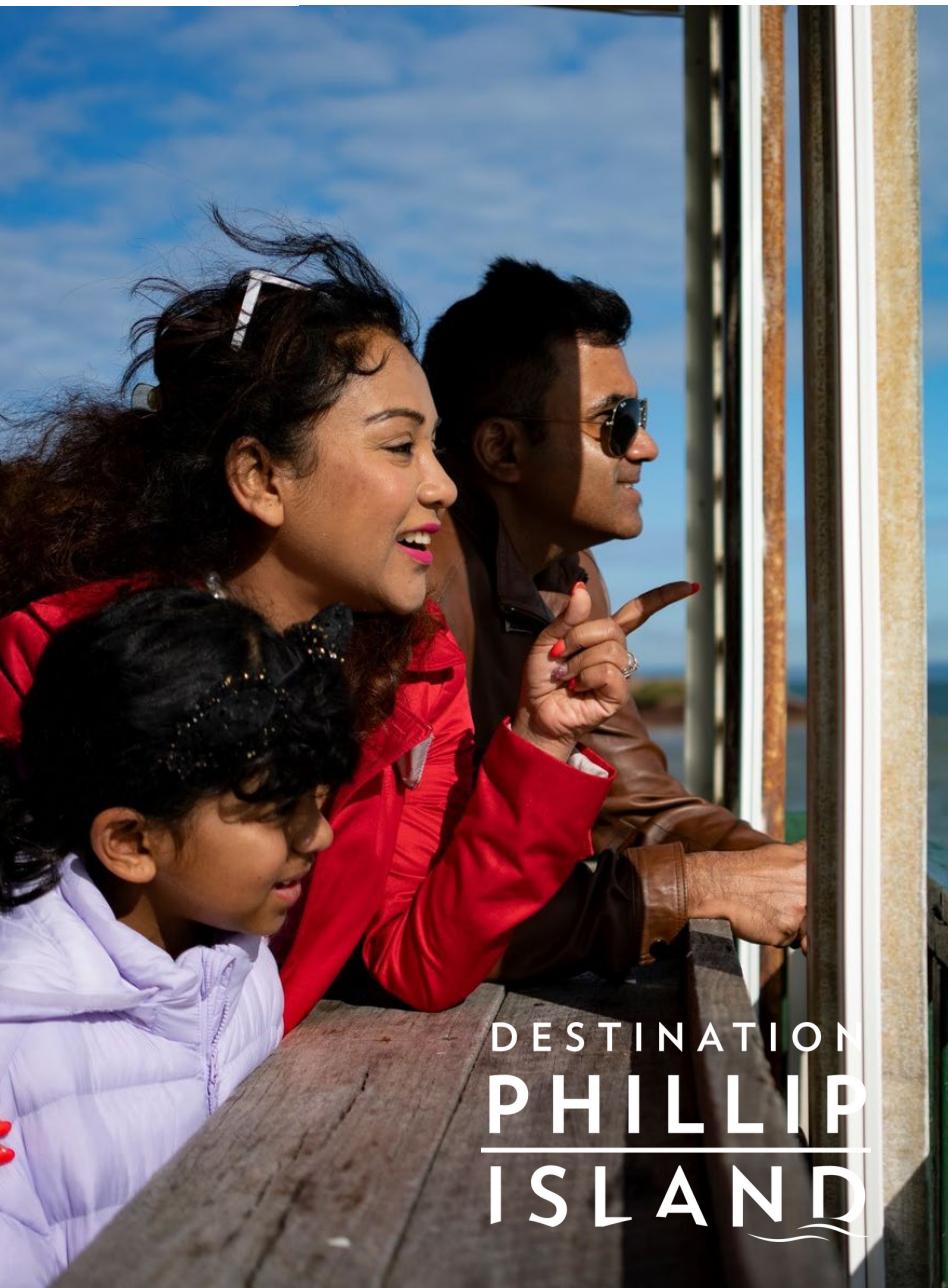
VICTORIA

DESTINATION
PHILLIP
ISLAND

Good
G'day



VICTORIA
EVERY BIT DIFFERENT





Gold Winner
2025 Victorian
Tourism Awards



**Australian
Tourism Awards
2025 Finalist**

ISLAND WHALE FESTIVAL PHILLIP ISLAND



2025 LOCAL BUSINESS ACTIVATIONS

Winter Seasonals at Phillip Island Brewing
Pop-Up Art Installation Pino's Trattoria
Roadside Banner Adventure Resort
Whale Festival Trivia Night Phillip Island Business Network
Whale Song Sauna Sessions Phillip Island Sauna
Save 20% at AnchorBelle Holiday Park
Marine themed workshops Clay & Co Studio
Ales & Tales Tasting Paddles Ocean Reach Brewing
IT'S HERE !! Local Way Tours Phillip Island Explorer Hop On Hop Off Bus
Whales, Tales & Exhale @ Genesta House
Winter Whales and Wonder Special O'Brien real Estate
Local Way Tours Phillip Island RSL Phillip Island Nature Parks The Store Phillip Island

Whale Tail Shopfront Activation
Local businesses were invited to attend a Whale Tail painting workshop at Clay & Co and were to encouraged to display timber whale tails they had decorated for previous festivals in their storefronts to create island-wide activation.

