

# 2025 Partnership Prospectus

## Marketing and Development



PHILLIP  
ISLAND

101  
km<sup>2</sup>

ONE AMAZING PLACE

BASS  
COAST





## 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 2025 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, workshops 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

## Who are we?

**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](mailto:dpi@visitphillipisland.com.au)

### **Alisha Harding, Industry Partnership Coordinator**

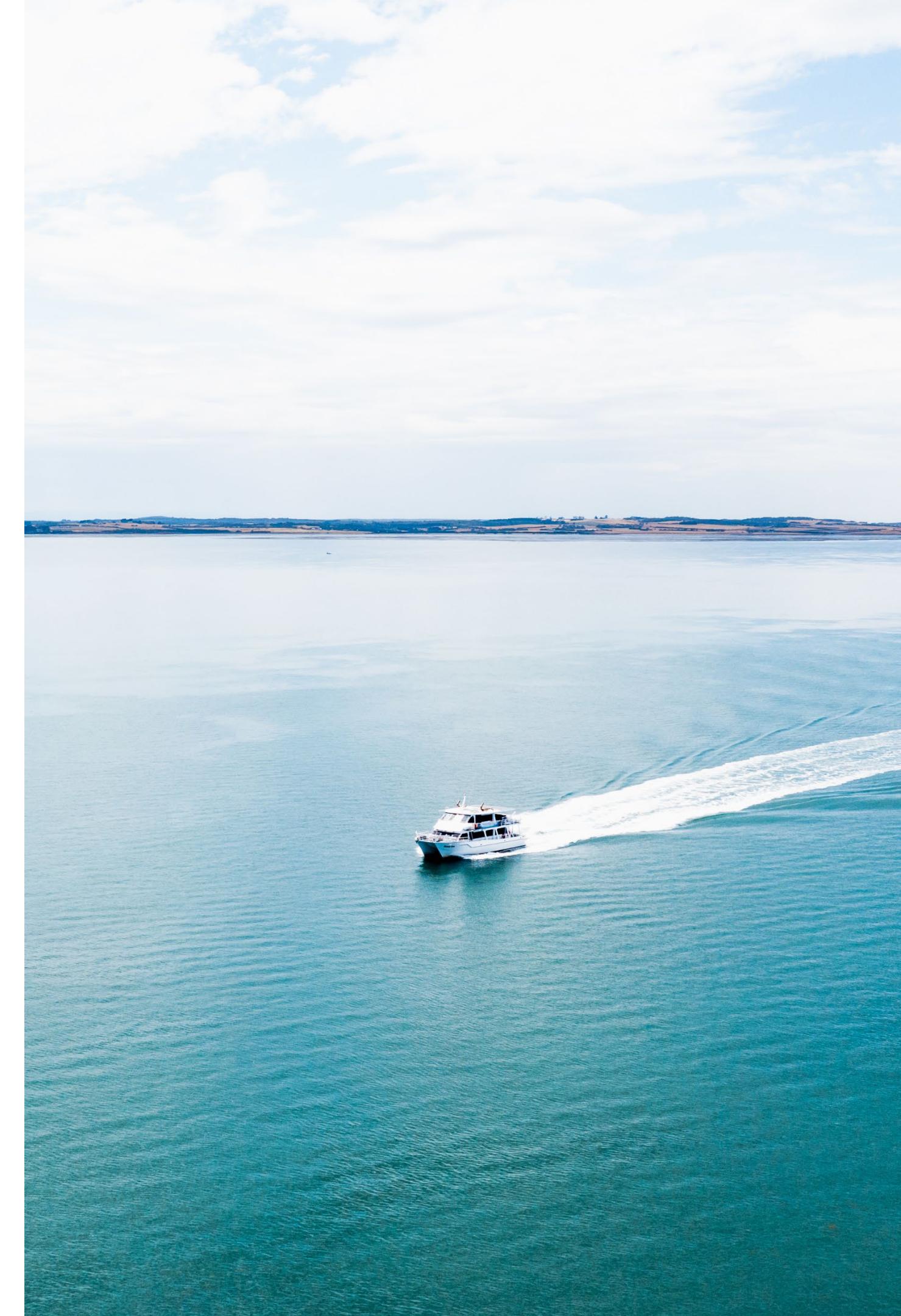
- Contact : [info@visitphillipisland.com.au](mailto:info@visitphillipisland.com.au)

### **Louisa Frazetto, Administration Officer**

- Contact : [admin@visitphillipisland.com.au](mailto:admin@visitphillipisland.com.au)

### **Arnika Martin, Digital Media & Marketing Coordinator**

- Contact: [marketing@visitphillipisland.com.au](mailto:marketing@visitphillipisland.com.au)





# Destination Phillip Island

## What we deliver

Advocacy

Industry  
Development  
& Resources

Destination  
Marketing &  
Partnerships

Strategic  
Destination  
Management

## Our Funding Partners



Our  
Industry

## Our Strategic Partners



Proud member of  
**VTIC**



# 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	<b>COMMUNITY</b> We love where we live, and enjoy sharing our place with visitors. We understand who we are, and our visitors do too.	<b>ENVIRONMENT</b> We are leaders of positive impact initiatives that are contributing towards the regeneration of our land, water and wildlife.	<b>VISITOR</b> We attract high value, values aligned visitors, who contribute towards positive impact programs and have a deep sense of connection with place.	<b>ECONOMY</b> We want to grow the net value of the visitor economy to support a innovative, vibrant and resilient business community.	<b>INDUSTRY</b> 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 Organisation Memberships & Partnerships & Alliances



# Visitation and Tourism Snapshot

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

Phillip Island & Bass Coast\*  
YEAR ENDING 30 JUNE 2024

**\$863m**

TOTAL EXPENDITURE

**2.9m**

TOTAL VISITATION INCLUDING INTERNATIONAL

**1.89m**

DAY TRIP VISITORS

**972k**

OVERNIGHT VISITORS

**2.648m**

TOTAL NIGHTS

**2.7**

DOMESTIC AVERAGE NIGHTS

**\$212**

AVERAGE SPEND PER NIGHT

**37.3%**

TOURISM TOTAL % OF REGIONS GRP

**6,600**

DIRECT & INDIRECT JOBS\*\*

**44%**

OF REGIONS AVAILABLE JOBS  
SUPPORTED BY TOURISM\*\*



- \* National and International Visitor Survey, Tourism Research Australia, Year ending June 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 2022-2023, Tourism Research Australia



# Industry Strengthening and Development

Destination Phillip Island will deliver a 2025 Industry Strengthening program with events and networking opportunities running throughout the year which partners will receive priority invitations and partner rates will apply.



