



Destination
GIPPSLAND

**MARKETING PARTNERSHIP
OPPORTUNITIES 2026/27**

Opportunities to promote your tourism
product, event or destination under Gippsland's
award-winning *All Kinds of Wonder* brand.

OUR MARKETING CHANNELS

Destination Gippsland's channels including our website, social media platforms, promotional email and public relations are the key ways we reach our target audience to inspire travel to Gippsland.

Our marketing strategy and campaigns for our brand, All Kinds of Wonder, have won gold at the Victorian Tourism Awards and the Australian Tourism Awards in 2021, and was the National Winner for Marketing Excellence at the Australian Marketing Institute Awards in 2022.



WEBSITE

visitgippsland.com.au

1.1m views per year



FACEBOOK

facebook.com/visitgippsland

60k followers



INSTAGRAM

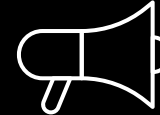
instagram.com/visitgippsland

55k followers



PROMOTIONAL EMAIL

Monthly sends to
65k subscribers



PUBLIC RELATIONS

\$11m in media value, and
reach of 25m per year

1-CAMPAIGN PACKAGE

\$3,400 + GST

VALUED AT \$4,900 | 30% OFF MARKET RATE

WHO IS THIS PACKAGE FOR?

Tourism products, experiences and events.

Promotion is intended to be in-market over a 2-week period.

INCLUSIONS

Website

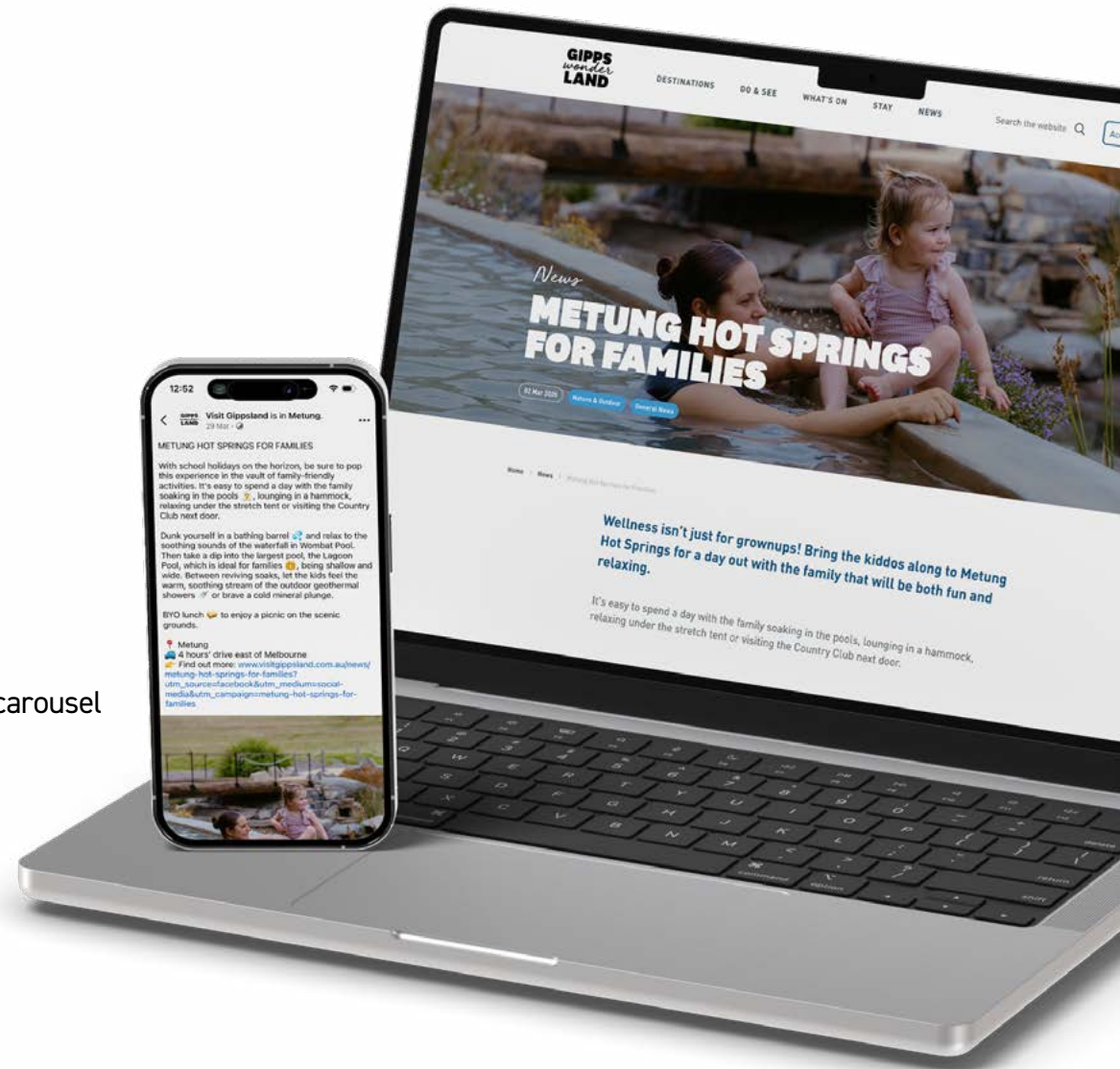
- 1x blog published on the **News** page
OR a landing page
- 2-week position on the **Homepage** hero carousel

