



Port Fairy & Region Visitor Information Centre - Partner Benefits

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

BROCHURE / FLYER

Promote your business with a brochure at our Centre. Hard copy brochures and flyers are still important, visitors commonly research travel and tour options online before a visit when tourists are in destination they still like something they can carry with them, collecting brochures from the Visitor Centre when they arrive.

WEEKLY NEWSLETTER

Do you have an event coming up, let us know! 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 by 2pm on the Wednesday prior, following the below guidelines:

- Must be relevant to Visitors coming into the Moyne Shire
- Organisation name
- Include a short description (less than 25 Words)
- Date / time of event
- Event Location
- Post must be submitted Monday – Friday
- 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

Contact 0408310001

SOCIAL MEDIA

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 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
- 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



Looking for a weekday snack? The Pavilion café & Bar is the place for that! @pavilioncafebar #iamwarrnambool — view on Instagram <https://ift.tt/2tyLZn7>



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