

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 reasons to list your event on visitvictoria.com for great benefits:

1. Free listings for Events

Events can be listed on visitvictoria.com for FREE!

2. Reach more visitors on Australia's most visited State tourism website

List your event on visitvictoria.com which received over 6.6 million visits and 30.8 Million page views from consumers over the last 12 months. (Source: Google Analytics)

3. Marketing muscle of Tourism Victoria

visitvictoria.com is featured and supported by Tourism Victoria's multi-million dollar marketing effort combining advertising across TV, press, brochures, tactical and regional jigsaw campaigns aimed at attracting visitors both domestically and internationally. [Visitvictoria.com/postcards](http://visitvictoria.com/postcards) is also promoted each week on Channel 9's popular travel program Postcards.

4. Promote your event to the Travel industry

Event listings on visitvictoria.com can elect to have their information stored with the Australian Tourism Data Warehouse (ATDW) accessed by Tourism websites across Australia.

5. Choose from two options to create and manage your event listing

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.

Types of listings:

There are two options available to list an event on visitvictoria.com – both of which are free.

Option One – Full Event listing

All listings on visitvictoria.com are self-authored, this allows you to create, maintain and update your information as often as you like via the internet.

1. Go to <http://my.visitvictoria.com>
2. Register as a new user by pressing the 'Register' button on the left hand column
3. Complete the relevant event fields within the supplied template.
4. Ensure you click on 'Submit' when finished entering all the details so the listing goes through to Tourism Victoria.
5. Your listing will then be published to the live site within 1 -2 working days.

Option Two – Summary listing

Alternatively, if you are not able to create a listing, you can forward your event information with any photos to the following email address: events@tourism.vic.gov.au.

If you choose to set up an event using this method you will not have access to make changes to your listing. Any changes you would like made to your listing using this method needs to be emailed to the above address and may take up to a fortnight to process.

This is the preferred option for event organizers that may not be experienced with using the internet.

Below are just some of the comments received from event organizers

"visitvictoria.com is an invaluable edition in our marketing campaign of promoting the Melbourne International Comedy Festival as the biggest Comedy Festival in the southern hemisphere and 2nd largest in the world. The website's online support is a huge contributor to increasing our visitation from interstate, overseas and event intrastate comedy lovers. The site's ease of use and clever, clean design enable our audience to find out more about us and to make sure they don't want to miss the Festival!"

Claire Riseborough, Marketing Manager, 22nd Melbourne International Comedy Festival.

"Our web page in the High Country section of VisitVictoria was easy to create. It looked very inviting, giving us an opportunity to cover the event in detail, create a link to our website and add images. We had many hits from interested visitors to the site which certainly lifted our profile and attendee numbers. Regularly viewing the page statistics was informative and also helpful in planning our campaign for the next Benalla Botanica in 2010. The staff were friendly and easy to contact, responding quickly to any queries I had. We look forward to working with them again in the future".

Cathy Koning, Benalla Botanica.

Below are just some of the comments received from event organizers that used the Summary Event listing option to sign up:

"I use the event registration form to display coming events in the Greater Shepparton region. I find this option an easy, fast and cost effective way of promoting major events in the area. The Greater Shepparton City council delivers a number of major events attracting people from across Australia and by displaying event information on visitvictoria.com it allows us to inform a variety of people of what is happening in regional Victoria".

Anthony Nicolaci, Events Officer, Greater Shepparton City Council.

"As the Tournament Director of the Vic Bream Classics, I am always looking at ways to further promote my series which will bring great exposure at little cost and I have to say that the visitvictoria.com website has been a great marketing tool for me in that it was not cost to advertise. The process to get my business on the website was as easy as sending an email with the information to events@tourism.vic.gov.au and the rest was done for me. I think any new or well established event should have this as part of their marketing strategy".

Bill Hartshome, Tournament Director, Vic Bream Classics.