Social Media

- 1x **Facebook** post
- 1x **Instagram** post

Promotional Email

- 1x item in monthly promotional email



2-CAMPAIGN PACKAGE

\$7,500 + GST

VALUED AT \$11,500 | 35% OFF MARKET RATE

INCLUSIONS

Website

- 2 x blogs published on the **News** page OR landing pages
- 2 x 2-week positions on the **Homepage** hero carousel
- 2 x blogs incorporated into the **Homepage** News & Events module for 2 weeks

Social Media

- 2 x **Facebook** posts
- 2 x **Instagram** reels

Promotional Email

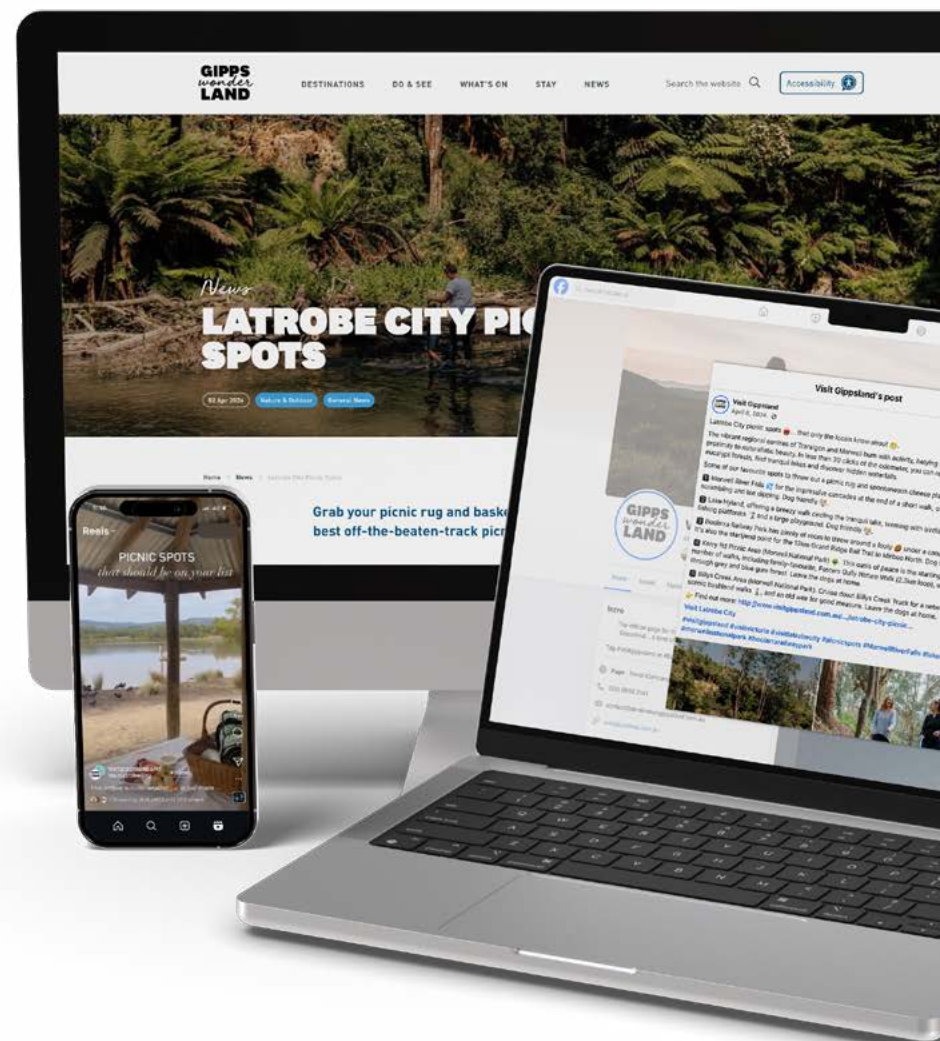
- 1 x item in 2 monthly promotional emails

