

Echuca Moama Regional Tourism ADVERTISING OPPORTUNITIES



ECHUCA MOAMA
& DISTRICT

Official Visitor Guide

The Murray's Living Legend



You
Tube



g+

Echuca Moama
The Murray's living legend

Ph 1800 804 446

Home Stay Things To Do News Out & About Weddings & Events Members

Whether it's a romantic short stay or a family holiday getaway on the Murray River you're after, Echuca Moama the place for you.

Located on the banks of the mighty Murray River, the twin towns of Echuca Moama are the cross point of the Murray River to Melbourne, an easy two and a half hour's drive. We invite you to explore the mighty Murray River, the historic Port of Echuca and Echuca Wharf which is recognised as one of Australia's Three Heritage Icons and is home to the largest Paddlesteamer fleet in the world.

You can book your Echuca Moama accommodation or Echuca Moama attraction tickets direct through this website.

Choose a topic below to navigate our website or call us on 1800 804 446 for more information and we can tailor a gateway to suit your specific needs.

Echuca Moama - The Murray's Living Legend

STAY A WHILE	WINE & DINE	THINGS TO SEE & DO	TOURS & CRUISES	
HOT DEALS	EVENTS & FESTIVALS	SEARCH FOR ACCOMM	WHAT'S ON CALENDAR	
LOCAL BUSINESS	OFFICIAL	LOCAL MARKETS	TOURING	GET BACK TO

Echuca Moama
The Murray's living legend

EMT MEMBER ADVERTISING OPPORTUNITIES

This document outlines avenues EMT Members can promote their business through Echuca Moama Regional Tourism.



The 2015 Membership Prospectus details the benefits of being a supporting partner of EMT, the organisation charged with growing the tourism industry in our region.

The Membership Prospectus is downloadable from our website under our EMT Member Downloads.

Echuca Moama Regional Tourism offer many ways for our Members to participate in exclusive advertising opportunities.

- **Opportunity to display marketing material in the Echuca Moama Visitor Information Centre**
- **Access to advertise in the Member Display Space in the Visitor Information Centre**
- **Detailed profile of your business on the EMT website**
- **Participation in the online booking service**
- **Access to website advertising opportunities**
- **Exclusive opportunity to advertise in the Official Visitors Guide**
- **Rotational branding / promotion of your attraction or event on the TV screen in the Visitor Information Centre**
- **Promotion of your property on the Accommodation Screen in the Visitor Information Centre**
- **Inclusion in our weekly "What's On" promotional eNews document**
- **Your activity listed on our Calendar of Events on our website**
- **Use of EMT's community billboard**

Marketing opportunities:

- **Participation in marketing campaigns, trade shows and familiarisations**
- **PR activity pitched on behalf of your business to our Public Relations Agency by EMT and Murray Regional Tourism**

EMT has recently embarked on a new marketing direction to ensure our message reaches and excites our key markets.

With 84% of our visitors annually coming from Victoria (40% Melbourne and 44% Regional Victoria) our key marketing focus will clearly be concentrated on Victoria.

Major television campaigns will be directed at our key regional Victorian markets supported by a strong digital and social media focus, plus print media inserts into key regional publications.

Supporting these campaigns will be a detailed Public Relations focus to attract key journalists and lifestyle programs to our destination.

With small budgets it is imperative that all our campaigns are a co-operative effort with our industry.

www.echucamoama.com

Echuca Moama Tourism operates its own website which receives over 19,561 unique visits per month (average).

The Echuca Moama website is the 'call to action' for all our campaigns, it is essential that you are listed on the website and your details are kept current.

EMT members are listed on the new responsive website as part of our annual membership fees.

EMT has undertaken a major review of its digital capacity and upgraded the service to ensure maximum return for our members.

Echuca Moama Regional Tourism offers EMT Members an exclusive presence on www.echucamoama.com including your own page, photo gallery with contact details and all important link provided back to your website, not to mention inclusion in our business directory and Accommodation Booking Service.

We also encourage you to place an EMT logo and back link to www.echucamoama.com as back links are known to be highly encouraged by Google.

If you need to know more about our digital program or would like a web safe EMT logo for your website please contact us on (03) 5480 7555.

Web Banner Advertising on www.echucamoama.com

Echuca Moama Regional Tourism offers EMT Members an exclusive presence on www.echucamoama.com through our Web Banner Advertising opportunity.

