

ECHUCA MOAMA

OFFICIAL VISITOR GUIDE

2020 PROSPECTUS



Echuca Moama
The Murray's living legend



THE OFFICIAL 2020 ECHUCA MOAMA VISITOR GUIDE

Is a practical tool designed to inspire visitors to choose Echuca Moama and surrounding region as a destination of choice. This guide aims to provide visitors to the Echuca Moama region with a comprehensive understanding of the full offer of accommodation, attractions and experiences. The Guide will be in the market place and showcase your business over an 18 month period.

The Official Visitor Guide (OVG) will again be published as an A5 booklet but will showcase a rich destination which has great lifestyle experiences and tells wonderful stories of Echuca Moama's past present and future. It will also showcase our rich food and drink offers, retail and hospitality and other trade/business services for the visitor.

It is proposed that this Guide will be launched in early 2020.

The Numbers

- Print run of 60,000 copies for distribution throughout Victoria, Melbourne hotels, Melbourne airport, NSW and South Australia. The guide will also be distributed into NZ and UK.

The Facts

- Primary marketing tool used by Echuca Moama Tourism, Visit Victoria & Destination NSW;
- Primary sales tool used by Visitor Information Centres and marketing for conferences, events and niche groups;
- The OVG consists of up-to-date, comprehensive Echuca Moama & District information including attractions, accommodation and regional events listings and local business services.



Distribution

- Echuca Moama Visitor Information Centre;
- Key Victorian, New South Wales & South Australian Information Centre;
- Melbourne Town Hall;
- Discover Melbourne;
- Major Melbourne hotels;
- Consumer Shows;
- Conference & Event Trade Shows;
- Wedding Shows & Expos;
- Domestic & International Trade Shows;
- Visit Victoria & Destination New South Wales offices and affiliates;
- Wholesale and Product Development Managers;
- Media / Familiarisations;
- Backpacker Hostels;
- Inbound Tour Operators - NZ & SE Asia;
- www.echucamoama.com.

Snap shot of the benefits

- 18 month lifespan for your advertising dollar;
- Direct advertising to consumers with your contact details;
- Representation in visitor centres throughout Victoria, Melbourne, NSW and SA, as well as NZ & UK;
- Major Melbourne Hotels & Melbourne airport;
- 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 both domestic and international.



THE OFFICIAL 2020 VISITOR GUIDE ADVERTISING GUIDELINES

Advertisement Guidelines

See attached sizes and other advertising information on the following pages.

Advertisement Sizes & Pricing

1/5 PAGE	\$450.00
1/4 PAGE	\$750.00
1/2 PAGE	\$1,500.00
Full PAGE	\$2,500.00

*Please contact Kathryn Mackenzie to discuss premium placements including back cover, inside back cover and double page spreads. Please call 5480 7555 or email kathryn@echucamoama.com for further information.

All rates are inclusive of GST. For advertisers choosing to purchase multiple ads, a discount of 10% will be applied to the 2nd and 3rd ad (of equal or smaller size).

Templated layouts will be prepared for all ad placements, see over.

Payment Methods

- Credit Card;
- Direct Deposit.

Please adhere to the advertising & payment deadlines to ensure the publication can be produced on time.

Publication Schedule & Forms

Booking deadline: 29 Feb

Copy Deadline: 29 Feb

Final Payment: 29 Feb

It is important to adhere to the above dates so that the guide can be published in a timely fashion.

Advertising Booking Form

Please see Official Booking Form on the following pages or please fill out via the online portal.

Contact for enquiries

Kathryn Mackenzie CEO
Echuca Moama Tourism
kathryn@echucamoama.com
03 5480 7555.

ADVERTISING SPECIFICATIONS

When supplying content for a formatted advertisement, please ensure you meet the following specifications.

Please Supply

Your Business Name

Your Business Address

1 x Phone Number

1 x Email address

1 x Web address

1 x High quality photo (.jpg)

Social media Handles

Legend

Copy

1/5 Page Ad - 40 words

1/4 Page Ad - 50 words

1/2 Page Ad - up to 90 words

Full Page Ad - up to 250 words

Send To:

Please email content to: membership@echucamoama.com

Proposed 1/5 Page Layout / for illustrative purposes only.

