

DAYLESFORD MACEDON RANGES

MEDIA KIT

2024 - 2025



Photography by Kim Selby

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WHO IS DAYLESFORD MACEDON TOURISM?

We are the leading tourism body for the Daylesford and Macedon Ranges region, officially recognised by Visit Victoria and Tourism Australia. As a not-for-profit organisation, all our profits are reinvested in developing and promoting our region.

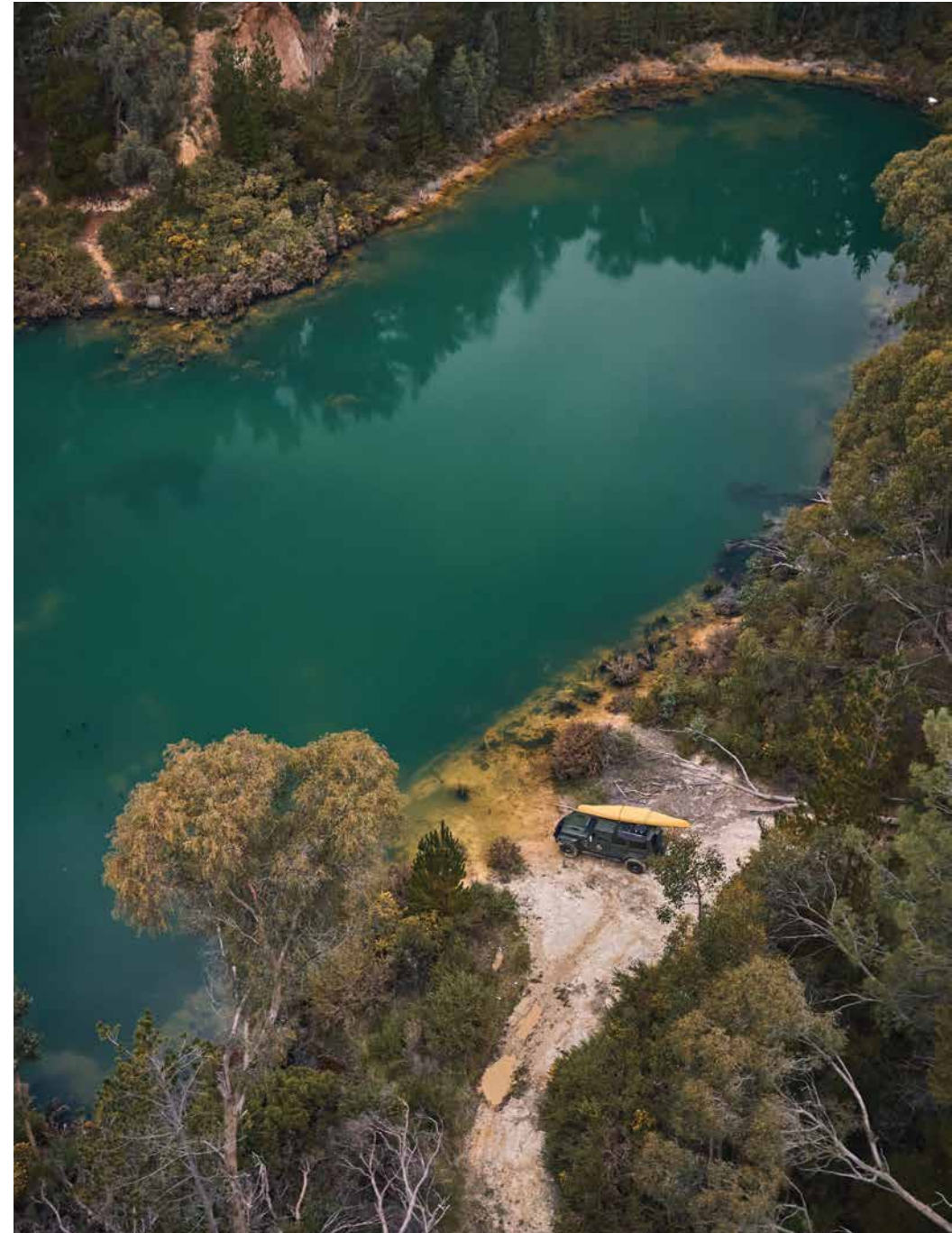
WHAT WE DO

We promote the region's key tourism strengths through strategic and tactical marketing, partnerships, and collaboration with industry and government. We also support industry growth through training, business mentoring, and securing funding for product development and infrastructure, guided by our 2024-2029 Destination Management Plan.