- 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 and inspiring Phillip Island Visitor Information Centre, your business will benefit from the expertise of our passionate and knowledgeable team. Your membership will amplify your brand's visibility, connecting you with a broader audience of visitors eager to explore the region. Together, we will drive growth and ensure your business thrives in an increasingly competitive tourism landscape.

As a trusted information centre with over 20 years of experience in the tourism industry, we are committed to supporting the local economy and promoting social and environmental responsibility. We serve as the premier source of high-quality information to visitors and the community across Phillip Island, the Bass Coast, and surrounding regions.

Our friendly, personalised service elevates the visitor experience by leveraging our team's extensive local knowledge. We provide visitors with valuable information on where to stay, what to explore, attractions, and the places to eat and drink. Most importantly, we are passionate advocates for your business. Bass Coast Shire Council is dedicated to expanding opportunities within the visitor economy while fostering economic growth that aligns with our commitment to environmental sustainability.

Our goal is to inspire both the community and visitors with unforgettable, unique experiences that encourage return visitation and word of mouth praise for the wonders of our region.



+7,000 \* phone & email enquiries



Accommodation advice



80,000\* walk in visitors



Open daily, with the exception of Christmas day



Networking opportunities & support for local industry



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



Attraction & event ticket sales



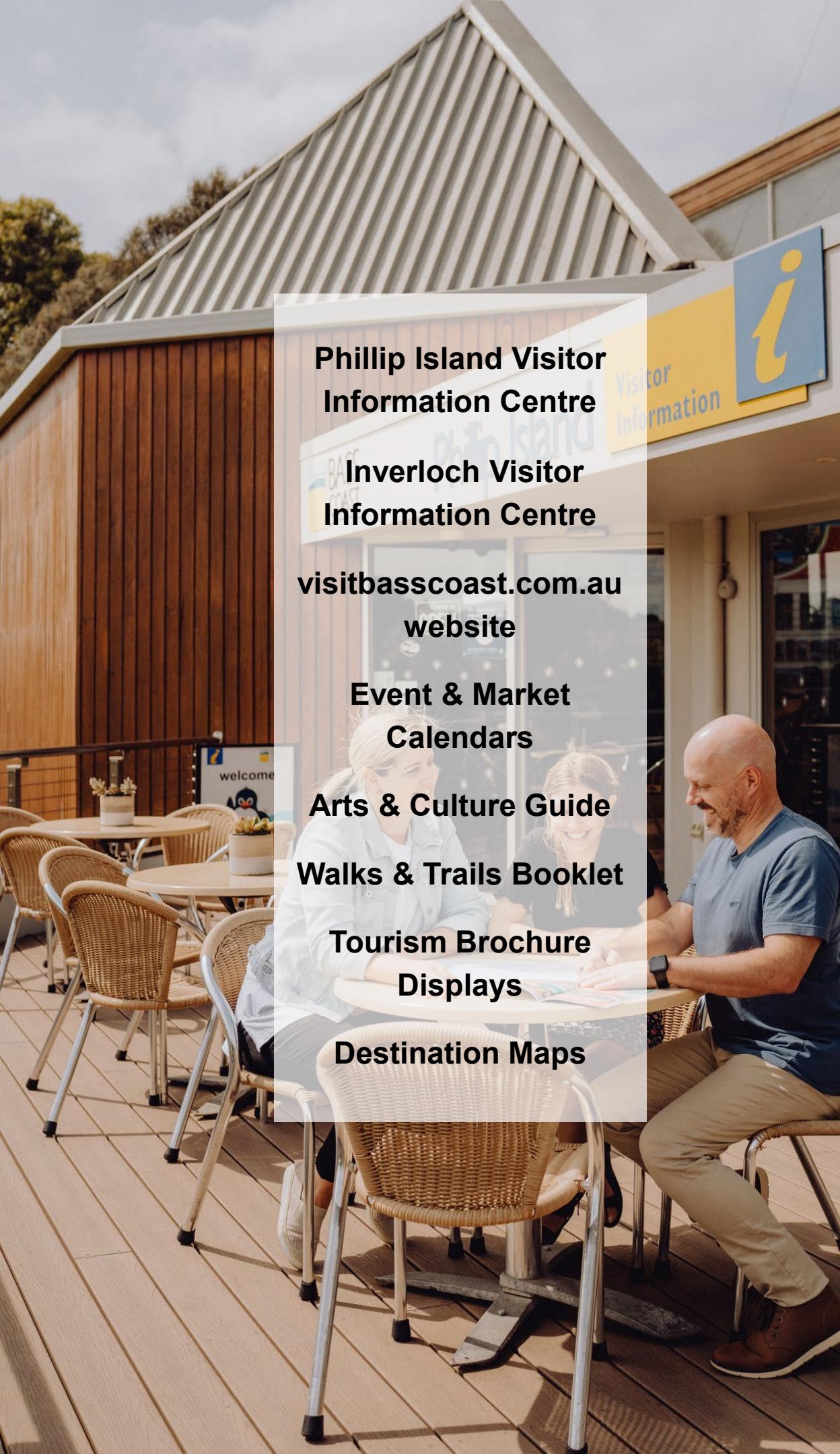
Sustainable merchandise with locally made and designed products



Free Wifi



2.7k Facebook followers & 153.1k reach



**BASS  
COAST**

  
Bronze Winner  
2024 Victorian  
Tourism Awards



## Our Role in Marketing Phillip Island & San Remo

**Telling 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."*

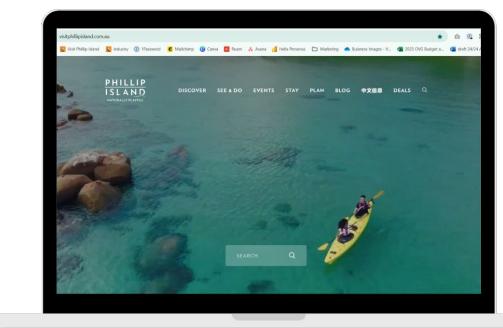
We communicate our unique Phillip Island strengths in our own regional campaigns and marketing programs with the support of our Phillip Island 101 assets. We also work in collaboration with Visit Victoria to activate "Victoria's Island Sanctuary" Regional sub-brand which is part of the state-wide master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