Legend to be featured

★★★★☆ Star Ratings Australia

●●●●● Self-Rating



Accredited Tourism Business



Caravan Industry Association of Australia



BYO - Wine Only



Child Friendly



Environmentally Friendly



Free WiFi



Fully Licensed



Pet Friendly



Special Dietary Requirements



Wheelchair Access



Facebook



Instagram



TripAdvisor



YouTube

1/5 Page Advert
\$450.00

LEGEND		☺ ♿ 📶
	Business Name	
	Line description of your business to go here. Line description of your business to go here. Line description of your business to go here. Line description of your business to go here.	
	123 Sample St. Echuca 3564	
	03 5444 4444 info@email.com.au	
	www.webaddress.com.au f@	

LEGEND TS A W



Business Name

Line description of your business to go here.
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 Line description of your business to go here.

123 Sample St. Echuca 3564
03 5444 4444 info@email.com.au
www.webaddress.com.au f@

1/4 Page Advert \$750.00

PROPOSED TEMPLATED LAYOUTS

Proposed 1/4 Page Layout
 for illustrative purposes only.

Proposed 1/2 Page Layout / for illustrative purposes only.

LEGEND TS A W



Business Name

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123 Sample St. Echuca 3564 | 03 5444 4444
info@email.com.au | www.webaddress.com.au f@

1/2 Page Advert \$1,500

LEGEND



Full Page
Advert
\$2,500



Business Name

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123 Sample St. Echuca 3564 | 03 5444 4444
info@email.com.au | www.webaddress.com.au f@

LEGEND



Full Page
Advert
\$2,500



Business Name

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123 Sample St. Echuca 3564 | 03 5444 4444
info@email.com.au | www.webaddress.com.au f@

OUR DESTINATION MARKETING REACH

**\$420
MILLION**

spent in region
↑ Increase 15.7%



790,000

overnight
domestic
visitors

**2.8
NIGHTS**

average stay
↑ increase 0.3%

708,000

domestic
daytrip
visitors

57,899

visitors through
Echuca Moama
Visitor Centre
↑ increase 2%



12,800

overnight
international
visitors
↑ increase 11%

**\$12
MILLION**

spent in region
by international
visitors



60,000

Official Visitor
Guides to be printed
and distributed
throughout Victoria,
NSW, SA as well as
NZ & UK.



TOP 4

1. New Zealand
2. United Kingdom
3. USA
4. Hong Kong

**2.2
MILLION
NIGHTS**

↑ increase 6.1%

Tourism Research Australia – Year Ended June 2019



ADVERTISING SPECIFICATIONS

Business Name:

Address:

Phone:

Email:

Contact Name:

Advertisement Size & Cost:

<input type="checkbox"/> 1/5 Page	126mm wide x 37mm deep	\$450.00
<input type="checkbox"/> 1/4 page	60mm wide x 87.5mm deep	\$750.00
<input type="checkbox"/> 1/2 Page	126mm wide x 87.5mm deep	\$1,500.00
<input type="checkbox"/> Full Page	126mm x 178mm	\$2,500.00
<input type="checkbox"/> Multiple Ads	*please contact Kathryn for details	

*Please call Kathryn Mackenzie on 5480 7555 to discuss premium placements including back cover, inside back cover and double page spreads. All rates are inclusive of GST. For advertisers choosing to purchase multiple ads, a discount of 10% will be applied to the 2nd and 3rd ad (of equal or smaller size). Advertising copy, images, legend and business details are required by 29th February 2020.

I will be supplying high resolution photo and text to membership@echucamoama.com

Further Instructions

Payment Details

For Advertising space payment must be made in full.

Payments methods

- Credit Card
- Electronic Transfer

Direct Deposit Details: Bendigo Bank / BSB 633 000 Acc 139 346 571

* Discounts apply to multiple purchases.

Credit Card Details

Visa / Mastercard

Name on card:

Card Number:

Expiry Date on card:

Authorising Signature:

I, the advertiser:

- Agree that finished artwork for my advertisement will be created by Echuca Moama & District Tourism and I indemnify Echuca Moama & District Tourism from any legal action that may arise from this advertisement and declare that the copyright of all items supplied for the preparation of this advertisement is released and I take full responsibility if a breach of copyright occurs.
- Agree that Echuca Moama & District Tourism will retain the right to maintain creative control over all advertisements and copy. No advertisement shall contain any negative selling strategy.
- Am in a position to guarantee that the fees for advertising as outlined will be paid by the due date, and understand that I am, or my company is, liable to prosecution on default or may result in forfeiting your advertising space.
- Understand that although all due care is taken, in the event of an error or omission of advertising the publisher takes no responsibility.

Contact Name:

Authorised Signature:

Date:

We look forward to your participation in the Echuca Moama Official Visitors Guide.