WHO IS VISITING OUR REGION?

DMT, in partnership with Customer Frame and key industry players, has developed eight customer profiles to better understand and attract our target audiences. Whether it's the 'boastful socialite' or 'discerning retiree', we know who's visiting and how to reach them.

Become a DMT partner today to access detailed insights and effective marketing strategies.



BRAND PILLARS

Our region has long been celebrated for its health-giving water and fertile soil, earning it the title of the “rejuvenation region.” This remains our overarching brand position, developed and promoted in collaboration with Visit Victoria. Day-to-day, we focus on four key product-based brand pillars that embody tangible characteristics and activities. Each pillar aligns with clear target markets and product attributes. We have developed, and will continue to develop, marketing assets to support and promote these pillars..



FOOD & DRINK
INDULGE



ESCAPE & REJUVENATE
REFRESH



HISTORY & CULTURE
DISCOVER



ART & MAKERS
MAKE

OUR KEY MARKETING CHANNELS

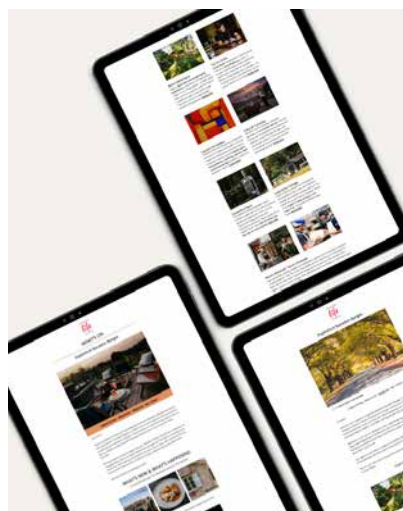


WEBSITE*

Yearly total unique users
166K

Yearly total sessions
213K

Yearly total page views
331K

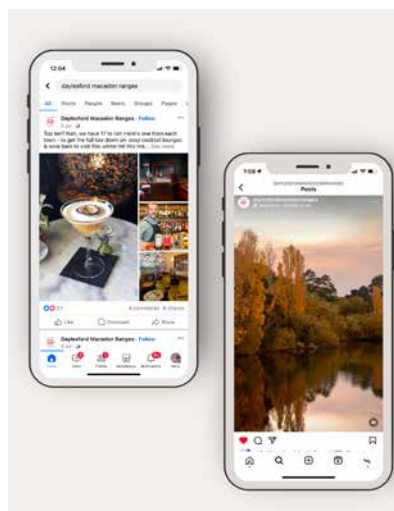


NEWSLETTER EDM*

Total subscribers
64K

Average open rates
47%

Average click through rate
4.5%



SOCIAL MEDIA*

Combined total average
monthly reach
1.67M

Total followers
84K

Facebook followers
54K

Instagram followers
29K



TRAVEL GUIDE

Print
30K

Readership
105K



REGIONAL MAP

Print
20K

Readership
70K

Keeping us up to date with your business news, events, new product and any new images is important to maintaining a good partnership.

Please email info@dmrtourism.com.au

**As of August 2024*

INTRODUCING A REFRESHED OPERATOR SUPPORT MODEL

The tourism landscape has evolved, with noticeable shifts in visitation patterns and spending behaviours. In response, Daylesford Macedon Tourism, in collaboration with industry stakeholders, has refined its cooperative marketing strategy, creating a more measurable and cost-effective operator model.

- Simpler to buy into
- Less work required
- More flexible, modular, and accessible
- Open to all sectors
- More accountable for ROI
- More measurable outcomes

We've streamlined our printed materials, producing a single, high-quality travel magazine for the region, accompanied by a comprehensive regional map covering all tourism sectors. This will be supported by a targeted and accessible digital campaign to attract visitors.

KEY INITIATIVES

Industry Support Partnership: Provides access to DMT-specific training materials and cooperative marketing opportunities.