You can track your click-throughs via Google Analytics.

Please note, to be fair to all members, only 3 months of web banner advertising can be booked consecutively per web page.

(Please note a 20% loading applies to advertisements displayed during peak season 1 Nov - 30 Apr. All prices include GST).

**ONLINE
MARKETING**

234,735

The number of visits to www.echucamoama.com in the last 12 months.

That's an average of 19,561 visits per month.

Does your website reach this many people?

**EXCLUSIVE
WEB
BANNER
ADVERTISING**





All web banner ads are ONE SIZE ONLY
988 pixels wide x 341 pixels high

Home Page

Banner Advertising (May until Oct) \$309 per month
Peak Period + 20% (Nov to Apr) \$361.80 per month
Over a third of our traffic lands on the home page.

Events Calendar, Things To Do, Business Directory, Accommodation pages

Banner Advertising (May until Oct) \$89 per month
Peak Period + 20% (Nov to Apr) \$106.80 per month

All other pages

Banner Advertising (May until Oct) \$79 per month
Peak Period + 20% (Nov to Apr) \$94.80 per month

Please see our *'Website Banner Advertising Agreement'* for full details and expression of interest.

Once we have received your expression of interest to advertise on www.echucamoama.com you will be notified of the availability and success of your requested months for advertising.

All banner ads are positioned at the bottom of each web page so as to allow for optimum representation on our responsive website when resized for different devices and to allow for best practice user functionality, allowing easy access to our booking gadgets at the top of each page, resulting in more bookings of our product.

WEB BLOG



Latest News / Blog

Through our website we also promote upcoming events and special promotions through our latest news. This is where we find interesting things to tell our visitors and help alert them to what is going on throughout our region.

The blog is usually used to enhance our weekly "What's On" eNews document, promotions, advertising campaigns and is a landing page for our social media activity allowing us to provide the visitor with more information.

Content included on our Blog is up to Echuca Moama Regional Tourism's discretion and no paid advertising is entered into or accepted.

SOCIAL MEDIA NETWORK

Echuca Moama Tourism also operates:

Facebook	www.facebook.com/EchucaMoama
YouTube Channel	EchucaMoamaTourism
Twitter Account	Echuca_Moama
Google+	Echuca_Moama
Instagram	Echuca_Moama

Our Facebook Page engages with more consumers than any other region along the Murray.

Social Media is an integral component of all our marketing campaigns, being the most immediate, cost effective way to communicate with our visitors.

The 'call to action' for all our advertising and social media campaigns is www.echucamoama.com, this drives people constantly back to information on our website.

We also watch the news feed and like and share our EMT Member's posts as a way of endorsing and supporting your products.

Please note however, we can not share every single post, every time as this would clog our feed and we show no preference to any particular EMT Member.

Twitter and Instagram

Echuca Moama Regional Tourism are also active in the Instagram arena and the Twitterverse. This is a great way in which we target national tourism bodies to get noticed and promote our brand by tweeting, sharing images and staying in touch with the wider tourism community.

YouTube

Our YouTube Channel is utilised to showcase of our TV advertisements. These TV adverts are shared on FaceBook and Google+ to engage our audience. Our recent collection of local footage will also be placed on our YouTube channel in the near future. YouTube is also a great arena to engage in paid advertising to reach a large audience.



6,269

The number* of likes on the Echuca Moama Tourism Facebook Page

We ask all members to "Like" our page and we return the favour, thus enhancing our network and expanding our social media reach.

*Current as at 2 July 2015.



ECHUCA MOAMA VISITOR
INFORMATION CENTRE
**ACCOMMODATION
RESERVATION
SERVICE**



OVER THE COUNTER AND ONLINE **ACCOMMODATION RESERVATION SERVICE**

The Echuca Moama Visitor Information Centre provides an accommodation reservation service using the BookEasy™ Online Reservation System for both online bookings through **www.echucamoama.com** and over the counter within the Visitor Information Centre.

Our accommodation reservation service is a benefit offered to all members without additional joining fees.

The only additional cost is a 10% commission on the bookings that are made.

The Echuca Moama Visitor Information Centre takes payment for all accommodation bookings that are made through the centre.

Why have an online booking system?