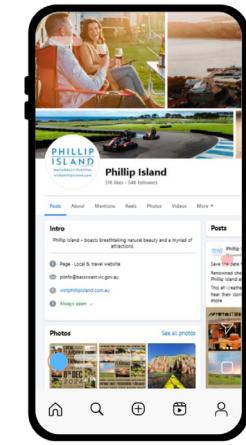
## Our Regional Platforms and Collateral



### Officially recognised Regional Websites

visitphillipisland.com.au  
visitbasscoast.com.au

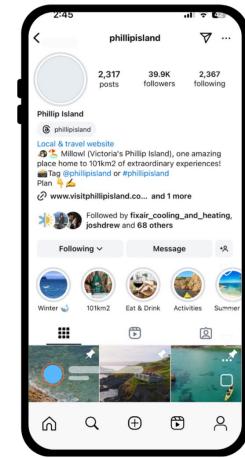
2.3 million + page views



### Facebook

@visitphillipisland  
#phillipisland

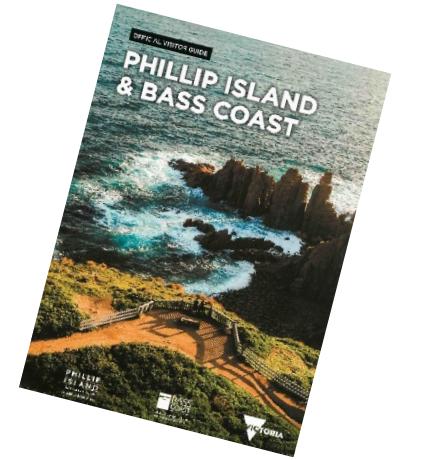
55k followers  
3.5m impressions  
1.1m reach



### Instagram

@phillipisland  
#phillipisland

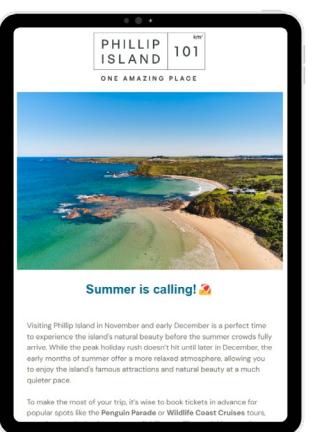
40k followers  
168k reach



### Official Visitor Guide

Production & Printing  
Intra & Interstate  
distribution

60,000 print + online



### eDM Database

Consumer information &  
Industry updates

36,000



### Visitor Maps + Touring Trails

Tear off Visitor Map and  
Trails

30,000+

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



ONE AMAZING PLACE



Silver Winner

2023 Victorian  
Tourism Awards

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 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

