



**MEDIA RELEASE: MONDAY, 22 OCTOBER, 2018**

## **GREAT MARKETING OPPORTUNITY FOR BUSINESSES IN THE STRATHBOGRIE SHIRE**

Are you looking to better market your business to prospective tourists and reach those looking to explore Regional Victoria?

Strathbogrie Shire Council is calling on businesses to participate in its fifth edition of the Nagambie Lakes and Strathbogrie Ranges Official Visitors Guide (OVG) 2019-2021.

For the very first time, businesses will also have the opportunity to be included in a tourism app that will assist visitors with locating restaurants, attractions and accommodation.

Council is currently in initial discussions about the development of the app, alongside a brand new website, in a bid to improve online engagement with residents and grow a stronger online presence to showcase the region.

This is currently in the early stage of development, but will be available to businesses that purchase advertising in the Official Visitors Guide at no extra cost.

Strathbogrie Shire Mayor Amanda McClaren said the OVG and tourism app provide a great promotional opportunity for local businesses.

“There were 60,000 copies of the last Official Visitors Guide printed in 2015 and these have gone on the shelves of Visitors Information Centres across Victoria, as well as being distributed at conferences, trade shows and added to showbags for visiting groups,” Cr McClaren explained.

“The Official Visitors Guide is specifically designed to create demand for our tourism products and services.”

“We also know that 40 per cent of people are using a mobile device to tour the region, so the tourism app will be an exciting addition to our marketing efforts,” Cr McClaren said.

The OVG will be a professionally designed, A5 sized brochure and will be formatted to be easily recognisable to visitors.

It is anticipated that 40,000 copies of the OVG will initially be printed and widely distributed across the network of accredited Visitor Information Centres, local tourism businesses and uploaded to the Strathbogrie Shire website.

We also welcome feedback and input into the publication and would appreciate any suggestions.

To take advantage of this excellent marketing opportunity, please complete and return the Agreement Form by Friday, 30 November, 2018.

To access the Agreement Form, and for more information and costings, click the Official Visitors Guide button on the Strathbogie Shire website homepage at [www.strathbogie.vic.gov.au](http://www.strathbogie.vic.gov.au).

Alternatively, you can grab a copy from Council Offices at 109A Binney Street, Euroa or 317 High Street, Nagambie.

Council, in conjunction with Goulburn River Valley Tourism, is also hosting a free event and tourism workshop for anyone who is interested in discussing the following:

- ✓ The new edition of the Official Visitors Guide and tourism app
- ✓ Marketing your event or tourism business in tourism websites
- ✓ Event Management including risk management, permits and completing event applications

Bring along a USB with photos, so you can create your listings then and there. Start promotion of your event or business immediately!

**DATE:** Wednesday, 31 October, 2018

**TIME:** 4PM—7PM

**VENUE:** Avenel's Historic Harvest Home 1 Bank Street, Avenel

**RSVP** or for more information, please contact:

Libby Webster- Visitor Economy & Event Coordinator

libby.webster@strathbogie.vic.gov.au or 1800 065 993 by Friday, 26 October, 2018.

-ENDS-

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**Key Spokesperson:** Mayor Amanda McClaren- 0409 700 958