'Come Back to Life' campaign: A direct response digital campaign, targeting urban Victorians and driving them to your website and business. This is by far our biggest marketing activity to date...details on the next page.

Event Packages: Support for regional events with tiered pricing for small and large events.

Seasonal Competition: A cost-effective way to reach a large audience, promoted across DMT's social media and consumer EDM.

Grow Your Instagram Audience Competition: Boost your followers with an Instagram 'Like, Share & Follow' giveaway, in partnership with DMT and other local tourism businesses.

Annual Travel Guide: A high quality, A4 magazine-style guide designed to inform and inspire visitors.

Regional Map: A comprehensive regional map covering all business sectors.



HOW TO GET INVOLVED

DMT PARTNERSHIP \$249 +GST

Our partnership is open to all tourism businesses in the Daylesford and Macedon Ranges. We offer expert business and marketing support, regular industry updates, and networking opportunities. You'll have direct access to Visit Victoria's marketing and PR channels and various business development resources.

DMT 12-month Partnership Benefits:

Business Listing: Featured on Daylesford Macedon Life with links to your website and social media.

Marketing and Industry Updates: Regular updates on visitation stats and opportunities.

Content Hub Access: Includes training resources, customer profiles, Destination Management Plan, and more.

Networking Events: Invitations to exclusive networking opportunities.

Industry Development Programs: Opportunities to engage and grow.

Event Hosting: Promote your events on our website.

Annual Conference Ticket: One ticket to the DMT annual conference, valued at \$179 +GST.



VISIT VICTORIA LISTING (ATDW) \$295 +GST

Contact ATDW direct for more information, or scan QR code to the right



Lyons Will Estate. Photography by Chloe Smith

'COME BACK TO LIFE' CAMPAIGN OVERVIEW

We've partnered with a creative agency and marketing strategist to develop a campaign aimed at turning interest in our region, into actual bookings.

Targeted Media Campaign: Leverage core customer profiles to reach potential visitors.

Audience Building: Enhance engagement across our web, social media, and database channels.

Diverse Regional Showcase: Highlight the unique towns and nature-based activities.

Promote Overnight Stays: Encourage mid-week escapes and extended visits.

City Antidote: Position the region as a perfect escape from city life.

Thematic Itineraries: Develop itineraries that align with campaign themes.

WHAT DOES IT COST TO BE INVOLVED?

Bronze – Static \$250 +GST per season

Included in website content. DMT will drive visitors to the site to explore regional information.

Silver – Dynamic \$650 +GST per season

Featured in omnichannel marketing. DMT will direct traffic to your business through targeted content.

Gold – Paid \$1,995 +GST per season

Includes paid advertising. DMT will create urgency through ads targeting key audiences to drive bookings.

Note: An additional \$900 fee applies for a single season Gold package to cover creative costs for custom video content.

Prices are exclusive of GST. All participating businesses must have a website listing with DMT and be located in the Daylesford Macedon Tourism region.

MEASURE OF SUCCESS

DMT will provide seasonal reports and a detailed end-of-campaign analysis. The first campaign aims for 1.5 million impressions across Meta and paid search, focusing on last-minute millennials and discerning over-55s.

Click-throughs to the DMT website

Enquiries (click-throughs or calls) to your business

Google Analytics on website traffic

Inclusions	Bronze	Silver	Gold
Consideration for inclusion in any public relations activities during the campaign period	X	X	X
Inclusion in editorial article, top picks, or itinerary on the website	X	X	X
QR code promotional sticker for businesses (for the campaign)	X	X	X
Included on our Hot Deals page shared via our EDMs	X	X	X
Inclusion in organic social media content		X	X
Inclusion in one bimonthly Daylesford Macedon Life Newsletter (EDM)		X	X
Business featured on website campaign landing page (book now)		X	X
Featured business promotion in digital marketing campaign highlighted on our socials		X	X
Inclusion in paid social media content dedicated to the campaign			X
Inclusion in and access to campaign video reels			X
Inclusion in and access to campaign imagery			X
Guaranteed inclusion in any external content partnerships, for example, Visit Victoria, Time Out or OHO.			X
*Note: this activity is TBC, pending overall operator buy-in and budget allowance			
Your investment per season excluding GST	\$250	\$650	\$1,995
Your investment per annum excluding GST	\$1,000	\$2,600	\$7,890

EVENTS PACKAGES

BASIC EVENTS PACKAGE \$995 +GST

Promote your event through our channels with the following:

- Fortnightly meetings with DMT leading up to the event.
- Co-host your event on our Facebook page.
- Event listing on our consumer website.
- One static social media post.
- Inclusion in a “What’s On” reel 4-6 weeks before the event.
- Mention in one of our EDMs.

