

**OFFICIAL GUIDE**

# MELBOURNE

AND VICTORIA

## PARTNERSHIP KIT





# About us

The Official Visitor Guide is the pre-eminent source of information for visitors. It provides the most comprehensive overview of things to see and do across Melbourne and Victoria each season and is recognised as the most effective direct marketing tool for reaching high yield audiences.

Melbourne Official Visitor Guide is supported and endorsed by the following organisations:

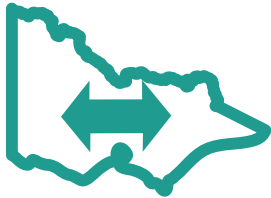


# Why Invest in the Official Visitor Guide

- 1** **Convert consumer travel** plans to bookings through early engagement through the most **popular** visitor publication
- 2** Talk **directly to consumers** who are in the mindset to spend on travel
- 3** Reach **lifestyle leaders** with high disposable income and ability to influence others
- 4** Great value for money through **partnership** with **Visit Victoria**
- 5** Guaranteed reach to premium travellers with targeted distribution to **250,000+ addresses**
- 6** Benefit from an exclusive **distribution in Melbourne Airport** no other publication provides

# Target Audiences

## Target markets



### INTRASTATE

Metro, Provincial, Country



### INTERSTATE

Metropolitan Sydney, Bordering towns on NSW, SA and ACT



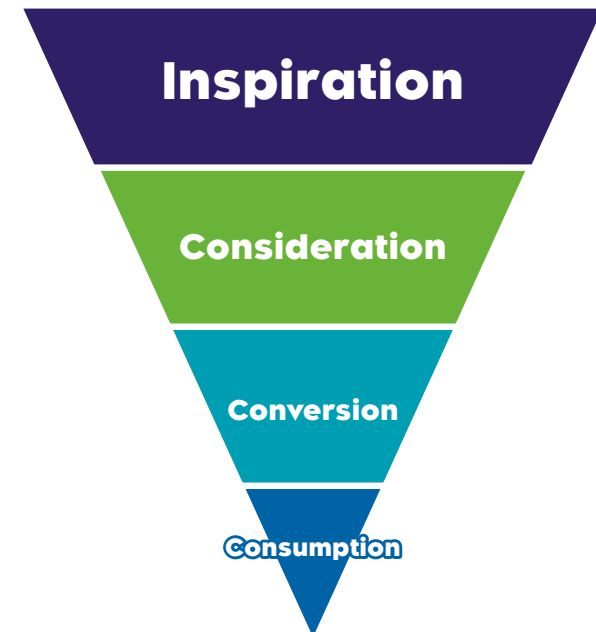
### INTERNATIONAL

International visitors upon arrival in destination

## Annual Reach



OVER 3.5 MILLION READERS  
REACHED THROUGH PRINT  
AND DIGITAL CHANNELS  
THROUGH ALL PHASES OF THE  
CONSUMER JOURNEY



Official Guide



# Distribution

## Seasonal Reach

REACHING UNIQUE TRAVEL AND LIFESTYLE AUDIENCES DIRECTLY IN THEIR HOMES AND THROUGH HIGH FOOT TRAFFIC AREAS.