Island Whale Festival and Winter Campaign

- Partners have the opportunity to work with Destination Phillip Island on our winter campaign which runs from June to August and includes the Island Whale Festival 3-5 July 2026.
- With a combination of Winter themed stories, itineraries and promotions through print, digital and social media influencer visits we will maximise the promotion of visiting during this period.
- In 2025 the festival attracted more than 11,400 participants across all activities over the three days of the festival, with 65 percent of bookings visiting the region specifically for the event. 42 percent of bookings stayed overnight for the festival, staying an average of 2.22 nights.

DRIVE Victoria

Drive Victoria is a 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 ongoing 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

- Business listing on the Drive Victoria landing page on 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

Included in the Platinum and Silver packages

[DRIVE Victoria website](#)

[DRIVE Victoria - Phillip Island website](#)

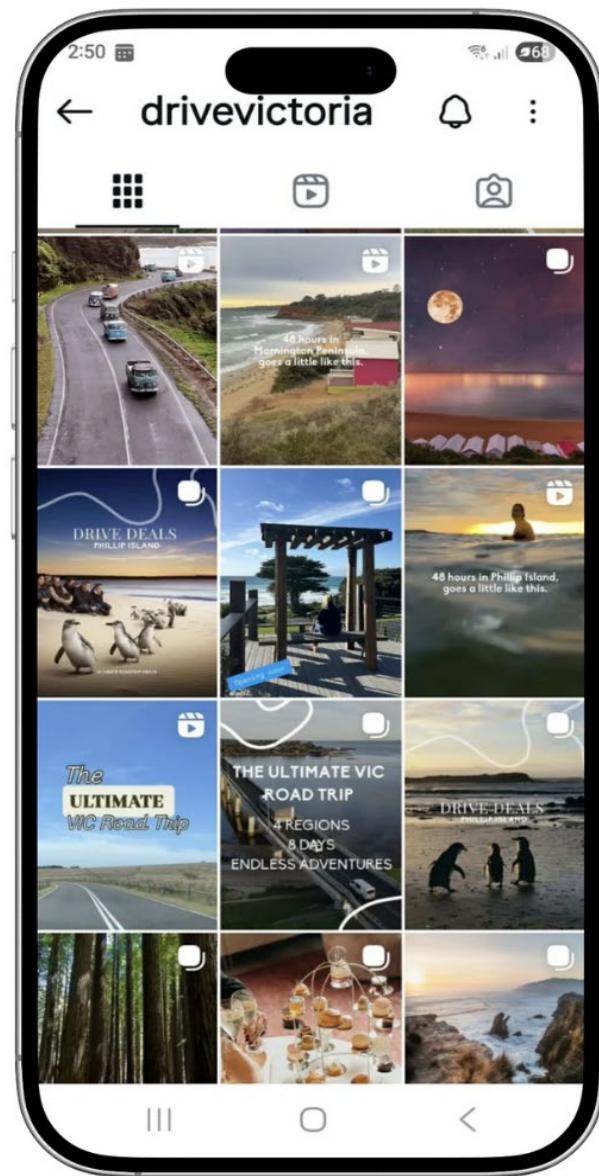
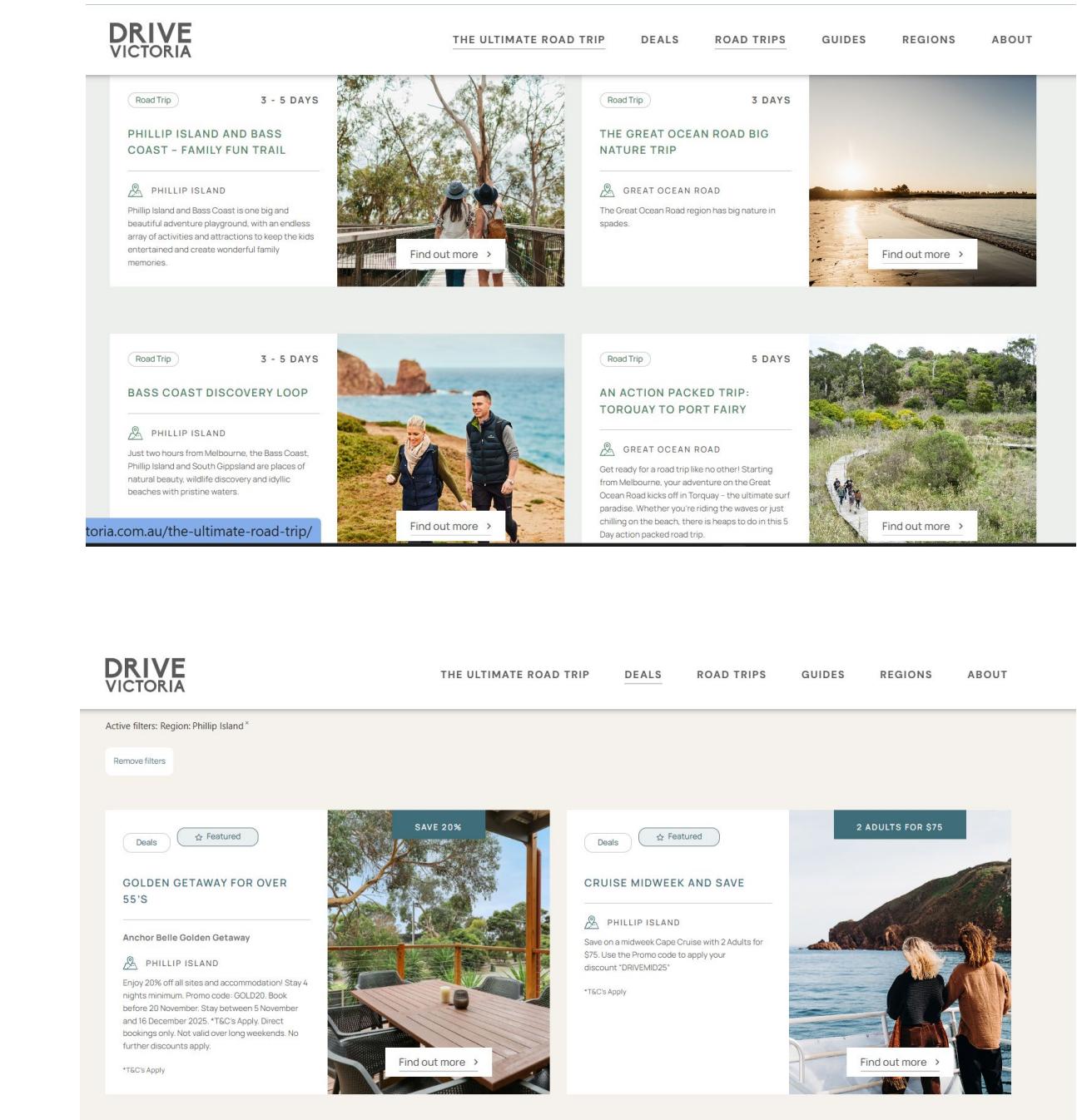
[Instagram](#)
[Facebook](#)