DELUXE EVENTS PACKAGE \$2,500 +GST

Enhance your event promotion with:

- Fortnightly meetings with DMT leading up to the event.
- Co-host your event on our Facebook page.
- Event listing on our consumer website.
- One static social media post.
- Inclusion in a “What’s On” reel 4-6 weeks before the event.
- Mention in one of our EDMs.
- Detailed feature in our new Travel Guide.
- Paid targeted Meta campaign, monitored by DMT.

“Daylesford Macedon Tourism has been an invaluable partner to Daylesford Country Retreats for over 5 years. Their advice, direction, relationships, and connections have been priceless. Having such a professional team interested in seeing our business thrive is an indispensable part of our business success”. It’s the no-brainer business relationship you just must have! “

- Daylesford Country Retreats



The Convent, Daylesford. Photography by The Urban List

GROW YOUR INSTAGRAM AUDIENCE \$500 +GST

Expand your Instagram following with a 'tag & follow' giveaway, partnering with two other businesses:

Reach: Engage our 29k+ targeted Instagram followers.

Impressions: Previous posts attracted up to 15k impressions each.

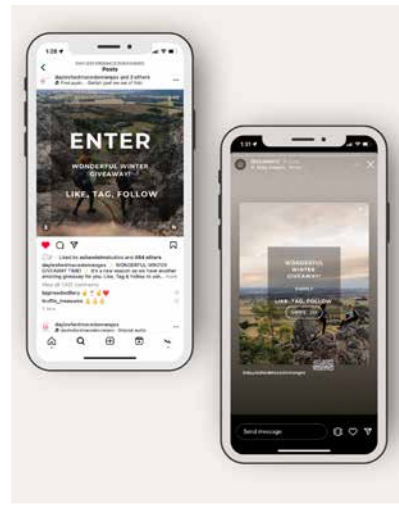
Duration: Two weeks on Instagram.

Promotion: Included in our monthly consumer EDM (64k+ subscribers).

Content: Two Instagram posts and several stories promoting the giveaway.

Highlight: Saved to our Giveaway Highlight Button on Instagram.

Prize: Provide a prize valued at \$200.



SEASONAL COMPETITION \$500 +GST

Join our seasonal competition to inspire travel and highlight participating businesses:

Visibility: Featured on our campaign landing page.

Promotion: Shared across DMT's social media and consumer EDM.

Prize: Opportunity to win a trip to Daylesford and the Macedon Ranges.

SEASONAL WHAT'S ON BUSINESS HIGHLIGHT \$850 +GST

Be featured in our seasonal newsletter, sent to our highly engaged database:

Exposure: Highlighted in an EDM outlining seasonal activities.

CTA: Includes a call to action to encourage direct bookings.



PRINT COLLATERAL

TRAVEL GUIDE (NEW)

We're consolidating our Visitor Guide, Daylesford Macedon Life magazine, and Eat + Drink Guide into a single, beautifully designed A4 magazine. This guide will offer visitors inspiration and information on exploring the region.

Print 30,000

Readership 105,000

- Inside Front Cover \$5,925 +GST
- Inside Back Cover \$5,925 +GST
- Back Cover \$7,500 +GST
- Full Page \$3,630 +GST
- Double Page Spread \$7,200 +GST
- Half Page Advertisement \$2,375 +GST
- Half Page Business Listing \$1,980 +GST
- Quarter Page Business Listing \$910 +GST

REGIONAL MAP (NEW) \$490 +GST

Our redesigned regional map will replace the Tasty Little Touring Map, and will cover all tourism sectors.

Print 20,000

Readership 70,000