**900,000+** TOTAL REACH

**250,000+** PRINT CIRCULATION

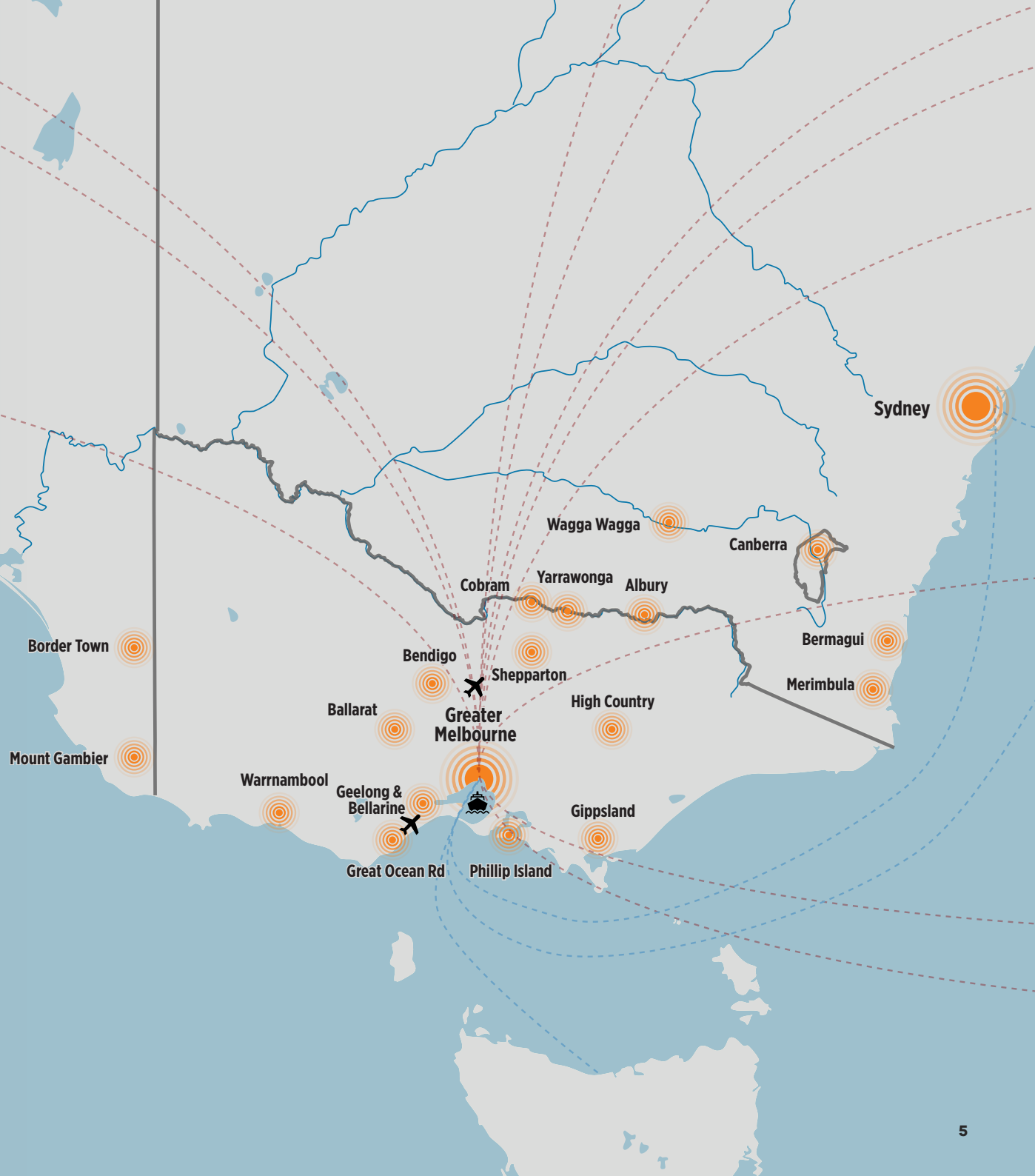
**250,000+** ADDRESSES

**250+** POSTCODES

**20+** CITIES

**500+** VISITOR HUBS. INCLUDING ACCOMMODATION, HOSPITALITY, RETAIL, TRANSPORTATION, VISITOR INFORMATION HUBS AND UNIVERSITIES

**15+** EXCLUSIVE DISTRIBUTION POINTS IN INTERNATIONAL AND DOMESTIC TERMINALS OF MELBOURNE AIRPORT, AVALON AIRPORT AND ON SKYBUS



# Omni-channel Distribution

**Reaching high yield audiences through precise targeting based on consumer spending habits**

## RESIDENTIAL DELIVERIES

A combination of demographic, behavioural and transactional data is utilised to identify consumers with a higher propensity to spend on travel and lifestyle experiences beyond consumers' primary residence area, as well as on international and cruise ship travel which has been restricted due to COVID-19 pandemic.