- 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

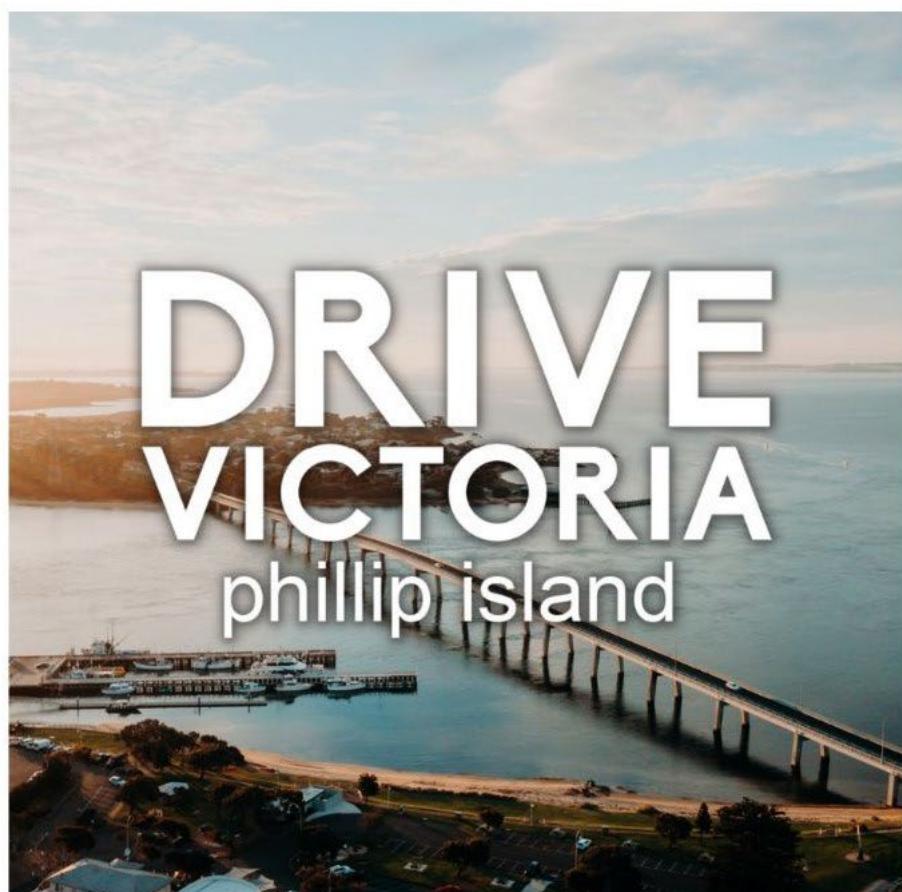
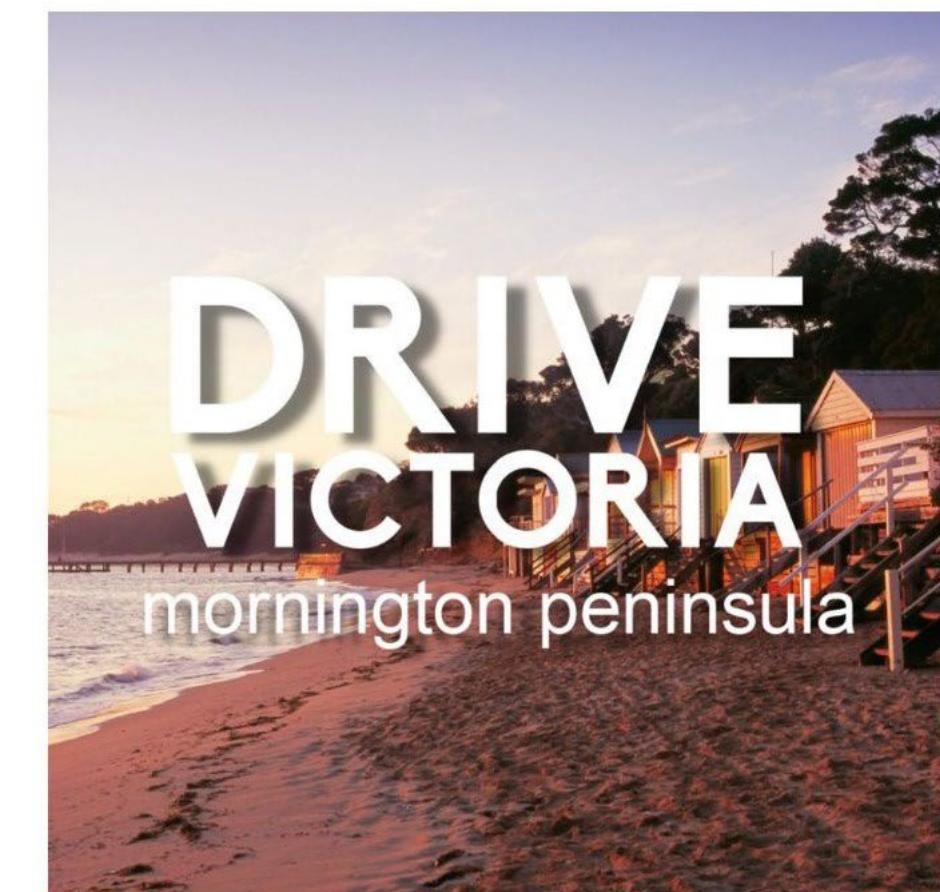
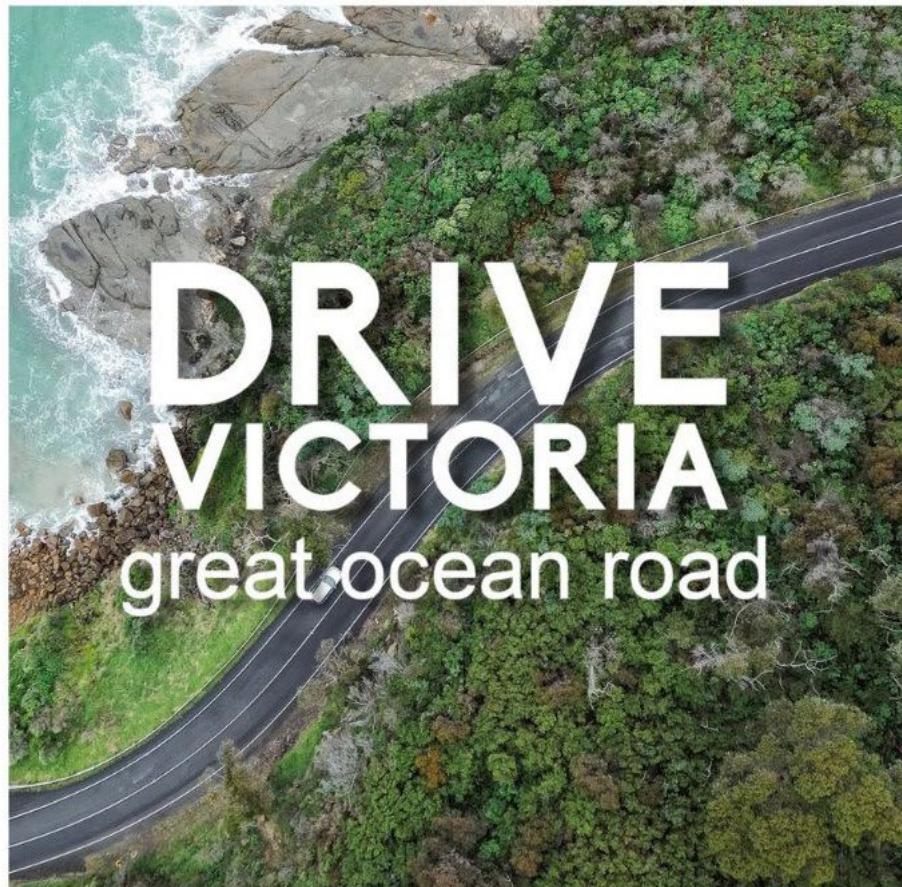
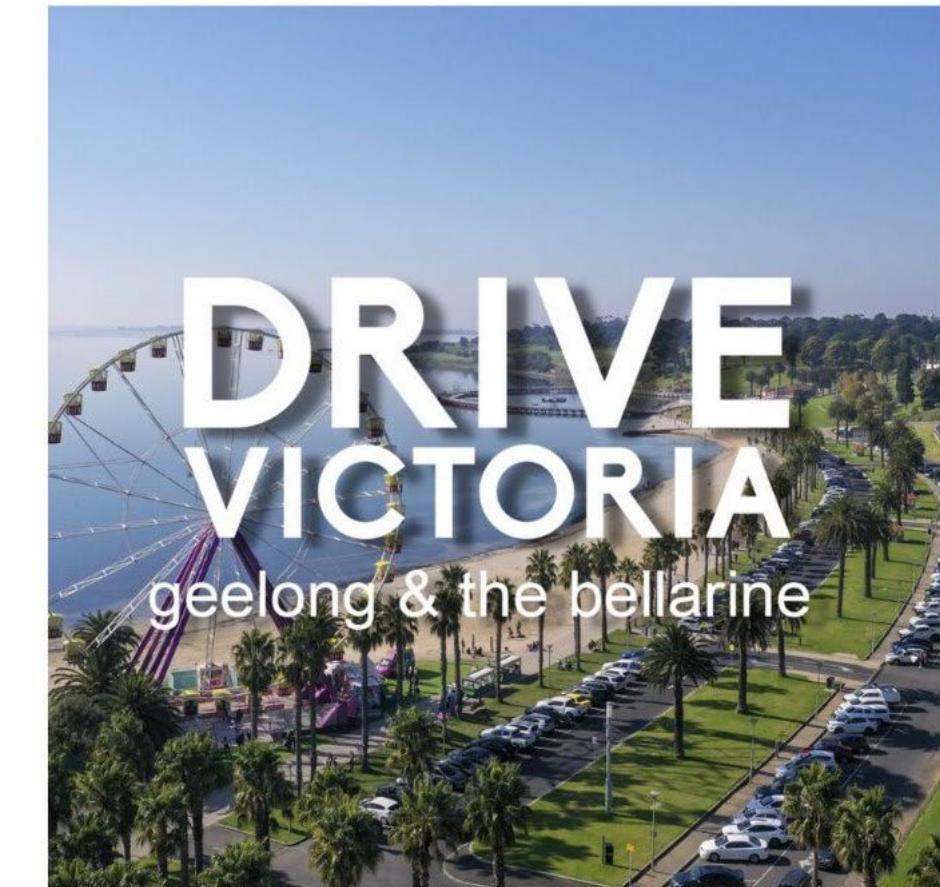
Included in the Platinum and Silver packages

