

Murray River Trail Passport Towns



Discover Murray River Trail VISITOR GUIDE & PASSPORT

Located between Melbourne, Adelaide, Sydney and Canberra makes the Murray region the all round Australian experience. The Murray gives you the freedom of choice when exploring our wonderful and diverse riverscape. You can hit the road and discover the **Murray River Trail** using your printed **Passport** from source to sea knowing you'll have a great experience or download our **Murray River Apps** and use the go-to **Murray River website** to find accommodation, things to do, events, cruises and much more. On your way collect stamps from these town's visitor centres or participating businesses and really get to know Australia's great Murray River for yourself.



Hurry! Bookings close 21st Feb

Prospectus & Brief Discover Murray River Trail 2014 PASSPORT & VISITOR GUIDE



Visitors and customers have the whole river in their hands with a fun and rewarding way to experience the Murray through Victoria, New South Wales and South Australia...businesses can connect easier with them!



Now in its 16th year online, Discover Murray River has created a **New Murray River Passport** for visitors to travel the Murray; mountains to the outback and the ocean.

Working with Visitor Information Centres in the 3 states and participating businesses, the Murray Passport is our new marketing opportunity that connects perfectly with advanced digital marketing and rewards visitors with value added coupons and stamps.

Your business can utilise this strategy to increase your market exposure, create new customer opportunities, network with like-minded businesses, increase your reach and grow your brand and Murray River experiences. *It's not just a visitor guide but a customer conversion strategy!*

The Passport is available in a limited edition annual printed A5 booklet and newly released **ipad App**, iPhone and Galaxy (S2 & S3), the Passport includes accommodation, houseboats, cruises, clubs & pubs, golf, maps, things to do and more. It also includes special value added coupons.



We've designed 29 new and unique towns stamps across Victoria, NSW and SA where visitors will love getting their Passport stamped with a stamp at each visitor information centre or business in every participating town. This provides a memorable holiday souvenir, some fun and puts them into the draw for some fantastic Passport prizes. For those who love social media, they can share their journey with #DiscoverMurray to win!

Getting the Passport stamped will also take visitors into our river towns and, of course, they'll criss-cross the mighty Murray River the whole time. **This enhances the Murray River Trail and increases visitation and spend in our region.** The 1,400 kilometre driving experience allows visitors to discover our 'one river, many lands' stories as the river's landscape changes and unfolds around them.

It's the essential travelling companion for any Murray River holiday.

This Passport uses smart digital marketing strategies. The great new iPad app also includes:

- Businesses on the river including houseboats, accommodation, attractions, cruises, clubs and pubs, cafes and more linked from the Murray website
- Events along the river from the Murray website
- Towns, history, weather and dynamic Google and Apple maps
- Handy travel tips for visitors
- Locations of visitor information centres, RV dump points and public toilets and more
- Tri-State Fruit Fly information
- Lock and Weir information and their contact phone numbers
- Live River Data links
- "Near Me" recognises your location and shows nearby businesses and more...

Since 1998 the world's largest Murray River website now with 1.2 million visitors annually has actively promoted the Murray River and Mallee region. The new annual Murray River Passport will engage visitors, aim to increase expenditure in the region and create extensive new marketing opportunities for participating businesses...**more >**

Passport advertising closes February 21st 2014 - conditions apply

Contact Shane Strudwick on 0409 678 654 or shane@murrayriver.com.au

Australia's largest Murray River Guide www.MurrayRiver.com.au

**Discover
Murray**
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How does it work?

The Murray Passport's success is in the management and distribution of your business information across digital platforms. The Passport works with the go-to Murray River website to distribute information both online and into the Murray River Apps. The Apps promote the vouchers along with the printed Passport giving you control and reach and a great return for your investment.

For the online Passport flipbook visit www.murrayriver.com.au/murray-river-passport/ or Google® Murray Passport.

Distribution

Printed Passports (A5 160pp): 5,000 within the Murray River region

Murray River website: 1.2 million visitors annually

Murray River Apps: Phones & tablet

Brand support: Discover Murray have other strategies in the marketplace supporting the Passport including **Murray Books** with the ABC, **displays** along the river and **Murray trails**.

