

PACKAGE LEVELS & SUMMARY OF BENEFITS

	PREMIUM	ESSENTIALS	KEEP IN TOUCH
PARTNERSHIP PACKAGE PRICE (INC GST)	\$398	\$198	FREE
	value at over \$1000+	value at over \$600+	value at over \$295
Digital Marketing and PR support			
Subscription to DPI industry e-Newsletter	✓	✓	✓
Coupon code for a 12 month ATDW business listing on visitvictoria.com (\$295)*	✓	✓	✓
Eligible for inclusion in social media posts on visit Phillip Island digital assets	✓	✓	
Dedicated paid social media post and insights report (Includes minimum \$75 spend)	✓ ✓	✓	
Premium Feature Listing on visitbasscoast.com and visitphillipisland.com and visitvictoria.com* with high quality photos, description and booking service links (value \$500)	✓		
Premium Feature Listing on visitbasscoast.com and visitphillipisland.com with high quality photos, description and booking service links (value \$300)		✓	
Regional image library, branding logos and regional style guide (\$100)	✓		
Opportunities to participate in domestic / media campaigns with Destination Phillip Island, Visit Victoria, Tourism Australia	✓	✓	
Outbound links to your website, Facebook, Instagram	✓	✓	
Promote your key events on the regional events calendar*	✓	✓	
Free delivery of Official Visitor Guide and regional touring map	✓	✓	Free to collect
Discounted advertising opportunity in Official Collateral	✓	✓	Pay to advertise
Industry Development, Support and Research			
Invitations to Industry training, workshops and annual conference	✓	✓	Pay to attend
Access to workshops on topics including digital, accessibility and visitor servicing	✓	✓	
Exclusive access to industry research such as visitor arrivals and travel trend	✓	✓	Pay to attend
Access to Quarterly Visitor Arrival Statistics and any consumer research we commission	✓	✓	
Support with Victorian Tourism Industry Awards applications including letters of support and mentorship for new applications	✓		
Business Registration in the My Phillip Island platform to manage employees and access jobs board and special offers (\$50)	✓	✓	Pay to attend
Visitor Services			
Online and visitor enquiries referrals to your business via phone, email, and mobile van promotions	✓	✓	
Online booking platform access with option to be live with ongoing support and advice	✓	✓	
Listing on the tear off map distributed at the Visitor Information Centre & local businesses	✓	✓	
Invitation to Visitor Services morning tea and networking session	✓	✓	
Access to have live bookings through our visitbasscoast.com	✓	✓	
Access to Bass Coast Shire Council Business Support Team	✓	✓	
Visitor Information Centre upgrade purchase options			
DL Brochure display at Newhaven Visitor Information Centres	\$120	\$120	
DL Brochure display at Newhaven, Inverloch Visitor Information Centres, A3 poster at Newhaven.	\$450	\$450	
* check business/event eligibility			