[DRIVE Victoria website](#)

[DRIVE Victoria - Phillip Island website](#)

[Instagram](#)

[Facebook](#)



## IN PARTNERSHIP WITH

[MORNINGTON PENINSULA  
REGIONAL TOURISM](#)

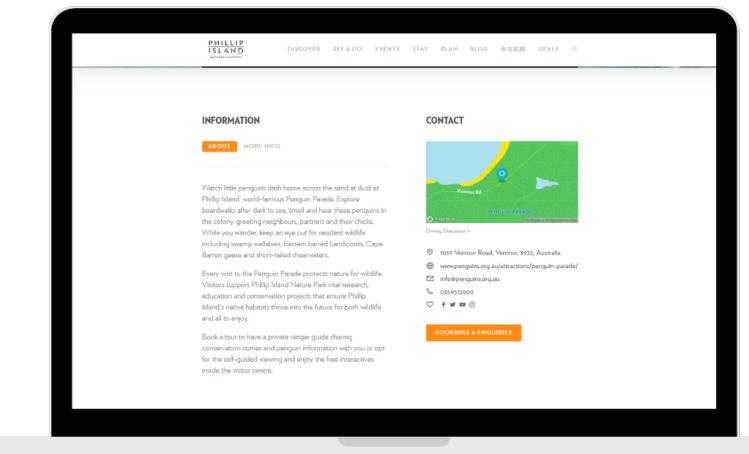
TOURISM GREATER  
GEELONG & THE  
BELLARINE

**PHILLIP  
ISLAND**  
NATURALLY PLAYFUL

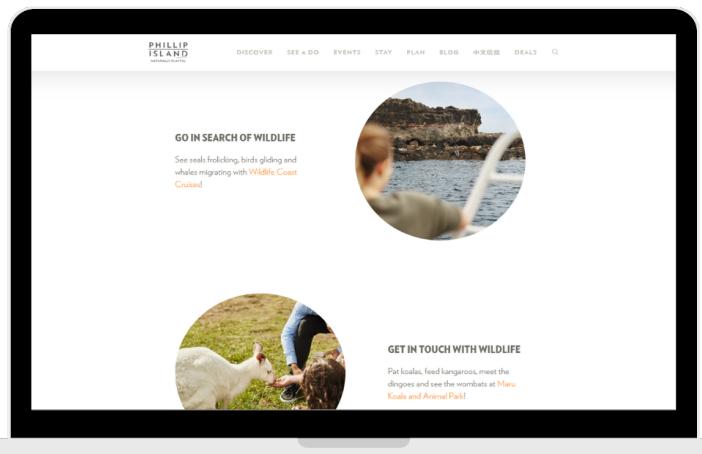
**GREAT  
OCEAN  
ROAD**  
REGIONAL  
TOURISM

# Partnership benefits examples

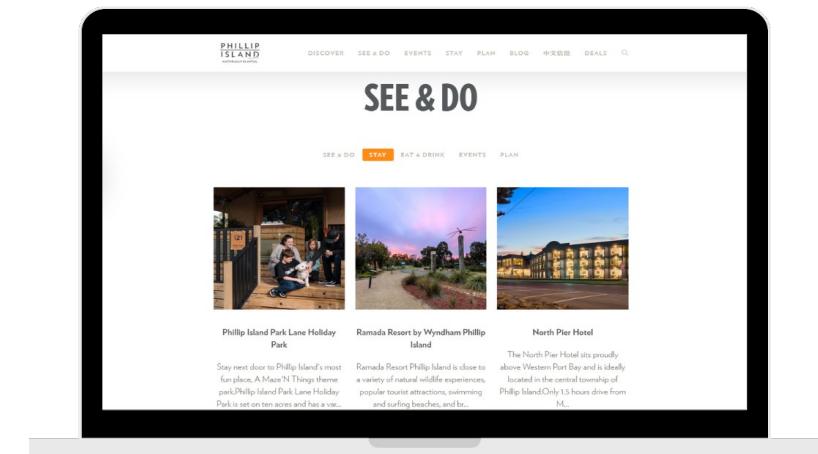
## Website Benefits



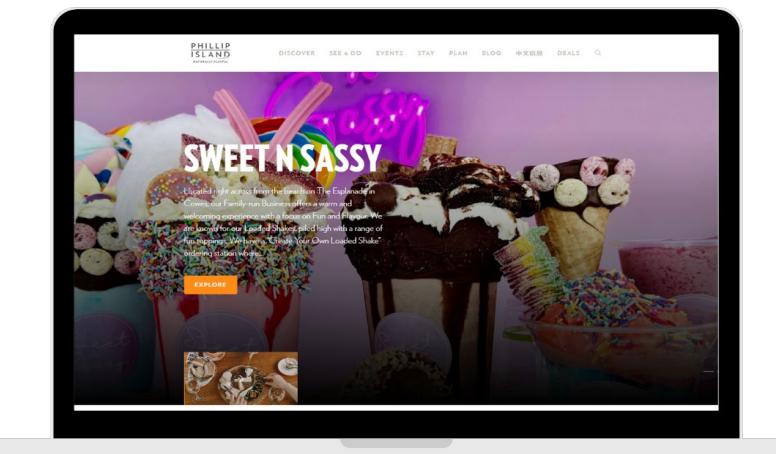
Visitphillipisland.com.au website listing