Conditions to participate

- Your business needs to be an advertiser on Murray River website
- Passport requires a value added offer for coupon/voucher
- Bookings close Fri. 21st Feb 2014
- Payment by Fri. 28th Feb 2014

Cost to participate

Set up:	\$60
Murray website:	\$440 (per annum) Current on Murray website - no cost
Apps:	Free
Plus Printed Passport ad/coupon:	
1/3 page:	\$440
2/3 page:	\$760
Full page:	\$1200
Passport Stamps:	\$50 ea (optional)

Ad sizes

1/3 page	132mm (w) x 60mm (h)
2/3 page	132mm (w) x 122mm (h)
Full page	132mm (w) x 184mm (h)

Note: you can still be on the Murray River website at normal rates and not participate in the Murray Passport. Artwork costs extra if not supplied.

Discover Murray Marketing

9 Visitor Centre Displays

125,000 Murray River Trails

5,000 New Murray Passports

Participating Businesses

8,000 Murray River ABC Books

Social Media Marketing

Murray website 1.2m visitors pa

Murray River Apps

Window Stickers

FREE Murray River APP

Visitor Centres
History Maps
Towns Golf Accommodation
Cruises RVs Cabcs
Weather PhotoBooks
Parks Events

or visit: murrayriver.com.au/murray-river-app

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Australia's largest Murray River Guide www.MurrayRiver.com.au



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Booking Form



Passport advertising closes February 21st 2014
Artwork deadline by February 28th 2014

Contact Shane Strudwick on 0409 678 654 • Fax (08) 8363 6433 • passport@murrayriver.com.au
ABN 25 070 925 297 • Murray River Tourism Pty Ltd t/a Discover Murray River

Company Name: Date:
Contact Person: Role:
 Postal or Street Address:
State: Postcode:
Telephone: () Fax: ()
Mobile: Social: Facebook Twitter Instagram YouTube
Website: Other social channels:
Email: Facebook Name:

Tick advertising size and cost (inc GST)

- Digital Passport set up:** \$60
- Murray website:** \$440 (per annum)
if currently on Murray website no cost
- Passport Stamp:** \$50 ea (optional)

Ad sizes and specifications

- 1/3 page - \$440** - 132mm (w) x 60mm (h)
- 2/3 page - \$760** - 132mm (w) x 122mm (h)
- Full page - \$1200** - 132mm (w) x 184mm (h)

Artwork supplied to be pdf, CMYK 300dpi to size, no trim or bleeds. Costs may apply to altering or fixing incorrect artwork.

Artwork supplied or created (please tick)

- We will be supplying artwork**
- Discover Murray to create artwork**
(additional cost will be incurred and added)

Total Advertising Fee \$

Terms and conditions of Passport participation

- Your business needs to be an advertiser on Murray River website
- Requires you supply a value added offer for your coupon advertising
- Your business is solely responsible for delivering on the voucher advertised
- All advertisements/coupons must be signed and approved within 3 days of receipt of electronic pdf proof
- The advertising is only booked when this booking form, signed and both the form and full payment are received
- It is the sole responsibility of the advertiser to ensure their information in their advertisement is correct
- No monies can be refunded for cancellations after 7 days or receipt of this signed booking form
- Discover Murray River reserves the right to withdraw advertisements if full payment is not received by 5pm Friday 28th February 2014
- Failure to provide all material for advertisements before due date may result in your booking cancellation
- **Bookings close Friday 21st February 2014**
- **Full payment is due by 5pm Friday 28th February 2014** to participate
- By filling in this form and submitting to Discover Murray River you adhere to the terms and conditions of advertising with Discover Murray River found at www.murrayriver.com.au/terms-and-conditions/

Agreement

I am able to sign on behalf of our organisation and agree to all Terms and Conditions of advertising with the Discover Murray River Passport. We accept sole responsibility for any vouchers/coupons offered to customers through the Passport and release Discover Murray River of any and all liability associated with our advertised offer in the Passport.

Name: Signature Date

Payment

EFT: BSB: 035039 • Account: 273006 or **Cheque:** Discover Murray River, PO Box 54, Stepney SA 5069

Credit Card: Visa Mastercard Expiry Date ___ / ___ Total amount paid \$

Card Number: ___ / ___ / ___ CW Number

Name on Card: Signature

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