Public Relations Support

- To the value of \$1,200 + GST. While publicity cannot be guaranteed, we will work with you to maximise opportunities for your campaign.

WHO IS THIS PACKAGE FOR?

Councils, Regional Tourism & Business Associations or Local Tourism Associations who promote destinations, larger tourism products and attractions, and major events. Promotion is intended to be in-market over a 1-2 month period.



3-CAMPAIGN PACKAGE

\$12,700 + GST

VALUED AT \$21,200 | 40% OFF MARKET RATE

WHO IS THIS PACKAGE FOR?

Councils, Regional Tourism & Business Associations or Local Tourism Associations who promote destinations; larger tourism products and attractions; major events. Promotion is intended to be in-market over a 3-6 month period.

INCLUSIONS

Website

- 3 x blogs published on the **News** page OR landing pages
- 3 x 2-week positions on the **Homepage** hero carousel
- 3 x blogs incorporated into the **Homepage** News & Events module for 2 weeks
- Bottom carousel takeover on **Homepage** up to 7 items for 3 weeks
- 6 x ad banners across the website directing traffic to your blogs or landing pages for 3 weeks each

Social Media

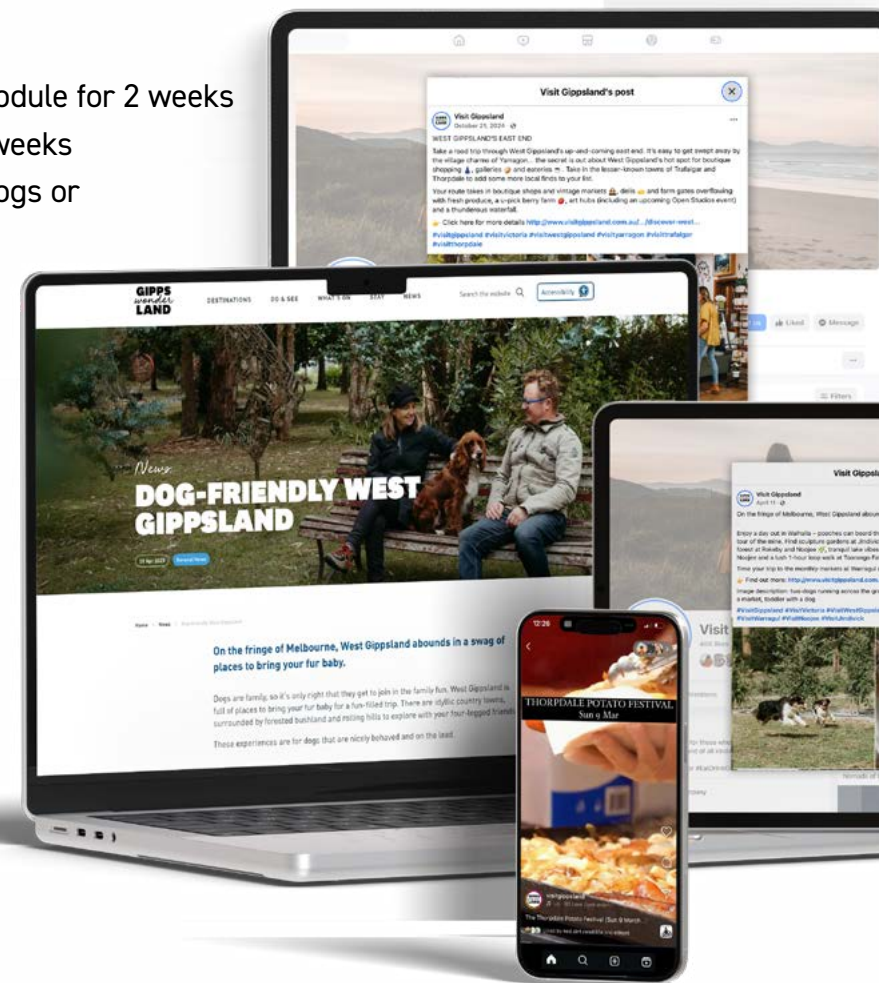
- 6 x **Facebook** posts
- 3 x **Instagram** reels
- \$1,000 + GST social media advertising campaign