## VISITOR HUBS

A comprehensive network of visitor hubs and high traffic locations is utilised to reach intended audiences and track consumer behaviour. The network covers airports, transportation hubs, accommodation, hospitality, retail, attractions, tourism information centres and Universities across Metro Melbourne, regional Victoria and interstate.

# Compare our media rate card

**Travel magazines x distribution:** this chart is based on distribution to allow for a travel guide CPM comparison.

CPM (Cost per thousand) is calculated by taking the cost of the ad buy, dividing it by the total estimated viewership of a given publication, and multiplying the total by 1000.

PUBLICATION	DISTRIBUTED COPIES (DOMESTIC)	CPM (DISTRIBUTION)
Jetstar magazine (Nat)	30,000+	333.3
Qantas magazine (Nat)	100,000	189.8
QantasLink Spirit magazine (Nat)	40,000+	187.5
<b>Official Visitor Guide</b>	<b>250,000</b>	<b>31.2</b>

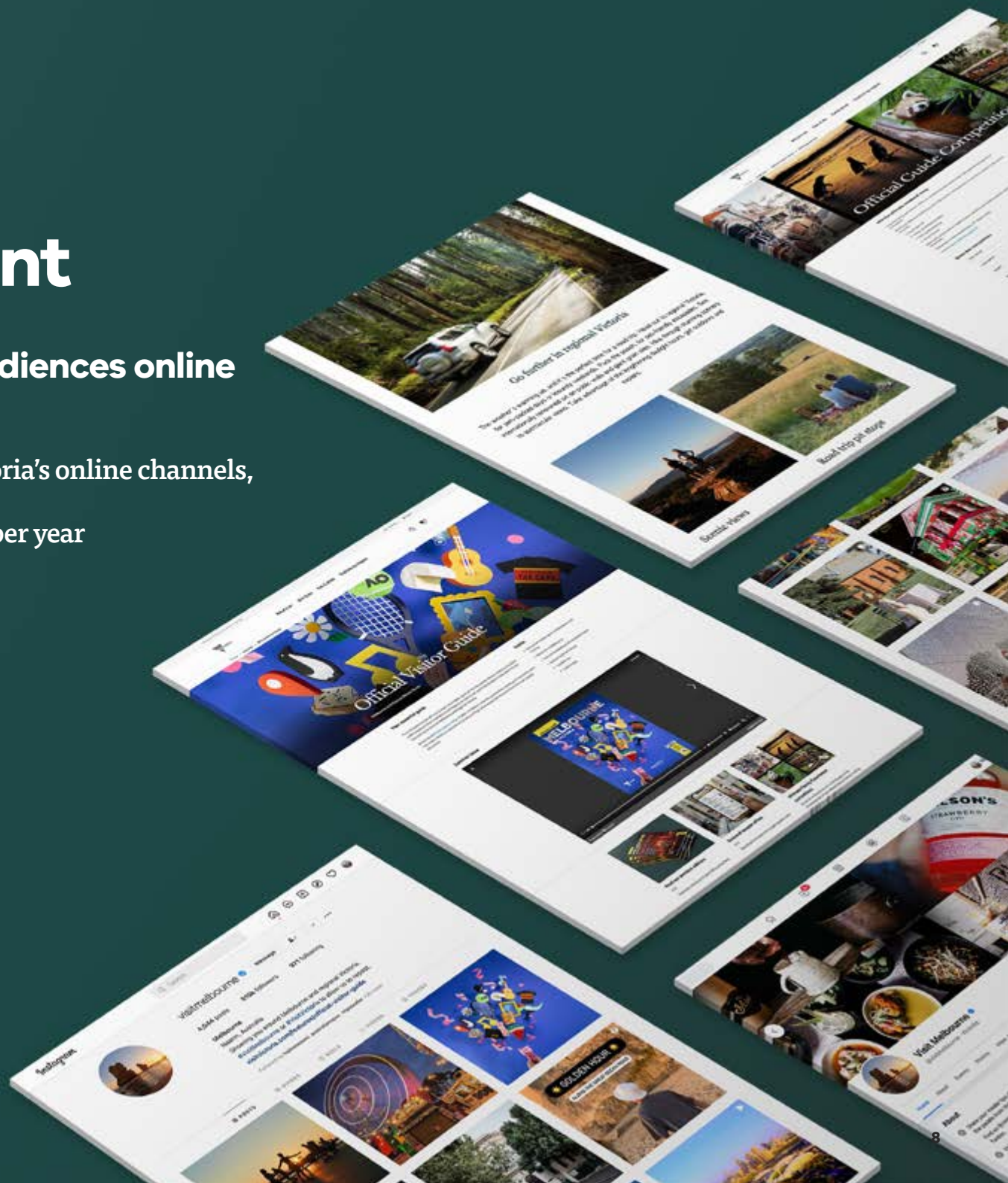
Sources: Roy Morgan June 2020 - July 2021.



