

What is visitvictoria.com? visitvictoria.com is the official consumer website for Tourism Victoria. The website received over 6.5 million visits and 30.8 million page views from consumers over the last 12 months (Source: Google Analytics).

Five great reasons to list your business on visitvictoria.com:

1. Reach more visitors

visitvictoria.com receives approximately 500,000 visits per month (Source: Google Analytics). For business products listed on visitvictoria.com, this means greater online exposure and integration with Tourism Victoria marketing activities. Search engines (Google, Yahoo, NineMSN) rank product listings in the top search results based on relevant keyword searches. Online mapping and route planners are popular features of visitvictoria.com allowing consumers to easily find tourism operators within Victoria. For business products that do not have their own website, Tourism Victoria can register a unique URL (or website address).

2. Value for Money

Product listings are FREE for events and not-for-profit organisations. A standard product listing is \$250 per year (incl. GST). Businesses accredited through programs endorsed by the Tourism Accreditation Australia Ltd are eligible to receive a discount of \$150, only paying \$100 per year (incl. GST). For details on accreditation programs, please contact Tourism Accreditation Board of Victoria (TABV) on (03) 9620 4199 or info@tourismaccreditationvic.com.au. For every paid listing on visitvictoria.com, the relevant Regional Campaign Committee (RCC) will receive matching incentive funding from the Regional Marketing Program (RMP) online listings incentive budget. Please contact your RCC for information about the Regional Marketing Program (RMP).

3. Promote your business Nationally and Internationally

Product listings on visitvictoria.com can elect to have their information stored with the Australian Tourism Data Warehouse (ATDW), accessed by travel and tourism websites across Australia including www.australia.com and www.pleasetakemeto.com. This is a FREE service that offers a great opportunity to extend the reach of your listing and target a wider domestic and international market (www.atdw.com.au/distributors.asp). Being listed on the ATDW means that you will also be able to sell inventory through their online booking platform, Tourism Exchange Australia (TXA), which was launched in June 2009.

In addition, business products seeking foreign language visitors can have a 50 word description translated into eight languages for a fee of \$157, to be displayed on www.australia.com and other international websites.

4. Take Control

Access product listing and page view reporting directly via my.visitvictoria.com. Sign up and create a product listing by adding images, descriptions, facilities, rates, videos and interactive maps that can be updated at any time. Access page view reports for business product listings via the My Statistics section to monitor the number of visits and enquiries to a business product listing.

5. Listing options for Events

For a comprehensive listing including photos, register and create your event listing directly online at <http://my.visitvictoria.com>. Alternatively, create a brief summary event listing by sending your details to events@tourism.vic.gov.au or telephone 03 9650 8399.

To register or edit your listing go to <http://my.visitvictoria.com>

Need help? Contact the visitvictoria.com Support Desk:

Telephone: 1300 306 366 Monday to Friday 9am–5pm (business trading hours)

Email: onlinecomments@tourism.vic.gov.au