- This year the Echuca Visitor Information Centre has taken in excess of \$600 000 in online bookings.
- Over 60% of travellers book online.
- It's quick and easy. View - Book - Pay - Done.
- Saves time and money.
- Less email and phone bookings to follow up on.
- It's the current expectation of travellers.
- Immediate sale.
- Your listings in more places with no extra effort.
- Increase revenue, reduce costs and build real-time strategic marketing intelligence.



HOW CONSUMERS BOOK ACCOMMODATION

Today's consumers don't just spend time on their smart phone or tablet - they're constantly switching between different devices and screens. This trend is only increasing. Are you marketing to consumers across different mediums? You can't afford not to, with stats like these.

- Over 60% of travellers book online.
- 46% of total holiday travellers are booking some aspect of their trip online prior to arrival.
- There is a clear trend towards a greater role of online sources for identifying a holiday destination, and then planning, booking and subsequently sharing holiday experiences.
- Travellers continue to use multiple channels to plan and book their trips online.
- Over 70% of reservations coming through smart phones are being done within a day of check-in.
- 61% of mobile users abandon non-mobile optimized websites.
- Mobile bookings are expected to make up to 58.7% of travel sales by 2018.
- Hotel related travel inquiries fell by 4% on desktop PCs in 2013 but rose on tablets by 180% and on mobile by 68%.
- Social media referrals now lead to 30% of a website's overall traffic.



98%

of consumers now move 'sequentially' between different screens within the same day

WHAT DEVICES ARE CONSUMERS USING?

To Research an Upcoming Trip¹

88%
Computer

53%
Smartphone

70%
Tablet

To Look Up Maps or Directions¹

83%
Computer

78%
Smartphone

59%
Tablet

To Book Accommodations¹

87%
Computer

25%
Smartphone

27%
Tablet

Source: Travelling across screens, How consumers research and book hotels. www.leonardo.com

38%

of our daily media interactions occur on a smart phone

OTHER WAYS TO BOOST YOUR ONLINE PRESENCE



In a digital world of social media, blogging, and search engines, never has there been a greater opportunity for companies to explore new online strategies.

Most businesses realise that having an online presence is now becoming a necessity. When planning your advertising and marketing strategies remember to include your online marketing activities as well. Online marketing is a great way to broaden your business's reach in a cost effective way.

Online marketing is broadly divided in to the following types:

Display Advertising

The use of web banners ads placed on a third-party website or blog to drive traffic to a company's own website and increase product awareness, usually a cost involved.

Search Engine Marketing & Optimisation

A form of marketing that seeks to promote websites by increasing their visibility in search engine result pages (SERPs) through the use of either paid placement, contextual advertising, and paid inclusion, or through the use of free search engine optimization techniques. Also includes the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results.

Additional Social Media Marketing

The process of gaining traffic or attention through social media websites such as Facebook, Twitter and LinkedIn.

Email Marketing

Involves directly marketing a commercial message to a group of people or database using electronic mail.

Referral Marketing

A method of promoting products or services to new customers through referrals, word of mouth, and now also includes blogs, the online use of using logos and hyperlinks to drive traffic back to your own website.

You can also list your company in directories on websites including free and paid listings.

EMT MEMBER REWARDS PROGRAM

The EMT Member Rewards Club is an exclusive initiative available only to members of Echuca Moama Regional Tourism (EMT).

The program signifies that our associates are part of 'the team' growing Echuca Moama and region as a prime holiday destination. Furthermore, the Member Rewards Club encourages all members to utilise various services and products around the region by being the recipient of various attractive savings and discounts.

Upon presentation of the EMT key tag at the point of purchase, members are entitled to a range of incentives and value adds offered by participating EMT business members.

The exclusive Echuca Moama Regional Tourism (EMT) Member Rewards Club is now in full swing and sales incentives are regularly being secured by fellow members.

To warrant a positive outcome, please ensure all of your staff are fully aware of your participation in the EMT Member Rewards Club and your specific business offer available upon presentation of the EMT Member Rewards Club keytag by EMT Members.

All members are reminded to access the many business offers detailed in this catalogue. We encourage all EMT Members to embrace the Members Rewards Program and acknowledge it as a valuable new initiative designed to encourage loyal purchasing locally.

The EMT Member Rewards Program has a dedicated online presence where you can view the various savings and discounts. You can also download the Rewards Catalogue to keep on hand at all times.

View EMT Member Rewards Clubs offers at www.echucamoama.com/member-rewards

To update your EMT Member Rewards offer at any time, please call (03) 5480 7555.