# Digital Engagement

## Reaching over 250,000 engaged audiences online

- + Print circulation is amplified through Visit Victoria's online channels,
- + Official website which reaches over 9.2M visits per year
- + monthly intrastate and interstate eDMs
- + paid social media campaigns
- + collaborative partnerships.





# Consumer benefits of the Official Visitor Guide

- 1** Builds an emotional connection with diverse audiences who are most likely to spend
- 2** Inspires travel with a curated editorial of unique and much-loved experiences
- 3** Builds travel confidence and drives consideration to visitation
- 4** Influences travellers at consideration and planning
- 5** Creates awareness of seasonal events calendar and activities
- 6** Helps visitors with in-destination navigation and itinerary planning

# OVP Charter

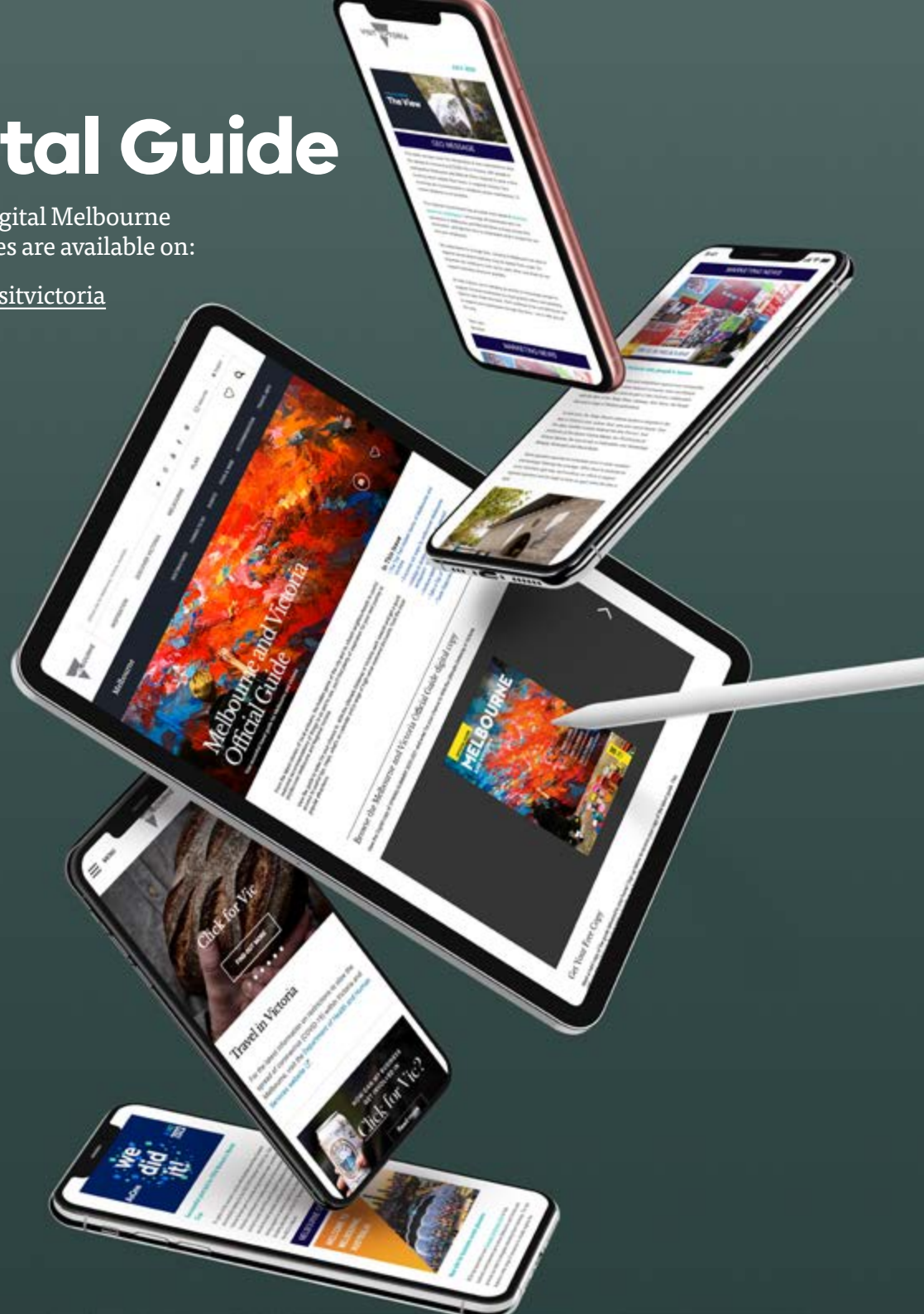
- + The Official Visitor Products are the only consumer facing, in-house managed, industry co-funded publications made by Visit Victoria. The guide's primary focus is on driving demand and economic benefit for the state's visitor economy.
- + The OVP suite of products are editorially driven, consumer centric with content strategically aligned towards supporting primary industry, governmental and tourism partners. All strategies are consistent with the overarching purpose of Visit Victoria and support the objectives of the Victorian Visitor Economy Strategy.
- + The production and distribution of Official Visitor Products (OVG in English and Chinese and the Official Visitor Map) is managed by Visit Victoria with all revenue generated from the publication being reinvested back into improving the product and its distribution.