Category spotlight

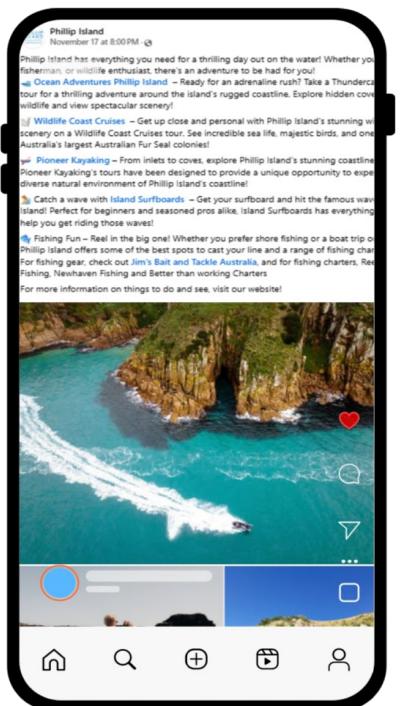


Homepage feature

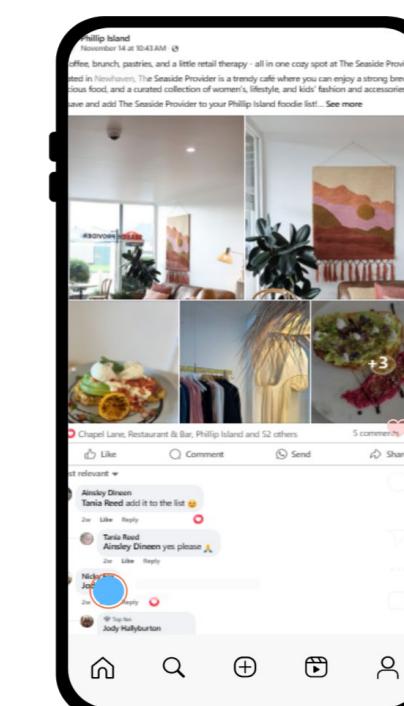


Homepage spotlight

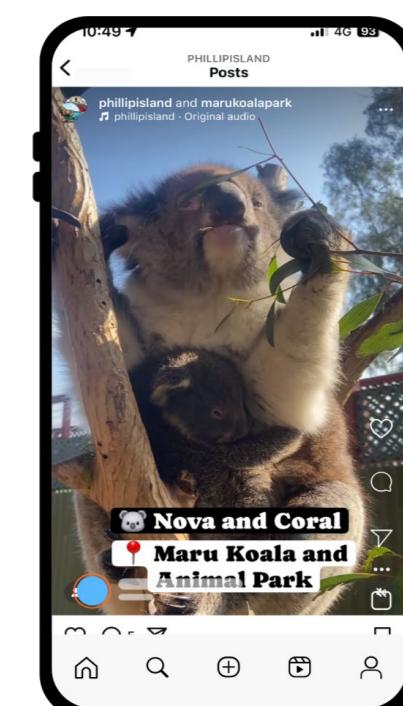
## Marketing Benefits



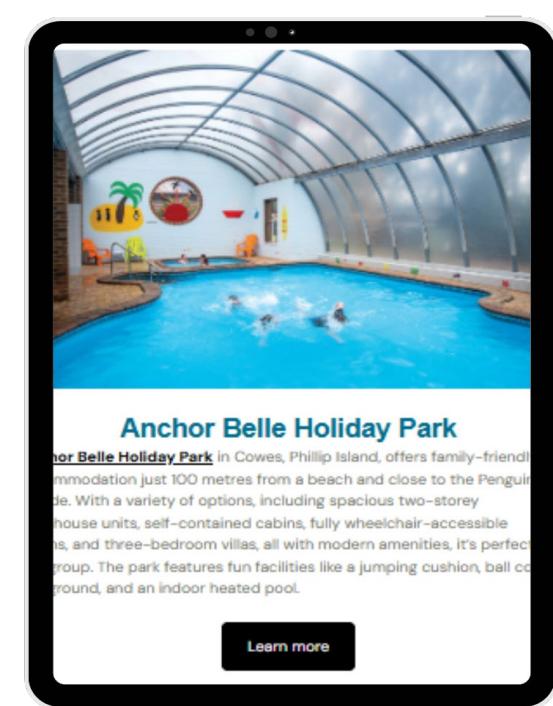
Category post



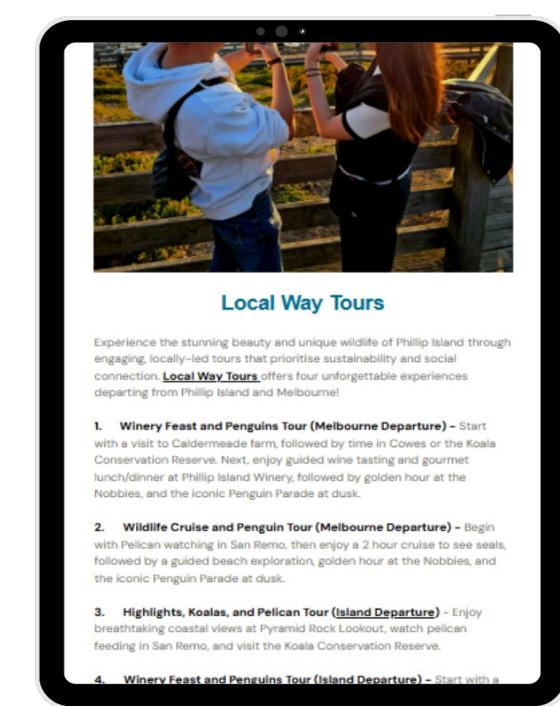
Dedicated post



Collaborative reel



eDM inclusion (up to 150 words)



eDM feature (up to 300 words)