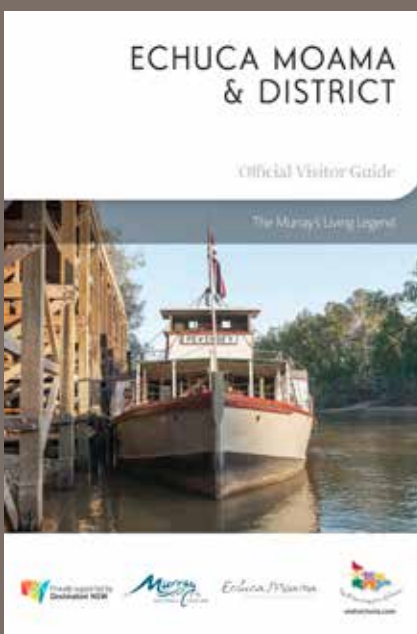
Download your copy of the EMT Member Rewards Catalogue from our website now

OFFICIAL VISITORS GUIDE

The Official Visitor Guide (OVG) is one of our key marketing tools to provide potential visitors and arriving visitors with all they need to know about our wonderful destination.

70,000
OVG copies printed and distributed

It's also available to download or view on echucamoama.com



The Echuca Moama Official Visitor Guide is an advertising opportunity exclusive to Echuca Moama Regional Tourism Members.

The Numbers

- Print run of 70,000 copies
- A5 size booklet
- 19,561 unique visitors monthly to our website where they have the option to download or view the OVG
- 18 month lifespan

The Facts

- Key marketing tool for Echuca Moama and district
- Officially endorsed by Destination NSW and Tourism Victoria
- Primary sales tool used by the Echuca Moama Visitor Information Centre and distributed on request

Distribution

- Tourism Victoria Head Office plus International Offices
- Destination NSW Head Office plus International Offices
- Federation Square, Melbourne
- Key Victorian, NSW and SA Visitor Information Centres
- Consumer Shows in Melbourne & Sydney
- Wedding Shows and Expo in Melbourne, Echuca and Bendigo
- Wholesale and Product Development Managers
- Key Coach Companies
- Key Media Outlets
- Murray Region Visitor Information Centres
- Echuca Moama Visitor Information Centre

Does your current advertising achieve this reach?

Snapshot of the Benefits

- 18 month lifespan for your advertising dollar
- Direct advertising to consumers with your contact details.
- Representation in information centres throughout Victoria, NSW and SA.
- Consumers are more likely to pick up one comprehensive brochure versus a variety of brochures when making their holiday plans.
- Ability to use the OVG for your own marketing purposes.
- Ability to have the OVG in all accommodation houses thereby advertising to the consumers in the region.
- Representation at key industry consumer and trade events.

Echuca Moama Regional Tourism's Marketing Department will be in touch with all EMT Members to circulate the OVG advertising proposal including prices and sizing of advertisements a few months prior to our next publication.

ECHUCA MOAMA VISITOR INFORMATION CENTRE DISPLAY SPACE ADVERTISING

We offer EMT Members the exclusive opportunity to advertise their business or event in the Display Space at the Echuca Moama Visitor Information Centre.

The allocated Display Space is a circular area of 9.34 square metres (diameter 3.45m) and is located at the front of the Visitor Information Centre foyer area with full exposure to visitors who walk through the door annually.

The Display Space can be booked for your exclusive use on a monthly basis (subject to availability). The display can consist of anything from products to pull up display banners and is limited by the size of the space and weight considerations.

The costs for use of this space are:

- **Peak Season**
(average of 8,500 visitors per month)
\$250.00 per month
- **Shoulder Season**
(average of 6,000 visitors per month)
\$200.00 per month
- **Off Peak Season**
(average of 4,500 visitors per month)
\$150.00 per month

(Peak season refers to the months of January, March and April; Shoulder Season refers to the months of September, October, November, December and February; and Off Peak Season refers to the months of May, June, July, August).

The Display Space Advertising Form is attached to this document, please scan and return your expression of interest to karen@echucamoama.com or phone Karen on (03) 5480 7555 for more information.



70,700

The number of visitors through the centre during 2014 - 2015, with notable traffic spikes in our peak periods of January, March and April.





Echuca Moama
The Murray's living legend

f i g+
@Echuca_Moama

Twitter YouTube

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www.echucamoama.com

