

AUSTRALIAN VISITOR CENTRES APP

EXPLORE PACKAGE
SALES PACK, 2023



ABOUT

*Trusted visitor information that's
always open!*

Launched in early 2022, the Australian Visitor Centres App highlights the **400+ accredited visitor centre (AVIC) network**, and presents over 100,000 travel points of interest nationwide*.

In a travel market crowded by disjointed visitor information, the Australian Visitor Centres App offers a convenient, **one-stop-shop for trusted visitor information** that covers all roadtrip and traveller needs.

The Australian Visitor Centres App is the **first and only app** to represent the entire AVIC network.



*According to TripTech (2022) - Sourced from TripTech.com

FEATURES

The Australian Visitor Centres App is a **perfect travel companion** providing users with easy and quick access to valuable visitor information, regardless of how remote they are.

The interactive map (home screen) allows users to **easily locate AVICs**, and engage with their individual profiles to find out about the region, and the AVIC itself.

Furthermore, the app locates **100,000+ travel points of interest** to ensure users are aware and informed in any travel situation.

Users can:

- Find, review and book accommodation, tours, experiences and activities
- Locate attractions, hidden gems, services, amenities and places to eat & drink
- Stay informed of local events, road warnings and visitor information via geo-zoned push notifications.

POINTS OF INTEREST

The app hosts the following POIs and more ...



Visitor Information Centres



Things To Do



Food, Drink & Dining



Public Toilet



Accommodation



Wifi



Road Warnings



Dump Station



EV Charging Station



Petrol Station



ATM



Campgrounds



Campground Parking



Groceries



Police Station



Hospital



Rubbish Bin/
Recycling



Public Showers



Laundromat



Playground



Water



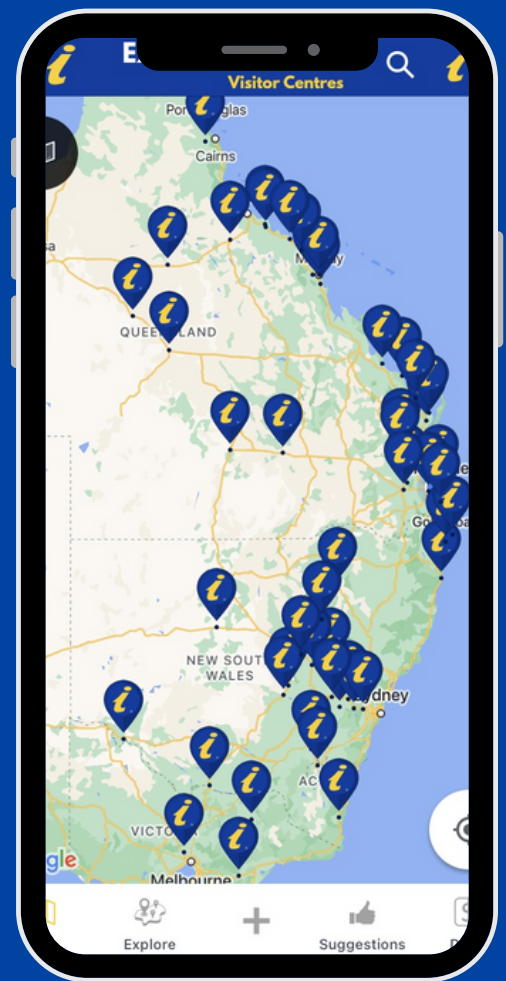
LPG Bottle Swap/
Fill

THE NEED

The app was born from an **industry call** to create a unified representation of the national AVIC network/brand, and in doing so, **better connect drive tourists with AVICs**.

In a digital age saturated with online travel information, the need for **centralised and trusted information** could not be more pressing.

The domestic drive tourism market comprises of over **127 million travellers**, equating to 90% of the total tourism market in 2022.* A market worth investing in, the Visitor Centres App is designed to **better service drive tourism experiences** through easy access to trusted visitor information that is **embedded with unique, local knowledge**.



OUR USERS

Partnering with travel technology company, **TripTech**, the creators of Australia and New Zealand's **No.1 roadtrip app***, CamperMate, provides the Visitor Centres App access to an extensive, established user market.

Some of the partnership benefits include:



Access **150,000** monthly active users



AVIC profiles available across TripTech suite of apps - **1.8 million** downloads



Access to **100,000+** travel points of interest sourced from ATDW



Credibility - apart of a travel suite of apps including some of Australia's biggest tourism providers (THL, CamperMate, Jayco etc.)

EXPLORE PACKAGE

Overview

Want more travellers through the door? The Explore Package is here to help!

The Explore Package is the AVIC **premium listing** on the Australian Visitor Centres App.

It offers a range of benefits designed to let an established target market of over **150,000 monthly users*** know where you are, what you do, and why your AVIC is worth a visit.

What's included:

- Premium AVIC profile
- Tailored description
- Contact details
- Website leads
- Social media leads
- Summary of visitor services
- Imagery
- Push notifications
- Bookings
- TripAdvisor reviews
- Profile reports
- Create local POIs
- Upload stories
- Relationship manager

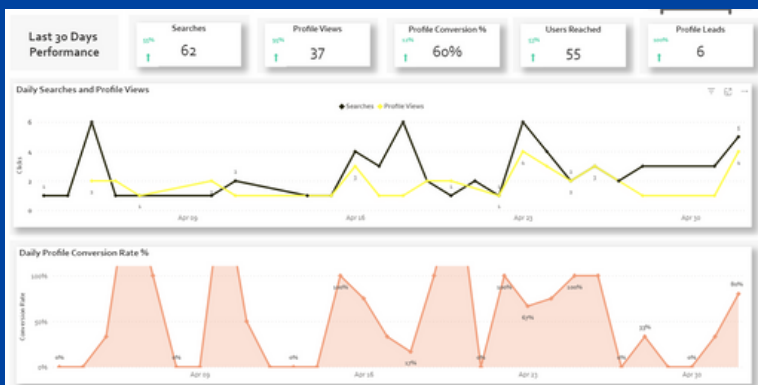
EXPLORE PACKAGE

Reports

Stay ahead of the game and track real-time local **travel and marketing statistics**.

