



MARKETING PROSPECTUS

MURRUMBIDGEE

TRAILS



What is it?

This prospectus outlines advertising packages available for businesses to be part of the Murrumbidgee Trails campaign.

The **Murrumbidgee Trails** campaign is comprised of **Leeton, Lockhart, Narrandera and Murrumbidgee** councils working co-operatively for the economic benefit of the region. This marketing campaign will entice visitors to explore our region through a marketing guide, touring trails, dedicated website, and social platforms. They'll discover our people, our businesses, our attractions, our places to stay, things to see and do and the places we dine.

The campaign will begin from July 2020 and form the foundation for Murrumbidgee Trails' long-term objective of increasing the number of overnight visitors and their expenditure to the region.

4

council
areas

20k

A4 copies
printed

3

marketing
packages

This innovative, regional approach includes a number of elements:

- An inspirational visitor guide to be distributed throughout the Riverina and target market areas across Australia, as well as through travel expos domestically and, where possible, internationally.
- An electronic version of the guide will also be available for download online
- A complementary website and social media platforms to market the Murrumbidgee Trails touring routes, linking to existing council websites and social media platforms
- Development of a map for trails across the region, each with a different theme:
 - Art & Culture
 - Local flavours
 - History & Heritage
 - Nature

Objectives

- To disperse overnight visitors across the council areas to nearby towns and villages for a complete visitor experience
- To increase the number of overnight visitors, visitor spend and length of stay throughout the year in the region
- To increase the reach of the Murrumbidgee Trails Social Media platforms

Evaluation

In order to evaluate this marketing campaign, the following key performance indicators and measurement tools will be used:

- Analytics to measure visits to the Murrumbidgee Trails website; in particular business listings, click through to individual Council pages and exclusive links generated specifically for this campaign
- Feedback from campaign participants
- Social media insights on the Murrumbidgee Trails platforms
- Accommodation data including the number of stays overnight (weekend and weekday) and average length of stay as well as expenditure collected by individual councils, Destination Riverina Murray, Destination NSW, and Tourism Research Australia
- The number of Murrumbidgee Trails guides and maps distributed and downloaded
- Statistics from direct marketing campaigns including the number of emails opened and click-throughs to Murrumbidgee Trails website

Three marketing packages available for small to large tourism enterprises

Word limit 50 words	
One image 105mm x 148.5mm	

Package One \$200 inc GST

This package is ideal for small to medium sized businesses. Your business may be a retail store, tourist destination or restaurant and ideal for a day tripper within the region to visit on their journey.

For an investment of \$200, your business will receive:

- 1/4 page advertisement in visitor guide

Word limit 100 words	
One image 210mm x 148.5mm	

Package Two \$500 inc GST

This package is ideal for medium to large businesses who want targeted and direct communications to reach people who are in the region. Your business may be a retail store, tourist destination, accommodation/ service provider or restaurant and would benefit from day tripper and overnight visitors.

For an investment of \$500, your business will receive:

- 1/2 page advertisement in visitor guide
- Inclusion in social media posts

Word limit 200 words	
One image 210mm x 297mm	

Package Three \$1,200 inc GST

This package is ideal for large businesses who want targeted methods to reach people who are in or thinking about visiting the region. Your business may be a tourist destination, service provider or restaurant.

For an investment of \$1,200, your business will receive:

- A full page advertisement in visitor guide
- 12 month banner listing on Murrumbidgee Trails website
- Inclusion in social media posts
- Inclusion in regional networking opportunities
- Inclusion in other Murrumbidgee Trail marketing initiatives

- All prices quoted include GST.
- A template will be used for visitor guide advertising spaces.
- Advertisers to supply copy (word limit as per package) and an image.
- Prices include costs for creative (graphic design into template design) unless otherwise stated.
- If material is not received by the deadline the councils reserve the right to finalise content on behalf of the operator.
- Images deemed unsuitable for publication may be altered or replaced at the discretion of the councils involved. Advertisers will be notified of any changes.
- The advertiser and/or agent by lodging material with the councils for publication and in authorising or approving the same for publication warrants that the material contains no defamatory matter or slander of title; does not infringe any trademark; does not constitute an invasion of privacy, breach of copyright, unfair competition or a breach of any law in Australia.
- Each advert includes one (1) round of changes.
- We understand that this is a very tough time for local business operators so bearing that in mind we are more than happy to discuss payment plans individually with those businesses that would appreciate this type of support.

This initiative is comprised of Leeton, Lockhart, Narrandera and Murrumbidgee Council's working co-operatively for the economic benefit of the region. This marketing campaign will promote visitors to explore our region through a joint marketing guide, touring trails, dedicated website, social platforms; they will discover our people, our businesses, our attractions, our places to stay, things to see and do and the places we dine.

Business details

(For our records)

Business name	<input type="text"/>		
Contact name	<input type="text"/>		
Billing address	<input type="text"/>		
	Town <input type="text"/>	State <input type="text"/>	P/C <input type="text"/>
Phone number	<input type="text"/>	Email address	<input type="text"/>
Website	<input type="text"/>		

Listing details

(Will appear in guide)

Business name	<input type="text"/>		
Contact name	<input type="text"/>		
Billing address	<input type="text"/>		
	Town <input type="text"/>	State <input type="text"/>	P/C <input type="text"/>
Phone number	<input type="text"/>	Email address	<input type="text"/>
Website	<input type="text"/>		
Facebook	<input type="text"/>	Instagram	<input type="text"/>

Marketing package

(Please select package)

- ☐ Package One \$200 inc GST
- ☐ Package Two \$500 inc GST
- ☐ Package Three \$1,200 inc GST

Wording

Package One (50 words)

Package Two (100 words)

Package Three (200 words)

Booking Form



Services provided

(Please mark all that apply to your business)

- ☐ Free WiFi
- ☐ Pet Friendly
- ☐ Accessible

Important Dates

Booking form and material due

3 July, 2020

Payment due

4 September, 2020 (or payment plan as discussed with Council representative)

Booking Confirmation

- ☐ I confirm that the details in this form are correct and I have read the terms and conditions
- ☐ I agree that I will supply all material and make final payment by the deadline outlined

Name _____

Sign _____ Date ____/____/____

Please note

Advertisements are not guaranteed until confirmed in writing by either Leeton, Lockhart, Narrandera or Murrumbidgee Council.

Bookings and Inquiries

To submit this form, or for more information please contact your council's representative:

Leeton Shire Council	Brent Lawrence	02 6953 0912	brentl@leeton.nsw.gov.au
Lockhart Shire Council	Peter Veneris	02 6920 5305	tourism@lockhart.nsw.gov.au
Murrumbidgee Council	Kellie Dissegna	1300 676 243	kellied@murrumbidgee.nsw.gov.au
Narrandera Shire Council	Tiffany Thornton	02 6959 5510	council@narrandera.nsw.gov.au