Solus blog

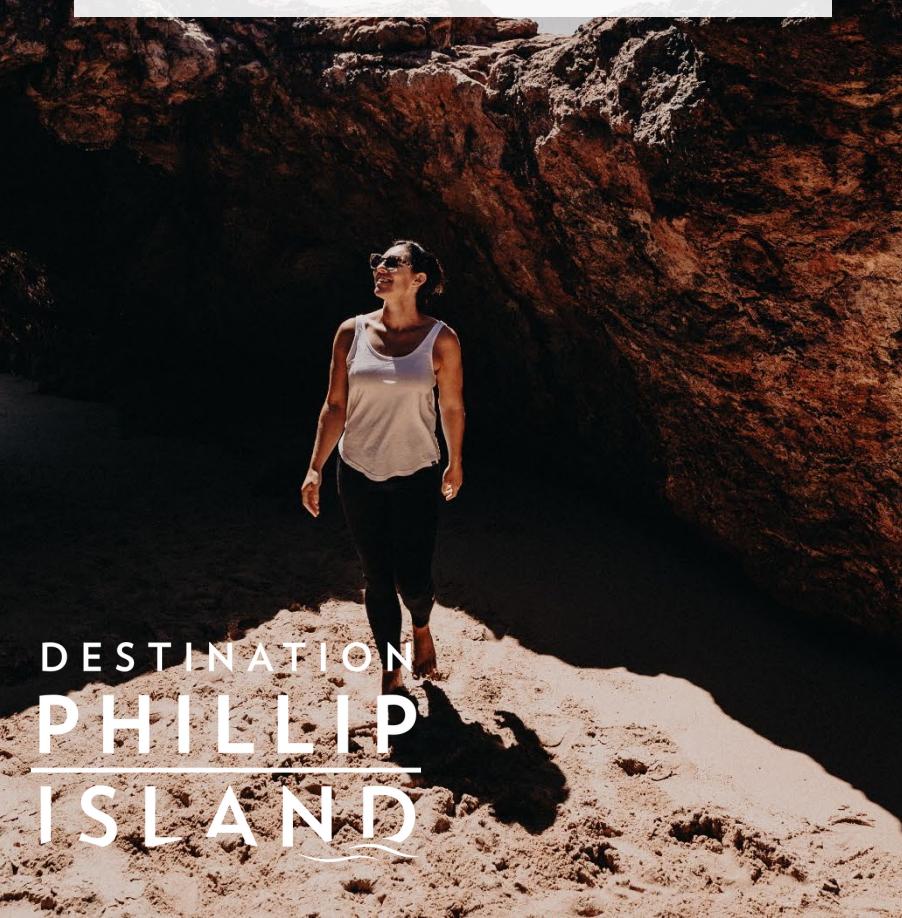
# Platinum Partnership

**\$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).

***Platinum partnerships are limited to 12 per calendar year***



## PLATINUM PACKAGE INCLUSIONS

- 1 x eDM feature up to 300 words, 1 image and direct link to your website
- 1 x eDM inclusion up to 100 words, 1 image and direct link to your website
- Dedicated (Solus) Blog Post published on [visitphillipisland.com.au](http://visitphillipisland.com.au), Phillip Island Facebook and Instagram
- DPI team to work with you on the creation of one collaborative Instagram reel
- Inclusion in one social media paid activity
- Business participation in DRIVE Victoria marketing campaign
- 1 x dedicated social media post for your business on Phillip Island's social media channels
- Inclusion in one social media category post
- Content inclusion in one campaign produced by Destination Phillip Island
- Listing on [visitphillipisland.com.au](http://visitphillipisland.com.au) & [visitbasscoast.com.au](http://visitbasscoast.com.au)
- Outbound links on [visitphillipisland.com.au](http://visitphillipisland.com.au) to your website, preferred booking platform, and social media channels
- Homepage spotlight on [visitphillipisland.com.au](http://visitphillipisland.com.au) home page for 1 month
- Homepage feature on [visitphillipisland.com.au](http://visitphillipisland.com.au) home page for 1 month
- Spotlight on your category page on [visitphillipisland.com.au](http://visitphillipisland.com.au) for 1 month
- Submit any special deals to be included in our 'special deals' website page
- Promote your key visitor events for free on [visitphillipisland.com.au](http://visitphillipisland.com.au)
- Partnership rate for advertising in the Phillip Island & Bass Coast Official Visitor Guide
- Subscription to DPI Industry eNewsletter & eNews updates
- Priority access and tickets to industry development programs
- Assistance in developing and promoting your Regenerative and Sustainable business practices

## + VISITOR INFORMATION CENTRE INCLUSIONS

- 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 available for purchase
- Invitation to Visitor Services morning tea and networking sessions
- Custom listing on [visitbasscoast.com.au](http://visitbasscoast.com.au)

## + 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 tear-off tourist map pad 200 maps + \$50 per pad - purchase direct at Newhaven VIC	\$50

# Silver Partnership

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

**Designed for businesses seeking additional marketing opportunities.**

**(Estimated value - \$1250).**



DESTINATION  
**PHILLIP**  
ISLAND

## SILVER PACKAGE INCLUSIONS

- 1 x eDM inclusion up to 100 words, 1 image and direct link to your website
- 1 x dedicated social media post for your business on Phillip Island's social media channels
- Inclusion in 1 social media category post
- Business participation in DRIVE Victoria marketing campaign
- Content inclusion in 1 campaign produced by Destination Phillip Island
- Listing on [visitphillipisland.com.au](http://visitphillipisland.com.au) & [visitbasscoast.com.au](http://visitbasscoast.com.au)
- Outbound links on [visitphillipisland.com.au](http://visitphillipisland.com.au) to your website, preferred booking platform, and social media channels
- Homepage feature on [visitphillipisland.com.au](http://visitphillipisland.com.au) home page for 1 month
- Spotlight on your category page on [visitphillipisland.com.au](http://visitphillipisland.com.au) for 1 month
- Submit any special deals to be included in our 'special deals' website page
- Promote your key visitor events for free on [visitphillipisland.com.au](http://visitphillipisland.com.au)
- Partnership rate for advertising in the Phillip Island & Bass Coast Official Visitor Guide
- Subscription to DPI Industry eNewsletter & eNews updates
- Priority access and tickets to industry development programs
- Assistance in developing and promoting your Regenerative and Sustainable business practices