IN PARTNERSHIP WITH

[MORNINGTON PENINSULA REGIONAL TOURISM](#)

TOURISM GREATER
GEELONG & THE BELLARINE

PHILLIP ISLAND
NATURALLY PLAYFUL



visitvictoria.com listing – ATDW

Purchase directly – not included in Partnership Packages

The Australian Tourism Data Warehouse (ATDW) is Australia's national tourism database and distribution platform. Create your profile on ATDW to extend your business' online exposure and attract more customers.

An ATDW profile is your key to unlocking marketing opportunities with Visit Victoria, from inclusion in consumer emails and social media posts to journalist features, media exposure, and more.

What are the benefits of an ATDW profile?

When international, interstate and local visitors plan their trips, they're looking for unforgettable experiences, exciting attractions, restaurants, cafes and places to stay. ATDW allows your business to be displayed on visitvictoria.com (the official tourism website for Melbourne and Victoria with 10.6M annual visits), australia.com (22.5M annual visits) and more.

An ATDW profile drives customers directly to your website without commissions or booking fees. At the end of July 2025, ATDW generated more than 80,000 leads each month for Victorian tourism operators – and that's only the numbers measured from visitvictoria.com.

For more information see -

<https://corporate.visitvictoria.com/resources/marketing-opportunities/about-atdw>

\$295 (inc GST) for 12 months – payment made directly on the ATDW platform

Reach a global audience for less than \$1 per day!

\$120 (inc GST) for 12 months for Accredited Business



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

DESTINATION PHILLIP ISLAND

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

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

Consumer Web: <https://www.visitphillipisland.com.au/>

Email: info@visitphillipisland.com.au

Contact: 0466 620 856

Address: PO Box 683, Cowes VIC 3922



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