Promotional Email

- 1 x item in 3 monthly promotional emails

Public Relations Support

- To the value of \$2,000 + GST.
While publicity cannot be guaranteed, we will work with you to maximise opportunities for your campaign.



ANNUAL PACKAGE

\$12,700 + GST

VALUED AT \$22,100 | >40% OFF MARKET RATE

The annual package includes **4 campaigns**,
with a delivery of **1 campaign per quarter**.

INCLUSIONS

Website

- 4 x blogs published on the **News** page OR landing pages
- 4 x 2-week positions on the **Homepage** hero carousel

Social Media

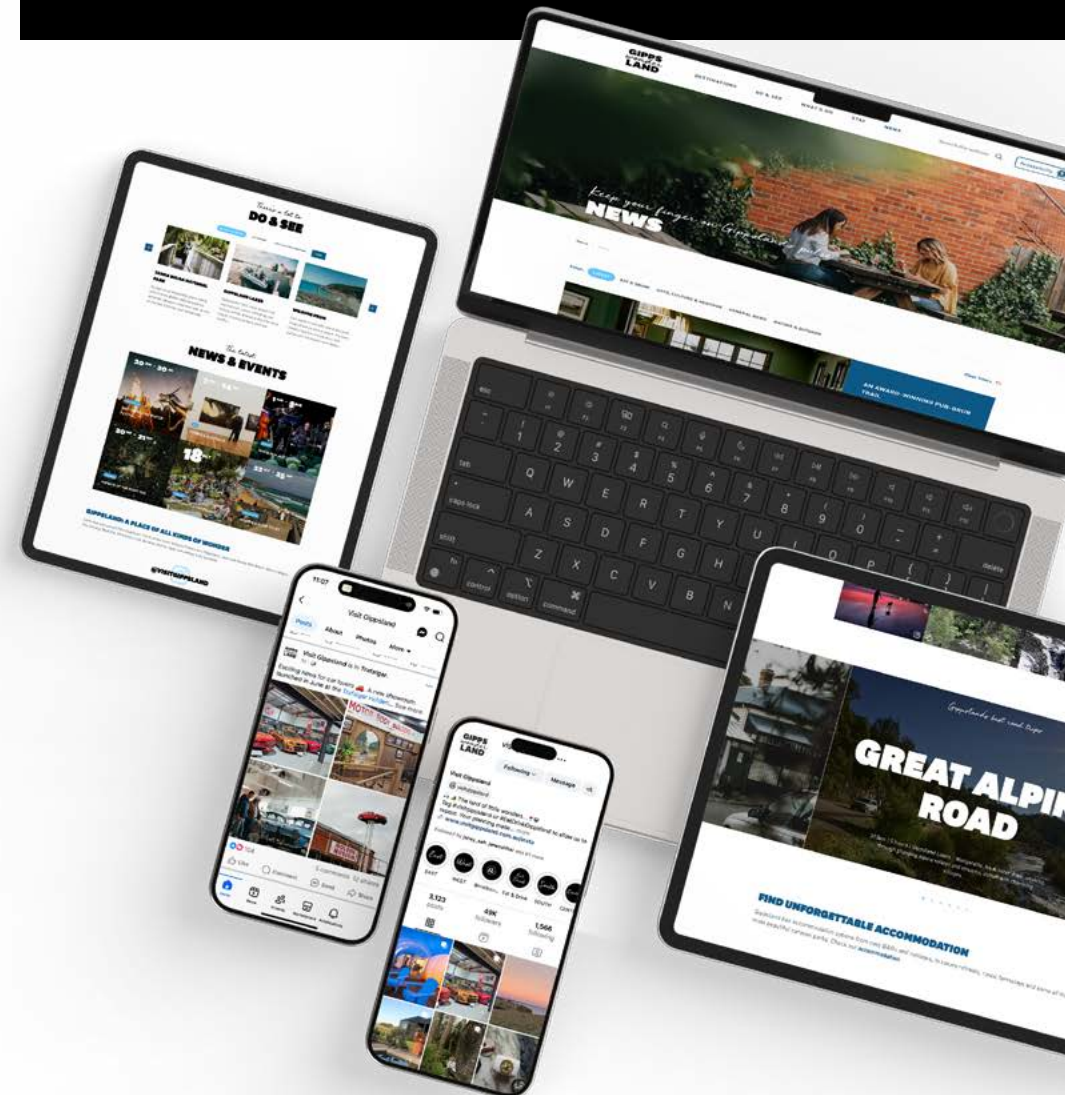
- 8 x **Facebook** posts
- 4 x **Instagram** reels

