



# Port Fairy & Region Visitor Information Centre – Community Event Benefits

The Port Fairy & Region Visitor Information Centre is an essential distribution outlet for marketing materials promoting your event. Our volunteer ambassadors maintain a wealth of knowledge to share with visitors but need your updates, support and involvement to ensure your event benefits. Note our service can do the following for you:

## FLYER / POSTER - Over 80,000 visitors into our service annually

We have dedicated A3 Poster spaces at the entrance of our centre to promote your event! Have a flyer or event program, they are still important. Visitors commonly research travel and tour options online before a visit, however when tourists are in destination they still like something they can carry with them, collecting event flyers/ programs from the Visitor Centre when they arrive.

## WEEKLY NEWSLETTER - Direct email to over 500 local Tourism Business / Subscribers

Our visitor newsletter (distributed every Friday) was created with the visitor in mind, while giving our accommodation & eateries the opportunity to value add to the visitor experience.

Being emailed out to almost 400 registered users and shared via Facebook if you have an event you would like to add, please email us via [vic@moyne.vic.gov.au](mailto:vic@moyne.vic.gov.au) by 2pm on the Wednesday prior, following the below guidelines:

- Must be relevant to Visitors coming into the Moyne Shire
- Event name
- Include a short description (less than 25 Words)
- Date / time of event
- Event Location
- Post must be submitted Monday – Friday
- Include contact name, phone and or web address link



Paddleboard Lesson & Tour

Saturday & Sunday

Go Surf School, Moyne River, Griffith St

No. 1 Tripadvisor outdoor activity in Port

Fairy! River to lighthouse to East Beach.

It's fun, easy and the scenery is spectacular!

Book online: [www.gosurf.com.au](http://www.gosurf.com.au)

Contact 0408310001

## SOCIAL MEDIA - Over 750,000 reached annually

Social media has had a dramatic impact on the way we plan & experience our holidays. Countless travellers are deliberately turning to social media both prior to and in region to guide their holiday experience. How can you make the most of this powerful tool? Email a draft post to [vic@moyne.vic.gov.au](mailto:vic@moyne.vic.gov.au) following the below guidelines and we'll take care of the rest:

- Professional Image
- Must have engaging text / short description relevant to visitors
- Date / time of post to be scheduled - as scheduled
- Can include an operators landing page e.g. [www.iamportfairy.com.au](http://www.iamportfairy.com.au)
- Post must be submitted Monday – Friday
- Post must be submitted 7 days prior to posts schedule
- Adverts are reviewed within 48 hours of submitting

### Terms & Conditions

- All posts must focus on driving visitation to Port Fairy
- Two posts or share per partner each year, unless approved by Team Leader
- We encourage partners to package up a deal together to promote via socials
- Post must be approved by team leader prior to being scheduled by VIC staff



We reach over 50,000 visitor each month with over 6,000 active followers over both social platforms, growing weekly.

## FAMILIARISATION TOURS AND TOURISM BUSINESS EXPOS

Invite volunteer ambassadors to your event on a familiarisation (famil) program to help promote your event and influence visitation or join in a Business Tourism expo; an event where tourism, tour, travel, retail, hospitality and affiliated businesses and events host trade stands and update each other on their products and experiences, a business to business event, supported by Port Fairy Tourism.

## WEBSITE LISTING - Over 150,000 Website viewers annually

Let us maximise your exposure on a state, regional and local level with an event listing on three key official tourism websites – [visitvictoria.com](http://visitvictoria.com), [visitgreatoceanroad.org.au](http://visitgreatoceanroad.org.au) and [www.portfairyaustralia.com.au](http://www.portfairyaustralia.com.au)

Please complete the below information and email to [vic@moyne.vic.gov.au](mailto:vic@moyne.vic.gov.au) with a **high quality image(s)** following the below guidelines:

- Minimum photo size 2048x1536 pixels
- Maximum photo size 10mb
- Minimum 1 Photo, Maximum 10 Photos
- Portrait sized photos, posters, brochures, logos or photos with written text are not accepted.

### WHAT IS THE NAME OF YOUR EVENT?

### HOW WOULD YOU DESCRIBE YOUR EVENT? (MORE THAN 25 WORDS, LESS THAN 200 WORDS)

### NAME OF VENUE

### LOCATION

STREET

SUBURB

STATE

POSTCODE

### WHAT PHONE NUMBER SHOULD CUSTOMERS CONTACT YOU ON?

### EVENT SPECIFIC WEBSITE ADDRESS

### DOES YOUR EVENT ACCEPT ONLINE BOOKINGS? IF SO, ENTER YOUR BOOKING URL HERE:

### HOW OFTEN DOES THIS EVENT OCCUR?

Start Date	End Date
From Time	To Time

### PLEASE SELECT THE ACCESSIBILITY OF YOUR EVENT

1.	Actively welcomes people with access needs
2.	Does not cater for people with access needs
3.	Disabled access available, contact operator for details

### TICKET PRICES

Adult
Child
Family

### WHERE CAN CUSTOMERS FIND YOU ON SOCIAL MEDIA?

Facebook
Instagram
Twitter
Hashtag 1
Hashtag 2