## + VISITOR INFORMATION CENTRE INCLUSIONS

- 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 available for purchase
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# 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  
**PHILLIP**  
ISLAND

## PREMIUM PACKAGE INCLUSIONS

- 1 x eDM inclusion up to 100 words, 1 image and direct link to your website
- Inclusion in 1 social media category post
- Content inclusion in 1 campaign produced by Destination Phillip Island
- Listing on [visitphillipisland.com.au](http://visitphillipisland.com.au) & [visitbasscoast.com.au](http://visitbasscoast.com.au)
- Outbound links on [visitphillipisland.com.au](http://visitphillipisland.com.au) to your website, preferred booking platform, and social media channels
- Homepage feature on [visitphillipisland.com.au](http://visitphillipisland.com.au) home page for 1 month
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- Partnership rate for advertising in the Phillip Island & Bass Coast Official Visitor Guide
- Subscription to DPI Industry eNewsletter & eNews updates
- Priority access and tickets to industry development programs
- Assistance in developing and promoting your Regenerative and Sustainable business practices

## + VISITOR INFORMATION CENTRE INCLUSIONS

- 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 available for purchase
- Invitation to Visitor Services morning tea and networking sessions
- Custom listing on [visitbasscoast.com.au](http://visitbasscoast.com.au)

## + OPTIONAL ADD ONS

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# Essentials Partnership

**\$275** (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).

DESTINATION  
**PHILLIP  
ISLAND**

## ESSENTIALS PACKAGE INCLUSIONS

Listing on [visitphillipisland.com.au](http://visitphillipisland.com.au) & [visitbasscoast.com.au](http://visitbasscoast.com.au)  
Outbound links on [visitphillipisland.com.au](http://visitphillipisland.com.au) to your website, preferred booking platform, and social media channels  
Promote your key visitor events for free on [visitphillipisland.com.au](http://visitphillipisland.com.au)  
Partnership rate for advertising in the Phillip Island & Bass Coast Official Visitor Guide  
Priority access and tickets to industry development programs  
Eligible for inclusion in monthly Phillip Island eDM articles  
Subscription to DPI Industry eNewsletter & eNews updates  
Assistance in developing and promoting your Regenerative and Sustainable business practices

## + VISITOR INFORMATION CENTRE INCLUSIONS

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 available for purchase  
Invitation to Visitor Services morning tea and networking sessions  
Custom listing on [visitbasscoast.com.au](http://visitbasscoast.com.au)

## + OPTIONAL ADD ONS

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Phillip Island tear-off tourist map pad 200 maps + \$50 per pad - purchase direct at Newhaven VIC	\$50

# Package Benefits at a glance

INCLUSIONS	Essential \$275 inc GST	Premium \$495 inc GST	Silver \$695 inc GST	Platinum \$2000 inc GST
Listing on visitphillipisland.com.au & 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	✓	✓	✓	✓
Partnership rate for advertising in the Phillip Island & Bass Coast Official Visitor Guide	✓	✓	✓	✓
Priority access and tickets to industry development programs	✓	✓	✓	✓
Eligible for inclusion in monthly Phillip Island eDM articles	✓	✓	✓	✓
Subscription to DPI Industry eNewsletter & eNews updates	✓	✓	✓	✓
Assistance in developing and promoting your Regenerative and Sustainable business practices	✓	✓	✓	✓
1 x eDM inclusion up to 100 words, 1 image and direct link to your website		✓	✓	✓
Inclusion in one social media category post		✓	✓	✓
Content inclusion in one campaign produced by Destination Phillip Island		✓	✓	✓
Homepage feature on visitphillipisland.com.au home page for 1 month		✓	✓	✓
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		✓	✓	✓
1 x dedicated social media post for your business on Phillip Island's social media channels		✓	✓	✓
Business participation in DRIVE Victoria marketing campaign		✓	✓	✓
One x eDM feature up to 300 words, 1 image and direct link to your website			✓	✓
Dedicated (Solus) Blog Post published on visitphillipisland.com.au, Phillip Island Facebook and Instagram				✓
DPI team to work with you on the creation of one collaborative Instagram reel				✓
Homepage spotlight on visitphillipisland.com.au home page for 1 month				✓
Inclusion in one social media paid activity				✓
+ VISITOR INFORMATION CENTRE INCLUSIONS				
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 – maps available for purchase	✓	✓	✓	✓
Invitation to Visitor Services morning tea and networking sessions	✓	✓	✓	✓
Custom listing on visitbasscoast.com.au	✓	✓	✓	✓

# 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 2025 Australia Tourism Exchange (ATE25) will be held in Brisbane. 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 2025
- Go Beyond Melbourne promotion, website and trade activity
- Invitation to the Go Beyond Melbourne workshop in region
- Representation from DPI at ATE 2025 and ATEC ITO Event
- 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      \$500 (inc GST)

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



DESTINATION  
**PHILLIP**  
ISLAND

## 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.

The ATDW's function is to help extend your online exposure and attract more business. ATDW profiles provide an online presence on visitvictoria.com, australia.com and more.

An ATDW profile enables your business or event to maximise your exposure through the marketing activities and programs of Visit Victoria.

### **What are the benefits of an ATDW profile?**

Reach a global audience for less than \$1 per day - 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 and/or event to be displayed on visitvictoria.com (the official tourism website for Melbourne and Victoria with 10.7M annual visits), australia.com (22.5M annual visits).

Participate in Visit Victoria's data-driven marketing campaigns and programs - ATDW enables opportunities for further exposure through Visit Victoria's marketing campaigns.

Generates Leads - At the end of June 2024, ATDW generated more than 87,000 leads each month for Victorian tourism operators – and that's only the numbers measured from visitvictoria.com. An ATDW profile drives customers directly to your website without commissions or booking fees.

For more information see -

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

**\$295 inc GST per year – payment made on the ATDW platform**



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, 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