The premium Explore Package provides AVICs with a variety of personalised reports that help you understand and track:

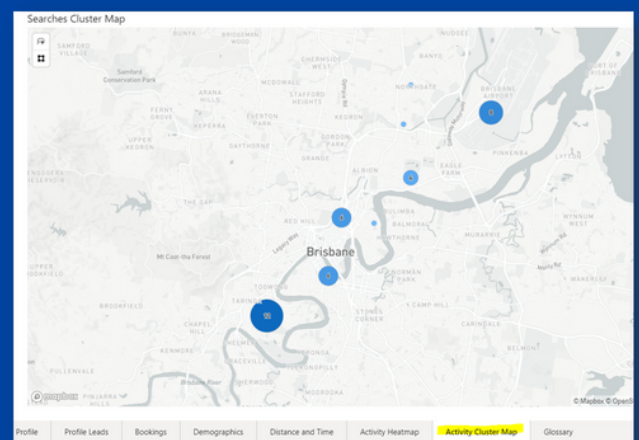
- Demographics around potential travellers
- User activity hotspots
- Views and lead data about AVIC profile.



Profile views and conversion



Searches and profile leads



Heatmap

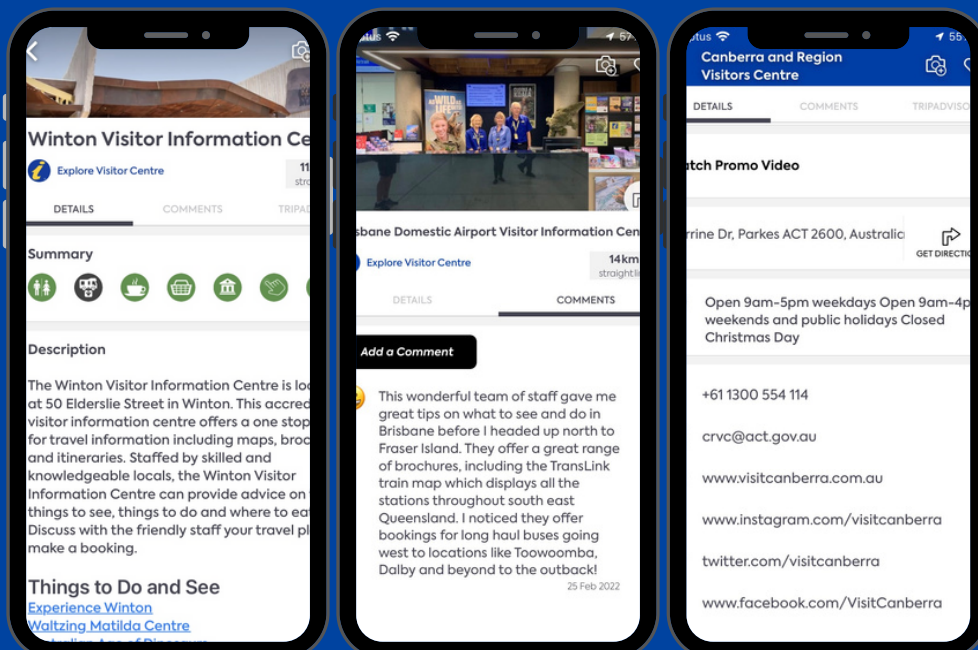
EXPLORE PACKAGE

Benefits

Let over 150,000 people know **where you are and what you do!***

Benefits

- Target a wider and growing audience
- Enhance visibility and discoverability
- Enhance credibility
- Showcase co-shared locations
- Advertise attractions, events and more
- Enhance social media connection
- Direct messaging to potential visitors
- Profile and travel market statistics



*Across the TripTech suite of apps

EXPLORE PACKAGE

Pricing

Choose the right fit for your AVIC and select between our two pricing options:

BEST VALUE

Premium

Unlimited access

\$800 + GST p.a.

Standard

Limited access

\$350 + GST p.a.

- Unlimited description
 - High visibility on map
 - Unlimited imagery/video
 - Link website
 - Link social media
 - TripAdvisor comments
 - Push Notifications
 - Create stories
 - Link bookings
 - Access reports
 - Relationship manager
- 150 word description
 - Medium visibility on map
 - Max. 3 imagery
 - Link website
 - List visitor services
 - Directions
 - Add POIs

WHY FOR YOU

The app's story in numbers



9x increase in **searches** for AVICs on the Explore Package.



52x increase in **profile engagement** for AVICs on the Explore Package.



50% of Explore Package AVICs experienced a **visitation increase** 3 months after onboarding to the Package.



400,000 downloads in the past 12 months, across the suite of apps.

JUMP ONBOARD

Sales & Onboarding

Wanting to increase your presence and welcome more people through the door? Let's see how the Explore Package can work for you!

To arrange a quick and easy **introductory call**, please contact our sales representative, **Becky**.

We look forward to welcoming you on this journey with us and **over 50 AVICs across the nation and growing!**

Becky Whitehead

Project Specialist

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SEE YOU SOON!



Download the Australian Visitor Centres App today for free

