



GREAT OCEAN ROAD
REGIONAL TOURISM LIMITED

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Great Ocean Road Regional Tourism Limited PO Box 1467 Warrnambool, Victoria 3280
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Economic Recovery program

- GORRT focus:-
 - Conduit for communication with industry
 - Tailor communications to visitors
 - Encourage operator messaging
 - Licensed tour operators
 - Visitor information centres
 - Social media
 - Media
 - Advocate to government for support
 - Measure impact
 - Commence recovery activity


Initial recovery activity

- Targeted PR and messaging
 - Focus on supporting events & activities
 - Included Sunrise – Aireys Inlet & Wye
 - Today show – Lorne
 - Apollo Bay Seafood Festival

Economic Recovery program

- Strategic response through activation of existing destination action plans. Torquay, Anglesea, Lorne, Otways & Apollo Bay.
- \$455k visitor economy recovery program
 - \$265k collective program through GORRTB
 - \$190k destination specific programs

Destination specific programs

- \$100k – Activation of Lorne destination Action Plan including Lorne Sculpture Bienale, umbrella program & brand for Lorne Festival of Performing Arts
 - \$40k – Apollo Bay – development of a winter event – pending additional funding
 - \$25k – Otways – development of content & training program – pending finalisation of GORRTB program & additional funding request
 - \$25k – Anglesea – PR to support KAOS Kids Festival, development & implementation of a social media strategy, operator training
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GORRTB program

- **Destination promotion**
 - **Timeout Magazine** was published in early May and also includes a dedicated Great Ocean Road Edm. [To view the article click here](#)
 - **The Huffington Post** article has been released and share via social media - "Your tick list for the perfect Babymoon". [To view the article click here](#)
 - **The Urban List** article "13 Foodie experiences worth leaving the city for" Was published in May (also shared via GORT & Visit Melbourne social media channels) [To view article click here](#)
 - Royal Auto Magazine - [Great Ocean Road](#)
 - Destinations Victoria Magazine Great Ocean Walk - [A Walk on the Wild Side](#)
 - Broadsheet - [Out of Towners Great Ocean Road](#)
 - Qantas Inflight Magazine- [Our perfect drive along the Great Ocean Road](#)
 - Porsche Lifestyle Blog- Woman with Drive World's Best Road Trips womanwithdrive.com.au.

I AM CAMPAIGN

- Outdoor Advertising – Rock posters
- Digital Advertising
- Social media Advertising





...FAMES WAN...
...HE CONJURING...

It's out

...AS JULY 21

I AM THE QUIET KEEPER
OF A BRIDGING OCEAN




I AM APOLLO BAY

Get to know me this winter
0800888888 1000

Great Ocean Road

I AM A ROCKPOOL PUZZLE
I AM THE CALL TO EXPLORE




I AM ANGLESEA

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I AM WHAT IT'S LIKE TO BE A FOX
PERSON AMONGST BIG NATURE



I AM OTWAYS

Get to know me this winter
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I AM THE FEAR THAT YOU CHASE
FOR THE THRILL OF THE RIDE



I AM TORQUAY

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16 OCT MELBOURNE 178 RUSS
17 OCT MELBOURNE 176 RUSS

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