- + The continued funding of the Official Visitors Product suite has been guaranteed by Visit Victoria, however after significant industry consultation, the ability for industry to co-fund and help develop the product has been agreed to be an important element to the guides.
- + All editorial content within the Official Visitor Products suite is determined at Visit Victoria's discretion and is coordinated by an editorial board in full alignment with consumer needs. The editorial board is a collective of specialists across the tourism industry which includes at least 20% of members from external organisations.
- + Visit Victoria operates in a highly agile business environment and is committed to continued product development and improvement to suit current market needs.
- + Visit Victoria is fully compliant with Victorian Government Procurement Policy and Framework. In producing Official Visitor Products, Visit Victoria is committed to environmentally sustainable and socially responsible business practices.



# Digital Guide

Interactive digital Melbourne  
Official Guides are available on:

[issuu.com/visitvictoria](https://issuu.com/visitvictoria)



# Contacts

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## FIND OUT MORE

Corporate

[corporate.visitvictoria.com/resources/  
marketing-opportunities/official-  
visitor-guide](https://corporate.visitvictoria.com/resources/marketing-opportunities/official-visitor-guide)

Consumer

[visitvictoria.com/officialguide](https://visitvictoria.com/officialguide)

**Speak to our team to  
explore high-value  
collaborative marketing  
opportunities and  
Strategic Partnerships**