Promotional Email

- 1 x item in 4 monthly promotional emails

WHO IS THIS PACKAGE FOR?

Councils, Regional Tourism & Business Associations or Local Tourism Associations who promote destinations; larger tourism products and attractions; major events. Promotion is intended to be in-market over a 12 month period, with one burst of activity per quarter, or per season.



COMPETITION PACKAGE

\$2,500 + GST (excludes value of prize)

VALUED AT \$9,000 | 70% OFF MARKET RATE

Partner to provide prize, minimum \$1,500 value.

INCLUSIONS

Website

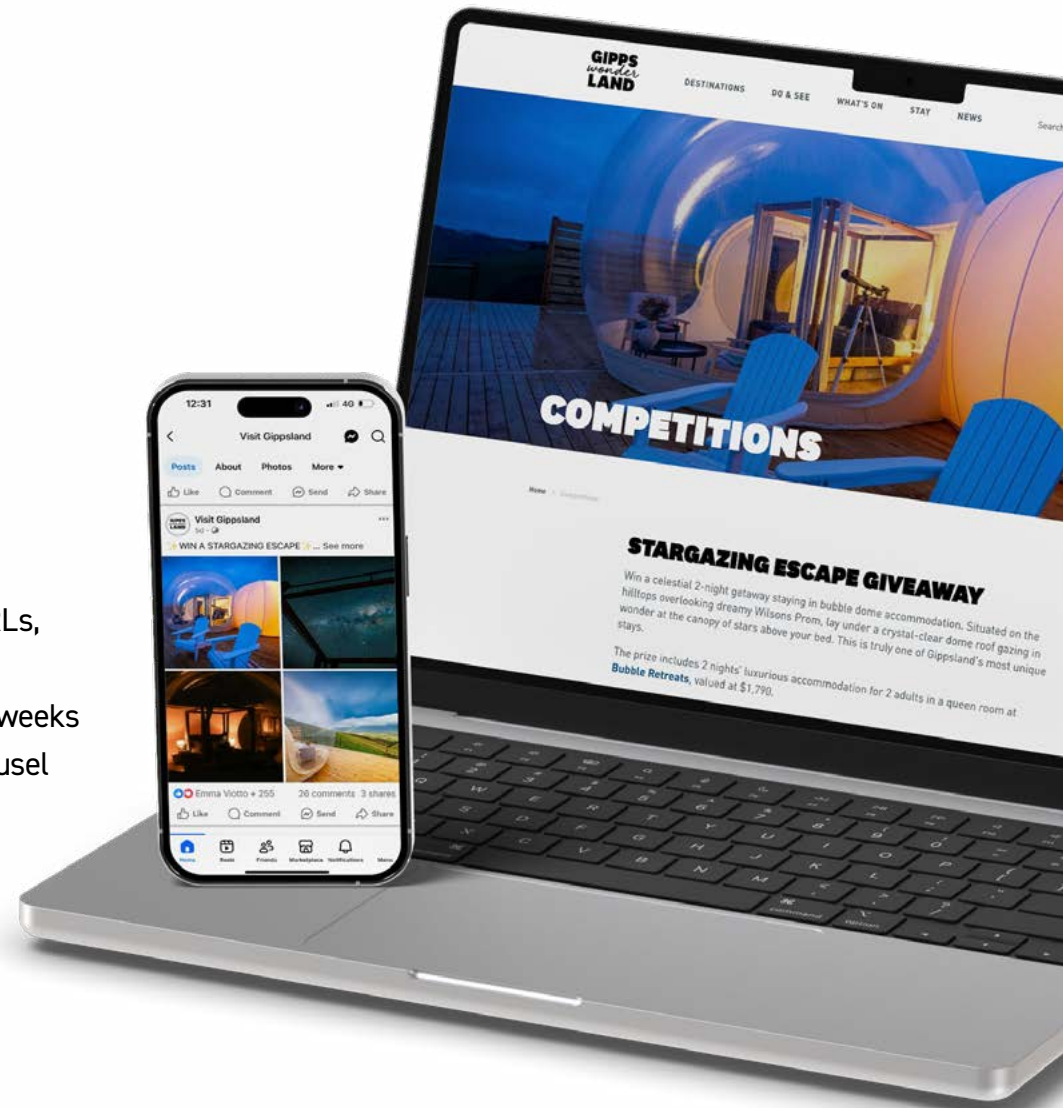
- 1 x competition landing page
- Hosting administration (set up form, tracking URLs, reviewing performance, liaison with winner)
- Pop-up box set up globally across website for 8 weeks
- 1 x 2-week position on the **Homepage** hero carousel

Social Media

- 2 x **Facebook** posts
- 2 x **Instagram** posts
- \$1,000 + GST social media advertising campaign

Promotional Email

- 1 x item in 1 monthly promotional email



COMPARISON OF PACKAGES

INCLUSIONS	1-CAMPAIGN PACKAGE \$3,400 + GST	2-CAMPAIGN PACKAGE \$7,500 + GST	3-CAMPAIGN PACKAGE \$12,700 + GST	ANNUAL PACKAGE \$12,700 + GST	COMPETITION PACKAGE \$2,500 + GST
WEBSITE					
Blogs published on the News page OR landing pages	1	2	3	4	1
Positions on the Homepage hero carousel for 2 weeks	1	2	3	4	
Blogs incorporated into the Homepage News & Events module for 2 weeks		2	3		
Bottom carousel takeover on Homepage up to 7 items for 3 weeks			1		
Ad banners across the website directing traffic to your blogs or landing pages for 3 weeks each			6		
Pop-up box on website globally for 8 weeks					1
FACEBOOK & INSTAGRAM					
Facebook posts	1	2	6	8	2
Instagram posts	1				2
Instagram reels		2	3	4	
Social media advertising			\$1,000 + GST		\$1,000 + GST
PROMOTIONAL EMAILS					
Items in monthly emails	1	2	3	4	1
PUBLIC RELATIONS SUPPORT		\$1,200 + GST	\$2,000 + GST		
TOTAL MARKET VALUE	\$4,900 30% OFF MARKET RATE	\$11,500 35% OFF MARKET RATE	\$21,200 40% OFF MARKET RATE	\$22,100 >40% OFF MARKET RATE	\$9,000 70% OFF MARKET RATE



BOOKINGS & ENQUIRIES

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General Manager, Marketing

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**We can also tailor custom packages
to suit your marketing strategy.**

ADD ONS

PHOTOGRAPHY | From \$1,800 + GST Full day rate

SOCIAL MEDIA ADVERTISING | \$500 fee for all social media advertising campaigns which includes set up, copywriting, tracking and monitoring of campaign

MARKETING CONSULTATION | Available on request

*Destination***GIPPSLAND**

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